First Name: Kevin

Last Name: Kumataka

Email Address: [Kevin.Kumataka@sonoma-county.org](mailto:Kevin.Kumataka@sonoma-county.org)

Affiliation: California Green Business Network

On behalf of the Sonoma County Green Business Program (SGBP), I request the Department of Finance and the State Agencies strengthen the language of support to small-to-medium sized businesses in the Second Investment Plan and consider creating a separate category for funding small-medium sized businesses. Small to medium sized businesses (SMB) consist of 99% of employers, employ half of the State’s private sector labor force, and are responsible for 45% of the commercial energy use in California. SMBs play a critical role in decarbonizing California’s economy and the California Green Business Network (CAGBN) is an existing program that focuses on helping small to medium sized businesses reduce greenhouse gas emissions (GHGs). As the Program Manager for the SGBP, I will demonstrate how the Green Business Program model is already successful at working with SMBs to lower businesses overall environmental footprint including GHGs, improve worker health and safety, and build economic resiliency. I will also focus on how funding from the Cap-and-Trade proceeds would allow the SGBP, and the CAGBN, to expand program services to disadvantaged communities (DACs) and demonstrate why the DACs have the most to gain from the Green Business certification process.

The SGBP, a member of the California Green Business Network, certifies SMBs for meeting a high set of environmental standards in the areas of energy efficiency, water conservation, waste reduction, pollution prevention and demonstrating a commitment to operating in an environmentally friendly manor. To be certified, businesses must also demonstrate they meet all environmental compliance standards. The certification process is free and completely voluntary. Through the certification process, the SGBP helps businesses achieve the certification standards by providing one-on-one assistance with phone consultations and on-site visits. During the on-site visit, the Green Business coordinator verifies completion of the Green Business certification standards, while simultaneously matching businesses to the many unique environmental and business support service programs that are available in Sonoma County. This provides businesses with a one stop shop for taking advantage of rebates, local service programs and unique best management practices specific to the industries in Sonoma County. To see an example of recommendations and resources provided by the Sonoma Green Business Program, a sample Executive Summary Post Site Visit Report has been provided in Appendix A.

Through the SGBP and other member jurisdictions of CAGBN, over 2,800 businesses have been certified for reducing GHGs, reducing health risks, and saving utility costs through the number of measures required in the Green Business certification. An example of measures that businesses must address for certification include:

* Maximize recycling efforts through waste presentations, and clearly labeled bins
* Purchase post-consumer waste recycled content paper
* Replace T-12 lighting fixtures with either T-8s, T-5s or LEDS
* Regular maintenance of the HVAC systems
* Use low-flow .5 gallon per minute aerators on bathroom sinks
* Replace toilets with a flush rate > 1.6 gallons per flush (gpf) with toilets that use ≤ 1.28 gpf
* Use environmentally friendly cleaning products
* Meet the Metropolitan Transportation Commission Bay Area Commuter Benefits Program requirements
* Alert employees and customers of District Spare the Air Days

To see be certified in Sonoma County, businesses must complete at least 74 measures. For a full list of the standards businesses are required to implement for certification, please [click on this link](http://www.greenbusinessca.org/al/D65/DuD/827de3f39e9fe2e2d4906b70a1a6803519d0404a606a0/), or go to: <http://www.greenbusinessca.org/al/D65/DuD/827de3f39e9fe2e2d4906b70a1a6803519d0404a606a0/>.

From the business perspective, the Green Business Program model simplifies the process to become an environmentally responsible company in four simple ways.

1. The Green Business Program model provides a template, or checklist on all the low hanging simple actions businesses can take to become more environmentally friendly. A large company like Starbucks or Walmart hires dedicated sustainability staff to identify cost saving practices and to improve a company’s public relation, but small and medium sized businesses rarely have the time to research best management practices and go after rebate funds.
2. The Green Business Program is an incentive program that rewards businesses for becoming certified giving a reason for businesses to meet the minimum standard required for certification. Certified Sonoma Green Businesses are awarded with the: rights to use the SGBP logo, an award certificate, social media promotions, and a recognition at the annual award reception.
3. The Green Business Program supports businesses navigate the bureaucratic limbo of taking advantage of receiving audits or rebates. Some businesses may request an audit, but do not always hear back from the municipality. The Green Business Program can help businesses cut through the bureaucratic red tape.
4. The Green Business Program identifies other beneficial programs that fit the specific needs of a business. An example includes providing information to a business about free turf conversion opportunities and nonprofit organizations that organize volunteers to reduce labor costs. Another example is providing information about a local solar nonprofit that provides 3 competitive quotes for a project for businesses with high energy usage.

