



Agenda Item No. _____

File Code No. 630.02

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: July 1, 2008
TO: Mayor and Councilmembers
FROM: City Administrator's Office
SUBJECT: Santa Barbara County Green Business Program

RECOMMENDATION:

That Council approve \$10,000 for the Santa Barbara County Green Business Program to certify local businesses for achievement in waste prevention, recycling, energy efficiency, water conservation, water quality, and alternative transportation.

DISCUSSION:

Several government and non-profit agencies in Santa Barbara County have formed a new Green Business Program (GBP) to recognize achievements by businesses in waste prevention, recycling, energy efficiency, water conservation, water quality, and alternative transportation. On June 5, 2008, the Sustainability Council Committee heard a presentation from GBP representatives and recommended providing \$10,000 to implement the program.

Funds will be spent on services and materials to certify businesses in the City of Santa Barbara. City staff will participate with other agencies in reviewing certification checklists to ensure criteria meets the City's environmental goals. Staff support from the Water Resources, Environmental Services, Creeks, Transportation, and Facilities Divisions is needed to review checklists.

Budget and Financial Impact

The Green Business Program costs will be shared by the following sources: Water Fund (25%), Wastewater Fund (25%), Solid Waste Fund (25%), and Intra-City Service Fund (25%) for Motor Pool and Facilities, the current funding allocation for the Sustainability program.

Sustainability Impact

A Green Business Program will help local businesses understand opportunities to protect and enhance the environment and implement best practices. The Program will help the City of Santa Barbara and regional partners recognize businesses for their sustainability achievements.

ATTACHMENTS: 1. Request Letter from Santa Barbara County Public Works Department, dated March 31, 2008
2. Proposed Budget and Funding Breakdown

PREPARED BY: Nina Johnson, Assistant to the City Administrator

SUBMITTED BY: Jim Armstrong, City Administrator

APPROVED BY: City Administrator's Office

**COUNTY OF SANTA BARBARA
PUBLIC WORKS DEPARTMENT**
123 East Anapamu Street
Santa Barbara, CA 93101
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SCOTT D. MCGOLPIN

Director

RECEIVED

MAR 31 2008

CITY ADMINISTRATOR'S OFFICE
SANTA BARBARA

March 21, 2008

Nina Johnson
City of Santa Barbara
Administrator's Office
P.O. Box 1990
Santa Barbara, CA 93101

Dear Ms. Johnson:

For the past 14 years, the county-wide Green Awards Program has honored up to five local businesses, schools, and nonprofit organizations each year that have taken actions above and beyond their basic missions to protect, preserve, and improve the environment. The members of the Green Award Consortium (Consortium), on whose behalf I am writing, are the Santa Barbara County Air Pollution Control District, Community Environmental Council, Santa Barbara County Resource Recovery & Waste Management Division, Santa Barbara County Water Agency, and SBCAG/Traffic Solutions.

As you know, the members of the Green Awards Consortium are working to transition from the Green Awards Program to a **multi-jurisdictional Green Business Program** for Santa Barbara County (a pilot program). Under a Green Business Program, businesses are offered positive incentives and free assistance to encourage them to implement actions that go above and beyond regulations to protect, preserve, and improve the environment. Businesses meeting certain specific criteria would be certified as "green" businesses. Among the many benefits to local area businesses, Green Business certification will help them save money, and achieve recognition for their efforts in protecting, preserving, and improving our environment. Certified Green Businesses will be able to use the GBP logo, and promote themselves to consumers as environmental leaders. Benefits to the City of Santa Barbara include increased business compliance with your City's various regulatory requirements as well as a better working relationship with the businesses in your community.

The County of Santa Barbara is but one partner in this multi-jurisdictional program. In the past, our partner agencies have been part of many successful partnerships with the City, including National Pollution Prevention Week outreach, Save Water Save a Buck Commercial Rebate Program, advertising for public events related to Stormwater, the Green Gardener Program, and many others. We have been in contact with various City departments including Water, Creeks, and Environmental

AA/EEO Employer

Thomas D. Fayram, Deputy Director
Rochelle Camozzi, Chief Financial Officer

Dacé B. Morgan, Deputy Director
Michael B. Emmons, County Surveyor

Mark A. Schleich, Deputy Director

www.publicworkssb.org

Services regarding their interest in the Green Business Program and have received positive responses. Our conversations with City staff have confirmed that the Green Business Program fits within existing program goals across several departments and could serve to enhance communication with businesses as well as show the City's support in progressive, integrative programs which provide excellent customer service to businesses through an efficient "one-stop shop" approach.

