



# Regional Green Business Program

August 6, 2015

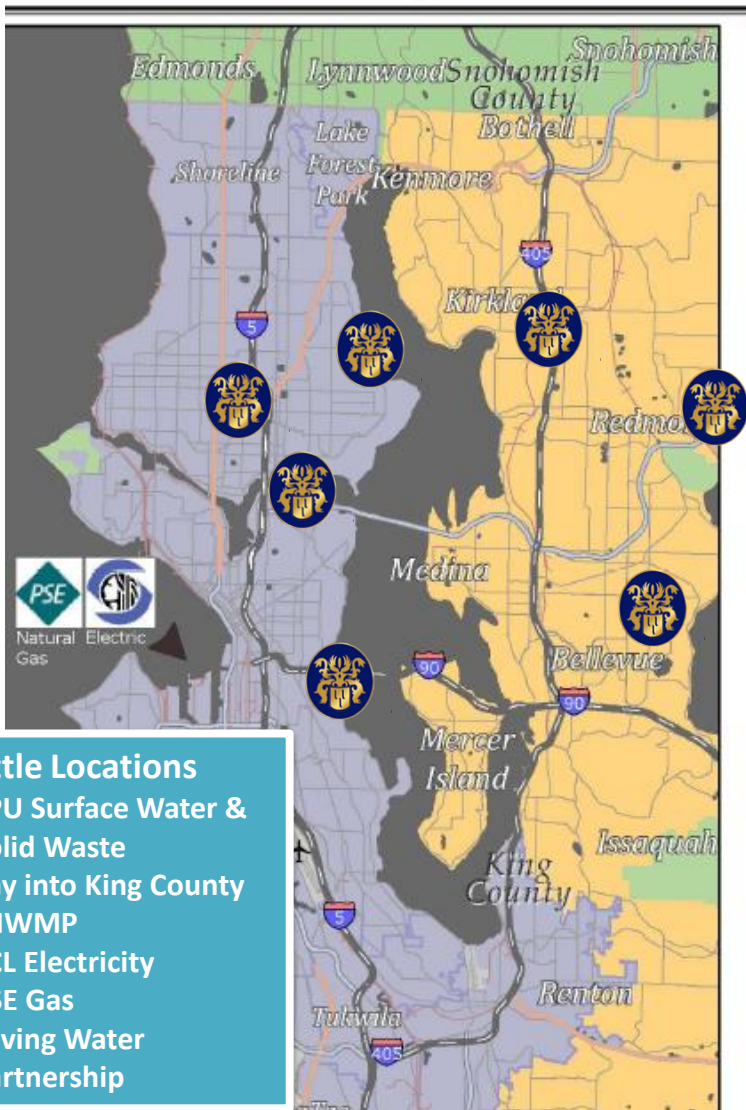
Brian Surratt: Director, Seattle Office of Economic Development

Stephanie Gowing, Green Business Advocate, Seattle Office of Economic Development

Kelly O'Rourke, Customer Programs & Contracts Management, Seattle Public Utilities

# Why a Regional Program is Important

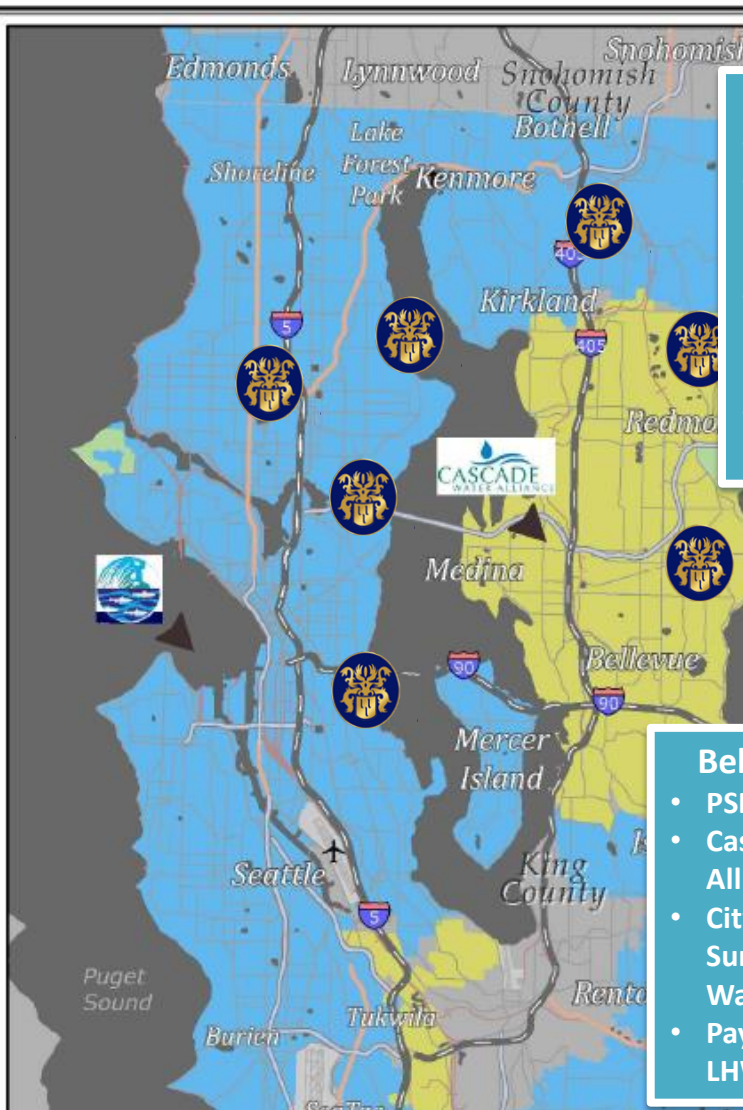
Service Area for Energy Incentives



**Seattle Locations**

- SPU Surface Water & Solid Waste
- Pay into King County LHWMP
- SCL Electricity
- PSE Gas
- Saving Water Partnership