While the SGBP focuses on multiple environmental issues, the SGBP’s operations are very low cost since the program leverages the already existing free service programs available locally. By utilizing partnerships and collaborating with other Green Business jurisdictions the Sonoma County Green Business Program has proven to be a successful program at reducing GHGs while being cost-effective. In Sonoma County, the program is funded through a partnership with the Energy and Sustainability Division at the County, the Sonoma County Water Agency, and the Pacific, Gas, and Electric Company. Local municipalities, governmental agencies and non-profit partners also offer in-kind staff time which adds to the list of support services offered by the SGBP and helps keep the program cost low. Some examples of the free services include: energy audit, water audits, waste audits, alternative commute consultations, and ecofriendly behavioral trainings. Statewide the CAGBN already leverages $12 million annually in local agency, utility and private investment.

The SGBP also heavily relies upon the support services, database and resource sharing of the California Green Business Network. Most important in the previously mention list, is the Green Business database, also known as the Green Biz Tracker ([www.GreenBusinessCa.org](http://www.GreenBusinessCa.org)). The Green Biz Tracker is the online web tool that allows businesses to self-assess their progress through the certification process, thus saving staff time. The Green Biz Tracker also collects program environmental metrics (see Appendix B for metrics report). By sharing the cost of Green Biz Tracker with other Green Business jurisdictions and utilizing partner support the total program budget is only $130,000 annually including: department administrative overhead costs, staff time salary, program fees, marketing, intern wages and organizing and annual Green Business Awards Reception.

Another benefit of partnering with local utilities, non-profits and government agencies are the programs offered are often regional specific. Through the Green Business certification process, the SGBP directs businesses to the correct rebates or informational resources that are specific to the needs of the individual business. This saves the utilities, non-profits, and local government agency partners the time of attracting companies that would be good candidates for their services. It also saves businesses time and allows them to take advantage of programs they would have unlikely known about. There are many instances where a business is looking for a water audit only, but ends up going through the Green Business certification process after learning about the multitude of services offered.

Even with the SGBP successes, there are more opportunities to grow the program and to offer the program support services in disadvantaged communities (DACs) who would benefit from the program the most. Currently the types of businesses applying to the SGBP are businesses that are looking to market themselves to an eco-conscious audience. However, the SGBP has reached the capacity level where businesses interested in the certification process are on a wait list, which prevents the SGBP staff from outreaching to businesses. This means a number of businesses that could benefit from the SGBP are not currently being serviced.

One demographic group that is not being serviced by the SGBP are the (DACs), which is also a demographic group that could benefit the most from the services and education provided by the SGBP. Employees at businesses in the DACs are often times at more risk to health hazards from chemical exposure. In Sonoma County, examples of work involving high levels of exposure to chemicals include: janitorial services, auto repair shops, small manufacturing facilities, vineyard operations and landscapers. By providing businesses with education on low cost environmentally friendly alternatives and education on best management practices, businesses in the DACs have an opportunity to drastically reduce their exposure to harmful chemicals.

An equally important benefit of the SGBP targeting businesses in DACs would be supporting the economic vitality in the DACs by lowering utility costs for businesses that participate in the SGBP. By partnering with local utilities and municipalities and utilizing rebates, such as the Sonoma County Valley Sanitation Districts direct install program that replaces high volume flush toilets for free, businesses in DACs would lower their electric, water, and waste bills while reducing their ghg impacts.

Working with the DACs is a known opportunity in the SGBP, but with a backlog of proactive businesses waiting to be certified, the capacity to work with DACs is currently not feasible. With funding from the Cap-and-Trade proceeds the SGBP, and the lager CAGBN, would be able to build operational support to serve the demand of businesses interested in becoming certified and expand services to work in DACs resulting in lower GHGs, water use, energy use, waste sent to landfill, and healthier and more economically resilient communities.

