

PROPOSAL for Town of Portola Valley to Join the San Mateo County Green Business Program

This is a proposal for the Town of Portola Valley to join the San Mateo County Green Business Program. There are three main goals of this plan: to improve our own operations, to act as a model for the community, and to engage businesses in the Town's greenhouse gas emissions reduction goals and sustainability initiatives through the program. The components of this plan include joining the Green Business Program, certifying the Town as a green business and then conducting outreach to local businesses to join the program. Below is a brief background of the program, program details and the process for certifying a business. In June 2009, the Green Business Program will roll out an automated tool that should reduce the work in processing individual businesses from approximately four hours to one to two hours. The automated tool will include a calculator that will measure the greenhouse gas emissions reductions associated with each green measure a business completes. In addition, San Mateo County is seeking funds to make the Green Business Program countywide. This will reduce the work for individual cities in administering the program.

Benefits of Joining—Town

- Benefit 1:** Improves Town operations and creates a model for local businesses
- Benefit 2:** Engages local businesses in Town's greenhouse gas emissions reduction goals and sustainability initiatives
- Benefit 3:** Measures progress on efforts to reduce greenhouse gas emissions in businesses through the automated tool (June 2009)
- Benefit 4:** Demonstrates initiative to reduce Town's greenhouse gas emissions, which could provide benefits later when reporting under AB 32 and SB 375

Benefits of Joining—Local Businesses

- Benefit 1:** Saves money and resources by reducing energy, water and garbage usage
- Benefit 2:** Strengthens bottom line through operating efficiencies and innovations
- Benefit 3:** Provides recognition and marketing opportunities—ABAG website, RecycleWorks website, Town website (potentially), green business logo, promotional materials
- Benefit 4:** Improves employee morale and helps create a healthy workplace
- Benefit 5:** Reduces impact on climate change and provides opportunity for businesses to participate in Town's greenhouse gas emissions reduction goals and sustainability initiative

Background

- Developed by the Hazardous Waste Committee of the Association of Bay Area Governments (ABAG)
- Provided a way to promote pollution prevention and resource conservation
- Launched in San Mateo County as a pilot program on July 1st, 2007

- San Mateo County Board of Supervisors voted to invite all cities in San Mateo County to join the Green Business program starting July 1, 2008 (see attached letter)

Program Details

- Green Business standards in Solid Waste, Energy, Water, and Pollution Prevention
- Businesses benefit from technical assistance
 - Complying with environmental regulations
 - Going beyond compliance to adopt environmentally-sound practices in four areas

Types of Businesses

Businesses that are already “green” or those that want to improve are welcome to participate.

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|----------------------------|-------------------------|
| • Office/Retail Businesses | • Auto Repair/Auto Body |
| • Restaurant & Cafés | • Hotels |
| • Dentists | • Landscapers |
| • Home businesses | • Painters |
| • Printers | • Remodelers |
| • Janitorial services | |

Town Commitments

- Identify staff or contractor to coordinate program on behalf of the city
- Estimate number of businesses to be certified annually
- Process businesses through program and provide resources to businesses
- Participate in outreach and marketing as needed
- Attend occasional trainings and coordinator meetings

County Commitments

- Maintain files of all green business applicants
- Represent San Mateo County at regional and statewide green business meetings
- Process final certifications for all businesses
- Establish partnerships with compliance partners
- Work with city staff and provide training on program requirements
- Assemble and distribute certificates, decals and other regional materials