We are requesting \$10,000 from the City for the first fiscal year in order to participate in the implementation of the GBP. Funds provided by the City will be spent to on services and materials for businesses within the City. Your participation will allow businesses within your jurisdiction access to all the benefits of becoming a certified Green Businesses.

It is our understanding, based on conversations with staff from several City departments, that funds within existing departmental budgets may be available for use toward Green Business Program implementation. Shared between several departments, the fund request is small, but will serve to greatly enhance outreach to businesses about existing City programs. We suggest one possible source for the funds could be marketing and outreach line items within departmental budgets, because these funds will specifically and carefully target businesses for participation in multiple city programs, and reduce some of the need for generalized marketing currently spent across at least four City departments. A small amount of funds from an existing program budget will go much further when paired with the other City offerings advertised jointly through the Green Business Program.

Member agencies of the Consortium continue to be contacted by both the public and local businesses interested in green business certification, including many from the City of Santa Barbara. We have also met with and received initial indications of support from the following chambers of commerce: Santa Barbara Region, Goleta Valley, and Carpinteria Valley. Steve Cushman, the Executive Director of the Santa Barbara Region Chamber of Commerce, has expressed strong support for the GBP by agreeing to help promote the program once it is implemented and has agreed to have his Chamber serve as a sponsor by contributing \$1,000. He has also stated that he will denote in the Chamber's member directory those Chamber members that become certified "green" businesses. The Chambers of Commerce have confirmed that there is demand for this program and we hope you will join us in this important effort.

In addition to Chambers of Commerce, we are actively seeking partnership from municipalities, utilities and special districts throughout the County which have an interest in issues that will be addressed by the Green Business Program. Currently, the following organizations are in talks with the GBP about partnership: the City of Carpinteria, Carpinteria Sanitary District, Carpinteria Valley Water District, City of Goleta, Goleta Water District, Goleta Sanitary District, Goleta West Sanitary District, the City of Santa Maria, the City of Solvang, Southern California Gas Company, Pacific Gas & Electric, and Southern California Edison. This list is expanding each week.

Included with this letter for your review are:

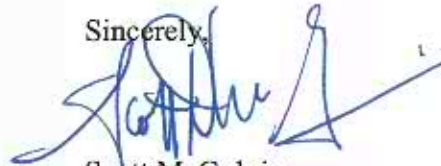
- Summary of Proposed Santa Barbara Countywide Green Business Program: This document explains the details of the program, benefits to signatory partners, and partner responsibilities.
- Proposed Budget and funding breakdown: The proposed budget itemizes requested funding contributions and proposed expenses.

- Funding Approval Form for first fiscal year of program. Please note payment will not be due until you are invoiced in July 2008.

The first partner meeting will take place in May of 2008. All partners on board at that time will have the opportunity to review checklists and help to shape the program. We hope that the City of Santa Barbara will be one of our founding partners and be able to attend meetings from the start of the program. The program will be moving forward in the unincorporated County as well as within all incorporated cities interested in partnering beginning in July 2008. The program has received initial support from energy utilities, Goleta and Carpinteria area agencies, and the program is actively negotiating partnerships with organizations from across the County.

Please contact Frances Gilliland, Program Coordinator, at (805) 705-1686 or via email at FranEG@msn.com to discuss the next steps. If a presentation to the City Council would be helpful, Frances and our program staff would be happy to assist with this or any other information needed to make a timely decision on the City's participation in this exciting program.

