



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.

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!



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



GOOD COMPANY...in CA

- 50 Green Business Programs
- Over 4,500 recognized businesses
- Over 2,000 interested businesses
- 32 business sectors



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 keep a program that includes the following:

- Staff
 - Bryan and Jakki are currently supporting Salinas and Monterey County through grants/previous State funding.
 - They would continue and the area covered would grow. Hundreds more businesses would benefit from the program.
- Member benefits
 - Support from grants and other funds to support sustainability transitions
 - Promo material, greenbiz data tracker and fundraising
 - Network support

...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.



Hola, mi nombre es Bertha Magaña y soy una pequeña agricultora orgánica. Fui certificada como un negocio verde por cuidar el medio ambiente con las prácticas sustentables que usamos en los suelos. Este programa también nos ayudó financieramente y nos orientó como cuidar la tierra para que sea más eficiente en los materiales que usamos y reduciendo el agua que utilizamos. Estos cambios no solo son para mí y mi familia, sino para todos los que comen nuestros productos. Muchas gracias a las personas que nos apoyan y nos ayudan a cuidar el planeta

Hello, my name is Bertha Magaña and I am a small organic farmer. I was certified as a green business for taking care of the environment with the sustainable practices we use on the soil. This program also helped us financially and guided us on how to care for the earth so that it is more efficient in the materials we use and reducing the water we use. These changes are not only for me and my family, but for everyone who eats our products. Many thanks to the people who support us and help us take care of the planet

Hola, mi nombre es Teresa Anaya y tengo un negocio de proveedora de niños en mi hogar. Los productos que obtuvimos fueron de gran ayuda porque así no usamos químicos fuertes para limpiar y también reducimos la basura que hace el negocio porque nos ayudaron comprar platos, vasos y utensilios que son reutilizables. Nos educaron en la importancia de separar basura y el reciclaje para ser mejor con el medio ambiente.

Hello, my name is Teresa Anaya and I have a childcare business in my home. The products we obtained were of great help because we did not use harsh chemicals to clean and we also reduced the trash that the business makes because they helped us buy plates, glasses and utensils that are reusable. They educated us on the importance of separating trash and recycling to be better for the environment.



GREEN

**CALIFORNIA
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Confirmed Supporters



SURFRIDER
FOUNDATION.

MONTEREY
COUNTY



BLUE ZONES PROJECT

Monterey County



Monterey Bay
Aquarium®



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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 and collaboration

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