In summary the CAGBN supports many of the Greenhouse Gas Reduction Funds and legislative goals of reducing GHGs, improving environmental quality and protecting public health. By leveraging existing free service programs in local Green Business jurisdictions, and by using the support services offered by the California Green Business Network, the Green Business program is a cost-effective method of reducing GHGs and helping businesses reduce their environmental footprint. If granted with funding provided by the Cap-and-Trade proceeds the California Green Business Network would be able expand the reach to more businesses across the state and focus efforts on the communities that would benefit the most, the disadvantaged communities.

Appendix A:

**Green Business Executive Summary Report for Easy Breezy Car Wash**

Site Visit conducted by Kevin Kumataka with Daniel Brown on 4/21/2015

# Executive Summary

A Green Business audit was performed at Easy Breezy Car Wash by Sonoma Green Business Coordinator, Kevin Kumataka. The purpose of the audit was to verify online Green Business Checklist items that the business had filled out to identify any additional resource-saving opportunities for Easy Breezy Car Wash.

Below you will find the final list of measures that need to be completed before Easy Breezy Car Wash becomes a Certified Sonoma Green Business. To demonstrate completion of the measures, please send me verification of the measure completion in one of the following forms:

* Documenting files
* Photos
* Invoices
* Receipts
* Letters (from landlord, cleaning company, etc.)

Once all the measures on this checklist have been verified, Easy Breezy Car Wash will receive an award packet including a congratulations letter, the Green Business logo, and will be published on the GreenBusinessCA.org online directory and the SonomaGreen.org online directory. The certification will last for three (3) years; after the three years, your Green Business Certification Status will expire and you are encouraged to renew certification at that point.

If you have any questions please feel free to contact me at Kevin.Kumataka@sonoma-county.org or call 707-565-6455.

# General Measures

1. **Complete the Environmental Policy Statement (EPS) and send me an electronic copy.** Once you’ve completed the EPS, please have the document created on business letterhead, signed, and dated by the company owner/ executive and person responsible for purchasing. The EPS should incorporate measures from the Green Business Program such as resource conservation, pollution prevention, waste minimization, and environmental preferable purchasing. On the email, an ESP template has been attached.
2. **Inform your customers about what you’re doing to be green. Examples include:**

a. Posting a list of your efforts to conserve water and reduce waste water pollution in a visible location

d. Highlight your efforts on your website

e. Link your website to the Green Business website

# Waste Measures

1. **Get a recycling dumpster for all 3 of the Easy Breezy locations to reduce waste.** Contact your local waste hauler and let them know that you are interested in getting a recycling bin and additional carts for all of the Easy Breezy Car wash locations. See if you are then able to decrease the size of your landfill bin to cut down on waste disposal costs.
   1. For the two Cotati locations, contact Redwood Empire Disposal at (707) 585-0291.Have your account information ready.
   2. For the Santa Rosa location,contact Santa Rosa Recycling and Collection at (707) 586-1478. Have your account information ready.
2. **Provide recycling containers at convenient and appropriate locations.** Determine which areas get the heaviest traffic with waste items. Once this is determined, place waste stations (recycle and landfill bins co-located) to ensure that customers and staff have the opportunity to recycle whenever they go near a landfill bin. To request a free waste presentation, contact the Sonoma County Waste Management Agency by emailing [recyclenow@sonoma-county.org](mailto:recyclenow@sonoma-county.org) or by calling (707) 565-3579. For information on how and where to recycle any items in Sonoma County, please visit the online [Sonoma County Recycling Guide](http://recyclenow.org/resources/downloads_graphics.asp) or order a physical copy of the guide by [clicking here](http://recyclenow.org/resources/order_publications.asp).
3. **(Recommended) Set up clear signage in the dumpster area letting the public know they are on camera.** 

# Energy Measures

1. **(Informational) I’ve contacted the energy auditing agency TEAA to see if the 100watt CFLs are eligible for a rebate through PG&E.** I will let you know they’re response once I hear back from them.
2. **(Recommended) Install solar panels before the end to 2016 when the 30% federal tax credit expires.** Right now is an opportune time to look into installing a solar system at Easy Breezy Car Wash and the County of Sonoma can help you finance the project with Property Assessed Clean Energy Financing (PACE).  The advantages of PACE financing are it frees up your capital and you pay off the assessment on your property taxes.  PACE financing has a 7% simple interest rate and there are no penalties for paying off the assessment early.  For more info, [please click on this link](http://sonomacountyenergy.org/wp-content/uploads/2014/09/SCEIP-PACE-brochure.pdf), or contact Craig Carlock from the Sonoma County Energy Independence Program.  Craig can also help you navigate the path to installing a solar system.