Sincerely,



Scott McGolpin
Director

Attachments: Summary of Proposed Santa Barbara Countywide Green Business Program
Proposed Budget
Funding Request Form

cc: Robert Almy, County of Santa Barbara Water Agency
Leslie Wells, County of Santa Barbara Resource Recovery and Waste Management Division
Kent Epperson, Traffic Solutions, SBCAG
Bobbie Bratz, Santa Barbara County Air Pollution Control District
Dave Davis, Community Environmental Council
Rebecca Bjork, City of Santa Barbara Water Resources
Cameron Benson, City of Santa Barbara Creeks Department
Browning Allen, City of Santa Barbara, Transportation Division
Bob Samario, City of Santa Barbara, Finance Department
Frances Gilliland, GBP Program Coordinator

Summary of Proposed Santa Barbara Countywide Green Business Program

Background

Since 1994, the County Green Awards Consortium has honored up to five businesses, schools, and nonprofit organizations in Santa Barbara County each year that have taken actions above and beyond their basic missions to protect, preserve, and improve the environment in such areas as solid waste reduction and recycling, water conservation, energy conservation, hazardous waste reduction and recycling, and pollution prevention of the air, water, and soil.

Members of the Green Awards Consortium have been working to transition from the Green Awards Program to a multi-jurisdictional Green Business Program for Santa Barbara County (a pilot program). Under a Green Business Program, businesses are offered positive incentives and free assistance to encourage them to implement actions that protect, preserve, and improve the environment above and beyond their compliance with applicable regulations. Businesses meeting these criteria would be certified as "green" businesses.

Goals and Objectives

- To promote environmental ethics in Santa Barbara County by preventing pollution of our air, water, and soil;
- To establish a positive relationship among governmental agencies, the business community, and the public;
- To help businesses integrate environmental responsibility into their operations in a manner that is sustainable as well as profitable;
- To certify from 11 to 51 businesses per year as "green" businesses in four sectors: hotels, restaurants, automotive repair, and office/retail;

Program Partnerships

- Existing Green Awards Consortium members will establish partnerships with agencies across the County responsible for environmental protections including municipalities, utilities, and sanitary, water, and community service districts
- Partnerships with business oriented organizations will be pursued, including Chambers of Commerce and other interested organizations
- Interested agencies will sign a Memorandum of Understanding with the County of Santa Barbara to become Signatory Partners in the program
- Signatory Partner responsibilities will include financial support, participation in review process of criteria for certification (in the form of checklists), cooperation in checking business compliance, attendance at Partner meetings, and decision-making responsibilities

Program Administration and Staffing

- Major program decisions will be made by all Signatory Partners
- Major program activities will be administered by a Steering Committee of the Signatory Partners, which will include the County of Santa Barbara, other members of the Green Awards Consortium, plus additional interested Signatory Partners
- The County of Santa Barbara will collect the financial contributions from Signatory Partners annually as well as manage the contract for the Program Coordinator
- The Program Coordinator will provide a majority of the staff time for the program including business assistance with applications, regulatory compliance check, site visits, and advertisement of businesses

Benefits to Signatory Partners

- Allows businesses within a Signatory Partner's jurisdiction to participate in the SBCGBP;
- Public recognition of Signatory Partner's sponsorship of the program through logo placement on letterhead, website, and other means;
- Increases participation in and creates positive publicity for agencies' existing business assistance programs;
- Fosters cooperation and a positive relationship with businesses by helping businesses avoid liabilities, fines, and other penalties by complying with applicable regulations;
- Promotes cooperative working relationships among local regulatory agencies;

Benefits to Businesses

- Provides free, convenient, time-saving assistance;
- Helps businesses save money by lowering costs and increasing productivity;
- Increases the ability of businesses to protect, preserve, and improve the environment;
- Provides greater recognition for environmental achievements through an annual luncheon and advertising on a "green certified" directory;
- Serves as a model for businesses on how to improve their environmental performance;
- Attracts new customers by being certified as a "green business" through free advertising;
- Fosters a positive, proactive relationship with local compliance inspectors that can help businesses avoid liability, fines, and other penalties;
- Improves employee morale by ensuring a safer, healthier workplace.