Steps for Town to Participate

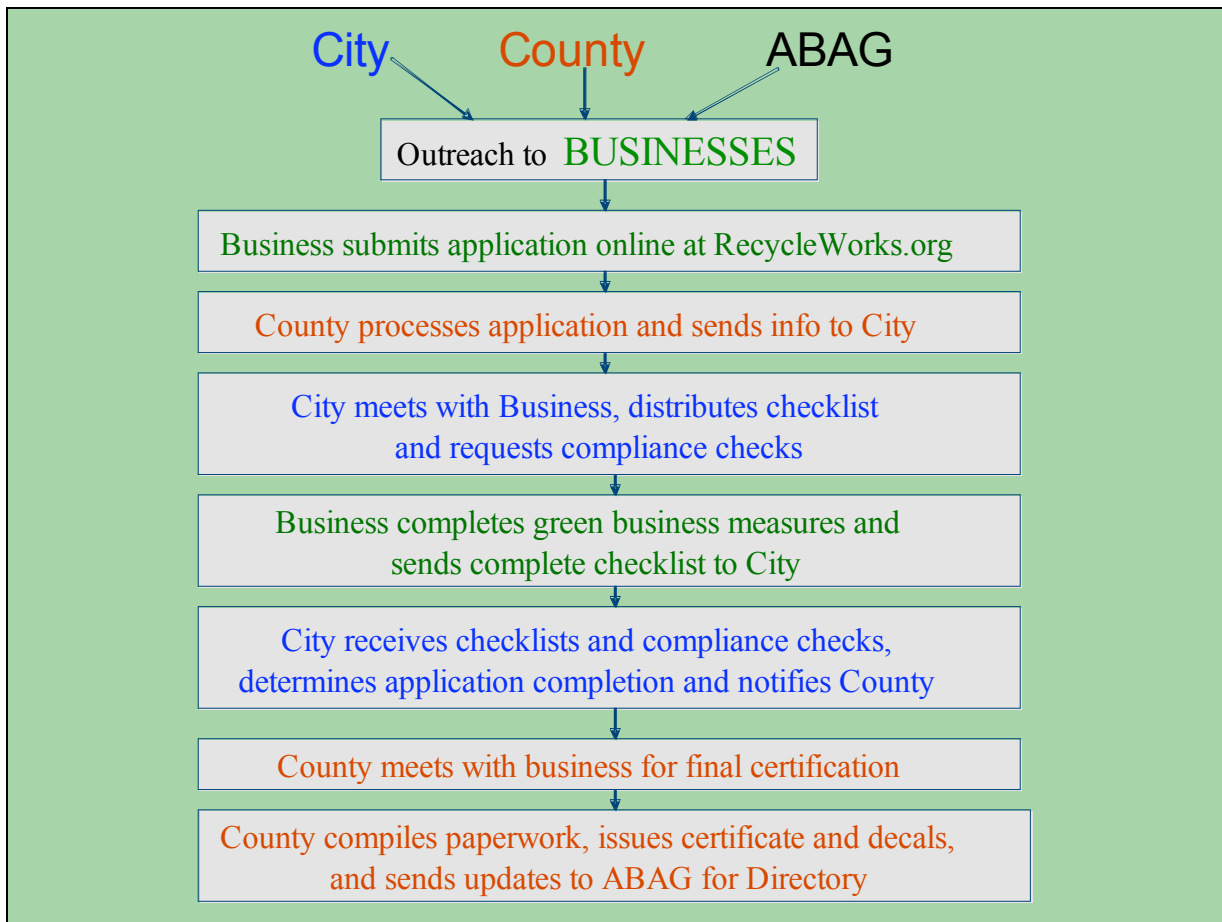
Step 1: Submit letter from Town Manager to Jim Porter, Director of Public Works, and copy Danielle Lee, Green Business Coordinator

Step 2: Include City Contact Sheet (see attached)

Step 3: Meet with Danielle Lee, Green Business Coordinator

Step 4: Complete Certification Process to become a Green Business

Business Certification Process



Proposed Timeline

Date Completed By	Goal
January 30, 2009	Submit letter and contact to Jim Potter
February 15, 2009	Meet with Green Business Coordinator to review steps
February 30, 2009	Review list of businesses and set target for participation for initial outreach efforts (type of businesses and goal)
March 30, 2009	Complete certification process to become a Green Business
April – May, 2009	Conduct outreach to businesses
April 19, 2009	Provide Green Business Info at Earth Day Event – invite Green Business Coordinator
June 2009	Begin enrolling businesses as automated tool is rolled out

Tracking

The progress of the plan will be tracked using the timeline above. Metrics for success will be based on the number of business enrolled versus the goal set. The automated tool will be used to track progress on reduction of greenhouse gas emissions.

Attachments

1. Letter from Jim Porter, Director of Public Works, inviting cities to participate in the San Mateo County Green Business Program
2. Green Business Program – Summary of Steps for Cities
3. Resource Conservation & Pollution Prevention Checklist
4. City Contact Sheet