



GREEN

**CALIFORNIA
GREEN BUSINESS
NETWORK**

Monterey County Green Business Program

Spring, 2024



Green Businesses are key to addressing California's environmental challenges...the Green Business Program is the vehicle for action and implementation...

The California Green Business Network:

- Provides free technical and financial assistance to small and medium-sized businesses.
- Offers easy to use framework/checklist.
- Recognizes and promote businesses for their green accomplishments.
- Provides a local green marketplace for consumers and employees.

What Makes a Green Business?



Reduced Water Use
Low flow toilets and auto-off faucets



Conserve Energy
Upgrade lighting and equipment to save energy



Commute Sustainably
Promote and incentivize alternative transportation for employees



Prevent Pollution
Eliminate and/or properly dispose of harmful chemicals



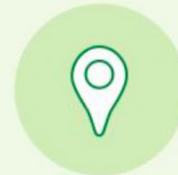
Use Non-Toxic Cleaners
Use safer, environmentally preferable cleaning chemicals



Avoid Waste
Eliminate unnecessary packaging, printing, and purchasing



Recycle Materials
Divert waste from the landfill through reuse, recycling and composting



Hire Local Vendors
Working locally means less vehicle use

Certification Process

STEP 1 - Business Enrollment and Registration

STEP 2 - Green Business Coordinator Initial Walk-Through and Consultation (Free Technical Assistance)

STEP 3 - Audits from Partners (i.e. utilities and water districts)

STEP 4 - Business Implementation of Measures

STEP 5 - Final Site Visit and Verification

STEP 6 - Certification and Business Promotion!

- 6 week certification cycles



Certification Areas of Focus



ENERGY



POLLUTION PREVENTION



SOLID WASTE



TRANSPORTATION



WASTEWATER



WATER



COMMUNITY



Congratulations Fisher's for being the first
Green Business certified restaurant in San Benito County!