Santa Barbara Countywide Green Business Program Proposed Budget: FY08-09 (Year 1)

FIXED COSTS				
Item	Budget - Number	Budget - Unit	Responsible party	Funding Amount
Program Administration				
GBP Consortium	80	hours	GBP Consortium	in-kind
Coordinator	50	hours	Coordinator	\$2,750.00
Re-print brochures, flyers as necessary	lump sum	printing costs	GBP Budget	\$1,000.00
Mail outreach materials	lump sum	mailing costs	GBP Budget	\$250.00
Recognize and Promote Green Businesses				
GBP Consortium	70	hours	GBP Consortium	in-kind
Coordinator	190	hours	Coordinator	\$ 10,450.00
Place ads to recognize certified businesses	lump sum	advertising	GBP Budget	\$7,000.00
Conduct Annual Recognition Ceremony - Luncheon	lump sum	luncheon costs	GBP Budget	\$2,500.00
Program Evaluation and Continuation				
GBP Consortium	80	hours	Coordinator	in-kind
Coordinator	10	hours	GBP Consortium	\$ 550.00
Subtotal - FIXED COSTS				\$24,500.00
INCREMENTAL COST RANGE (dependent on total Signatory Partner contributions)				
Recruit and Certify Green Businesses				
GBP Consortium	55	hours	GBP Consortium	in-kind
11-51 Businesses Certified (\$500 per business)	110-510	hours	Coordinator	\$5,500 - \$25,500
<i>Recruit and Certify- Subtotal</i>	<i>165-565</i>	<i>hours</i>		<i>\$5,500 - \$25,500</i>
Subtotal - PRO-RATED COSTS				\$5,500 - \$25,500

TOTAL BUDGET RANGE	
Fixed Costs	\$24,500.00
Incremental Costs (for 11- 51 Businesses)	\$5,500 - \$25,500
TOTAL TARGET BUDGET	\$30,000 - \$50,000

**Santa Barbara Countywide Green Business Program:
Proposed Budget & Funding Breakdown**

Budget Summary:

Phase	Time	Availability	Budget
Development Phase	3rd-4th Qtr FY07-08	Budgeted FY07-08	\$24,000
Implementation Year 1	FY08-09	To be requested	\$30,000-\$50,000

Funding Request Breakdown:

Population Center	Population	#Businesses	GBP Budget Share	Confirmed	Pending
Santa Barbara	93,385	2,365	\$10,000		X
Santa Maria	90,073	1,903	\$10,000		X
Lompoc	38,815	427	\$4,000		X
Goleta Valley	85,000	1,029	\$7,200		
City of Goleta			\$2,000	X	
Goleta Water District			\$2,000	X	
Goleta Sanitary District			\$2,000	X	
Goleta West Sanitary District			\$1,200		X
Guadalupe	6,000	114	\$600		
Carpinteria	18,685	275	\$1,800		
City of Carpinteria			\$600	X	
Carpinteria Valley Water District			\$600	X	
Carpinteria Sanitary District			\$600	X	
Montecito	13,000	112	\$1,200		
Montecito Water District			\$600		X
Montecito Sanitary District			\$300	X	
Summerland Sanitary District			\$300	X	
Solvang	5,434	214	\$500	X	
Buellton	4,000	149	\$500	X	
Vandenberg Village CSD	5,802	68	\$500		
Los Alamos	1,500	42	\$150		
Santa Ynez	8,298	250	\$800		
Santa Ynez CSD			\$400		
Santa Ynez Water			\$400		
Orcutt	39,273	437	\$4,000		
Golden State Water Company			\$2,000	X	
Laguna Sanitation District (County)			Incl. in county \$ (2,000)	X	
Air Pollution Control District	flat fee		\$3,000	X	
Santa Barbara County (Water Agency and RRWMD)	flat fee		\$10,000	X	
SBCAG Traffic Solutions	flat fee		\$3,000	X	
Community Environmental Council	flat fee		\$1,500	X	
Chamber of Commerce Santa Barbara	flat fee		\$1,000	X	
Chamber of Commerce Santa Maria	flat fee		\$1,000		X
Chamber of Commerce Goleta	flat fee		\$500		X
Chamber of Commerce Lompoc	flat fee		\$500		X
Chamber of Commerce Carpinteria	flat fee		\$250		X
Chamber of Commerce Solvang	flat fee		\$250	X	
Chamber of Commerce Buellton	flat fee		\$250		X
Chamber of Commerce Guadalupe	flat fee		\$250		X
Downtown Organization	flat fee		\$500		X
SCEEP	flat fee		\$2,500	X	
PG&E	flat fee		\$5000 - \$10,000		X
The Gas Company	flat fee		\$2,500	X	
Total Request*			\$87,750		
Total Estimated Budget Needed			\$30,000-50,000		

*Total requested is more than actual necessary budget, assuming not all agencies will participate

Discussion draft June 24 2008