**Craig Carlock** | Assistant Program Coordinator |  Energy Independence Program

County of Sonoma  |  General Services Department  |  Energy and Sustainability Division

2300 County Center Drive, Suite A105, Santa Rosa, CA  95403

[craig.carlock@sonoma-county.org](mailto:craig.carlock@sonoma-county.org)  |  707-565-6489  |  [Energy and Sustainability Website](http://www.sonomacountyenergy.org/)

* 1. **Solar Resource:** During the site visit I mentioned the benefits of adding solar panels to your roof with Sonoma Clean Power. [Here is a link to Sonoma Clean Power’s net metering program](https://sonomacleanpower.org/netgreen/). Sonoma Clean Power also offers the [Pro-fit program](https://sonomacleanpower.org/profit/) which essentially allows you to become a whole sale power provider to Sonoma Clean Power.

Nathan Kinsey, Commercial Account Executive

707-791-1340

[nkinsey@sonomacleanpower.org](mailto:nkinsey@sonomacleanpower.org)

* 1. **Solar Resource:** Here is the contact info for Solar Sonoma County: Solar Sonoma County is a non-profit advocacy group that offers free assistance to home-owners and businesses on purchasing solar. They vet qualified vendors, check references, and can get 3 competitive quotes on solar systems for your home or business.

Jenise Granvold, Program Manager

Cell (707) 799-4308

[jgranvold@solarsonomacounty.org](mailto:jgranvold@solarsonomacounty.org)

# Water Measures

1. **Set up marketing material about saving water in visible customer areas.** Make sure to do this at all 3 Easy Breezy Car Wash locations.
2. **At 930 East Cotati Ave, make sure to inspect your weep systems seasonally to ensure they are not weeping at non-freeze temperatures.**
3. **All spray nozzles must be flow bag tested annually to ensure maximum efficiency of water used.** I’ve requested some more flow bags from the Sonoma County Water Agency and will send them to you once they arrive.
4. **Car wash must not have any detectable system leaks. The water must be checked quarterly.** Please let me know when this measure is complete.
5. **Replace your toilets with high efficiency model.** The City of Cotati will replace your old toilets for free!
   1. The city of Cotati provides free retrofitting of toilets that use more than 1.6 gallons per flush with High Efficiency toilets to commercial water customers. The program offers a variety of types of toilets ranging from Standard Tank, Wall, or Floor mount, as well as ADA height styles. Please call 707-665-3631 for an application to participate in the program.

# Pollution Prevention

1. **Join the Air Districts Spare the Air Program and avoid driving, or postpone driving errands during the Summer Spare the Air Alerts.** [**http://www.sparetheair.org/Get-Involved/For-Employers.aspx**](http://www.sparetheair.org/Get-Involved/For-Employers.aspx)
2. **Properly store spent fluorescent bulbs.** Fluorescent lamps contain mercury and must be handled as hazardous waste. Spent fluorescent lamps must be secured in areas protected from physical damage. It’s recommended to store unbroken spent lamps in the original shipping box until they can be properly disposed of at the house hold hazardous waste facility, or by a hazardous waste hauler. For more info such as how to clean up a broken lamp, click on this [link](http://www.ehs.neu.edu/hazardous_waste/fact_sheets/flourescent_lamps/).
3. **Switch out the Sunrise Galaxy Conditioner product to an environmentally friendly alternative.** 
   1. Sunrise Galaxy Conditioner: This product is a carcinogen, causes reproductive harm and causes gene damage.
      1. [Ingredient 1](http://www.chemhat.org/chemical/64-17-5/ethanol-d6-anhydrous): Ethanol-d6
4. **(Recommended) Switch out the pre soak Galaxy wash product to an environmentally friendly alternative.** 
   1. Sunrise Galaxy ZX-250: This product is harmful to the aquatic ecosystem, is a potential carcinogen, skin irritant and can cause reproductive harm.
      1. [Ingredient 1](http://www.chemhat.org/chemical/111-76-2/ethylene-glycol-monobutyl-ether-egbe) : Butoxyethanol
      2. [Ingredient 2](http://www.chemhat.org/chemical/6834-92-0/silicic-acid-h2sio3-disodium-salt): Silicic acid

# Next Steps

It is recommended that Easy Breezy Car Wash create some benchmarks to complete the Green Business certification in a timely manner. Included in this timeline, I recommend having a 15 minute phone consultation to review the contents of this report and take advantage of some resource saving opportunities.