FUEL SAVED



214 gallons of fuel total \$ savings of **\$822**

WATER SAVED



472,707 gallons of water total \$ savings of **\$1,487**

ELECTRICITY SAVED



511,552 kWh total \$ savings of **\$51,830**

The Positive Sustainability Impacts of Participating MoCo Businesses in 2023

GREENHOUSE GAS EMISSIONS



317,248 lbs of CO2 total \$ savings of **\$539**

THERMS SAVED

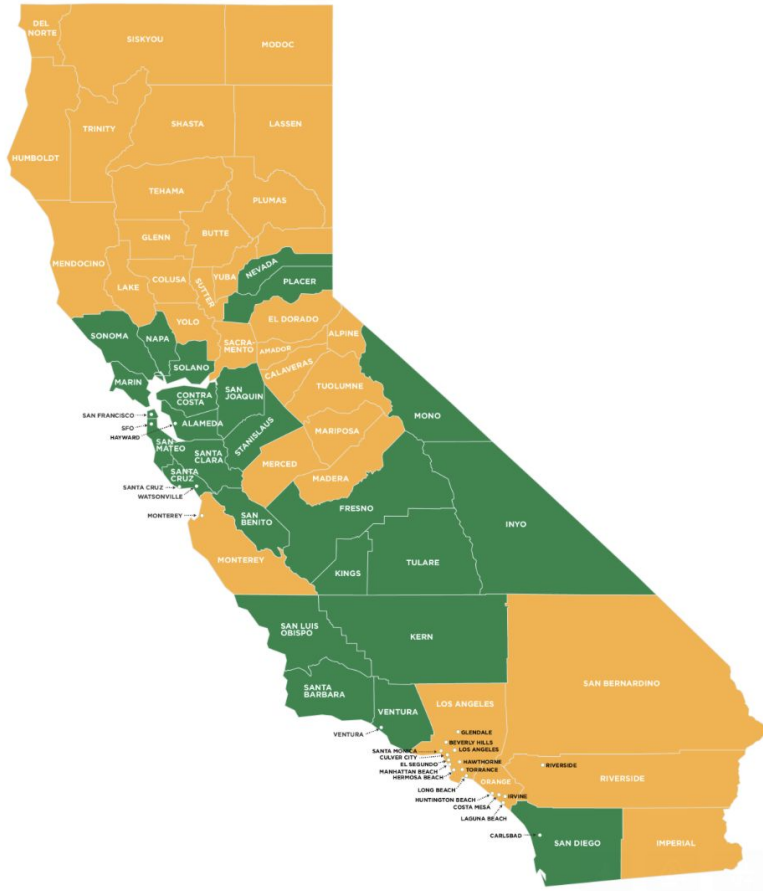


4,216 therms of natural gas per year total \$ savings of **\$3,921**

SOLID WASTE DIVERTED



95,130 lbs of waste total \$ savings of **\$6,388**



Future Programming

The State has cut 2.4 million - which has provided support for communities with no direct support. This means...

1. The areas in yellow will lose their programs.
2. The green areas have been supporting their programs from their inception and will continue.

Comparisons and Ideals

If Monterey County can cumulatively raise 150K it will have a program that includes the following:

- A staff member
 - Bryan is currently supporting Salinas and Monterey County through grants.
 - He would continue and the area covered would grow. Hundreds more businesses would benefit from the program.
- Member dues
 - Promo material, greenbiz data tracker and fundraising

...benefits by sector: communities, business, regional organizations and customers....



Alignment with CAP Measures and Strategies

CA Green Business Network Categories

Common CAP Measures

Energy Use

Transition to zero-emission landscaping equipment.

Increase energy efficiency and electrification in existing residential and nonresidential buildings.

Transportation

Transition to low- and zero-emission vehicles.

Reduce passenger vehicle miles traveled.

Reduce vehicle miles traveled and single-occupancy employee commute trips. Encourage use of public and multimodal transportation for employees.

Water Use

Retrofit water fixtures to ultra-low-flow.

Increase organic waste diversion.

Solid Waste

Increase organic waste diversion.

Monterey County Green Business Program Benefits

Benefits to Communities

- Participating communities will have their businesses visited and/or called to ascertain interest. In-person outreach.
- Measurements of impacts. Annual report of environmental impacts (on calendar and/or fiscal year) and cost savings.
- Cross-jurisdiction sustainability efforts.
- Work with additional partners to support businesses and potentially join program leadership team.
- Support true action and stated values.

Benefits to Businesses

- Technical and programmatic support to transition to sustainable practices.
- Understanding and navigating State compliance
 - SB54, SB1383, etc.
- Measurements of impacts.
- Each business certified will also be recognized online and added to our directory.
- Added to program website Promotion.
 - greenbusinessca.org/montereycounty

Monterey County Green Business Program Benefits

Supporting Partner Benefits

- Support of on-the-ground, in-person implementation for efforts:
 - 3CE - energy savings + 100% renewable opt-in
 - Haulers/Recovery - waste reduction and policy implementation
 - CSMC - plastics policies and implementation
- Collaboration across agencies/departments
- Enrollment in eligible programs

Customer Benefits

- Confidence in operations of businesses
- Growth of a green economy
- References and resources
- “Decluttered” drawers (All those forks, ketchups, etc. that are given with to-go.)



Univison covered our local program in a recent newscast. Highlighting the support this program provides to Spanish speaking business owners.





GREEN

**CALIFORNIA
GREEN BUSINESS
NETWORK**

Is Monterey County willing to work together to support a program that:

- Provides on-the-ground outreach to connect with and support small and medium sized businesses
- Actively monitors and tracks impacts that support multiple Climate Action Plan measures, local and state policy implementation
- Regional, cost-effective, staffing

Monterey County Green Business Program

Spring, 2024

Confirmed Supporters



SURFRIDER
FOUNDATION.

MONTEREY
COUNTY



BLUE ZONES PROJECT

Monterey County



Monterey
Aquarium