Based on my assessment after the Site Visit, there are only a few measures for Easy Breezy Car Wash to complete. Your business is doing a great job managing waste and is practicing high standards of resource conservation.

In Summary, the next steps are to:

1. Gather documentation that verify the incomplete measures have been completed

I look forward to the opportunity of helping you take advantage of the Sonoma Green Business Program. Should you have any more questions regarding these comments and recommendations feel free to contact me at Kevin.Kumataka@Sonoma-County.org or 707-565-6455.

# Additional Resources

The Sonoma Green Business Program is housed in the Sonoma County [Economic Development Board (EDB)](http://sonomacounty.ca.gov/Departments-Agencies/Economic-Development-Board/) and collaborates with other programs seeking to support business success in Sonoma County. Three additional programs offered through the EDB are the:

1. Business Assistance Hotline
2. Business Retention and Expansion interviews, and
3. Business Development Tools

## the business assistance hotline

Phone: 707-565-7587   
Email: [Ethan.Brown@Sonoma-County.org](mailto:Ethan.Brown@Sonoma-County.org)

Business’ most valuable single point-of-contact with local government. The Business Assistance Hotline is designed to provide the following to new and existing local companies:

* Assistance navigating licensing, permitting and regulatory processes
* Identification of financing options and incentives
* Help finding qualified employees and training programs

## business retention and expansion program

Phone: 707-565-7257   
Email: [Tim.Ricard@Sonoma-County.org](mailto:Tim.Ricard@Sonoma-County.org)

The Business Retention and Expansion (BRE) Program is designed to help existing businesses stay and grow in Sonoma County. Using one-on-one interviews the BRE program builds relationships with local business owners, indentifies and works to solve business issues, and connects businesses with valuable local resources. By closely working with local business community the BRE Program can:

* Identify opportunities for businesses to grow and expand in Sonoma County
* Provide early detection of problems and creative solutions to regional business issues
* Connect Businesses with valuable resources and partnerships
* Provide data to guide future policy and programs to make Sonoma County more business friendly

## business development tools

Phone: 707-565-7296   
Email: [Christine.Palmer@Sonoma-County.org](mailto:Christine.Palmer@Sonoma-County.org)

Large companies employ sizeable marketing teams that continually work to identify and target new business markets. The EDB’s new Business Development Tools put those resources at the disposal of local small businesses by providing the following:

* Preliminary site selection assistance
* Access to industry trends
* Market Research – demographics
* Prospect Lists to reach new markets

Appendix B:

###### Environmental Benefits per Year

These environmental benefits are calculated from certain quantitative measures that you completed when filling out your checklist. These are the annual savings businesses have achieved. To get data for the environmental outcomes businesses have achieved since their enrollment in the program, view the reports tab above.

These costs are estimates based on widely referenced calculations and assumptions regarding resource costs. It is not necessarily the cost that your business will realize on utility bills. If interested, please contact your coordinator for details or references for those calculations. **Emissions Saved**

**Greenhouse Gas Emissions Saved**

Green businesses have saved **2,982,867** lbs of CO2 with a total savings of **$5,070.87**.

**Solid Waste Diverted From Landfills**

Green businesses have saved **5,140,227** lbs of waste with a total savings of **$345,166.24**.

**Energy Saved**

Green businesses have saved **1,138,749** kWh with a total savings of **$115,378.00**.

**Water Saved**

Green businesses have saved **2,232,303** gallons of water, with a total savings of **$7,020.59**.

**Mercury Saved**

Green businesses have saved **4,286** mgs of mercury, with a total savings of **$10.02**.

**Hazardous Waste Reduced**

Green businesses have saved **426** gallons of hazardous waste per year, with a total savings of **$271.32**.