Service Area for Water Incentives



**Kirkland**

- PSE Electric/Gas
- Cascade Water Alliance & Saving Water
- City of Kirkland Surface Water & Solid Waste
- Pay into King County LHWMP

**Bellevue Location**

- PSE Electric/Gas
- Cascade Water Alliance
- City of Bellevue Surface Water & Solid Waste
- Pay into King County LHWMP

**Bakker's Dry Cleaning: Example of resources available**

## With The EnviroStar Regional Green Business Program we will:

- ✓ **Leverage** Resources
- ✓ Update and **Improve** Service Strategy
- ✓ **Motivate** Businesses and Consumers
- ✓ Create **Meaningful Measures**



### Look what we've achieved!

Click on the bars to find out how much we have saved:

Average Annual  
Business Savings

or

Annual Savings for  
all Businesses

#### 01 Greenhouse Gas Emissions Saved

This year, the California Green Business Program has saved **822,677** metric tons of CO<sub>2</sub> with a total savings of **\$3,083,277**.

That's the equivalent of planting **43,583** acres of urban trees a year for ten years.



## Businesses will get:

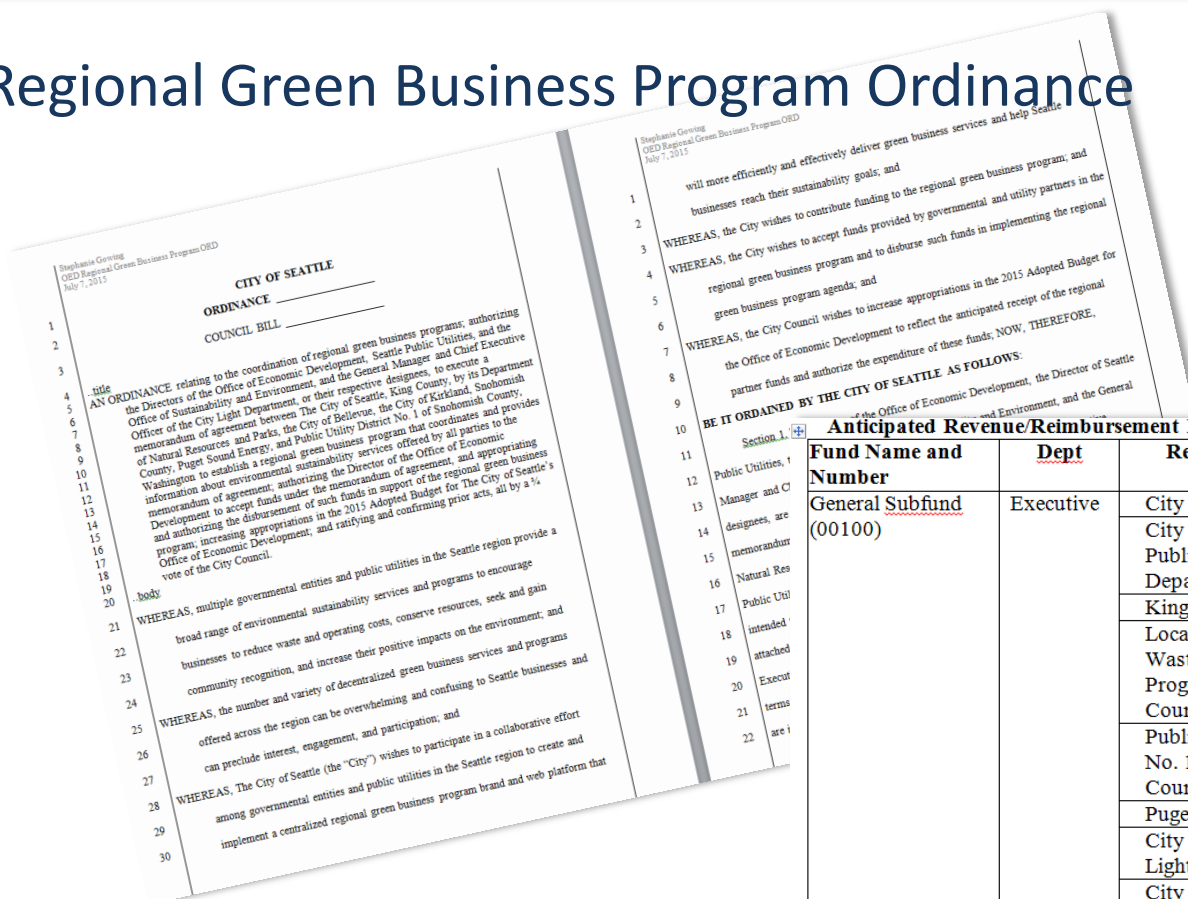
- *Streamlined access* to services, technical and financial assistance from utilities and other local and county programs.
- *Reduced* operating and utility bill costs.
- *Recognition and rewards* for environmental accomplishments
- *Track performance* over time

## Consumers will get:

- *A trusted source* of information on local business' environmental efforts.
- The ability to *search* for green businesses by industry type or location.
- Connect business sustainability progress being made in *their communities*



# Regional Green Business Program Ordinance



## Anticipated Revenue/Reimbursement Resulting from this Legislation:

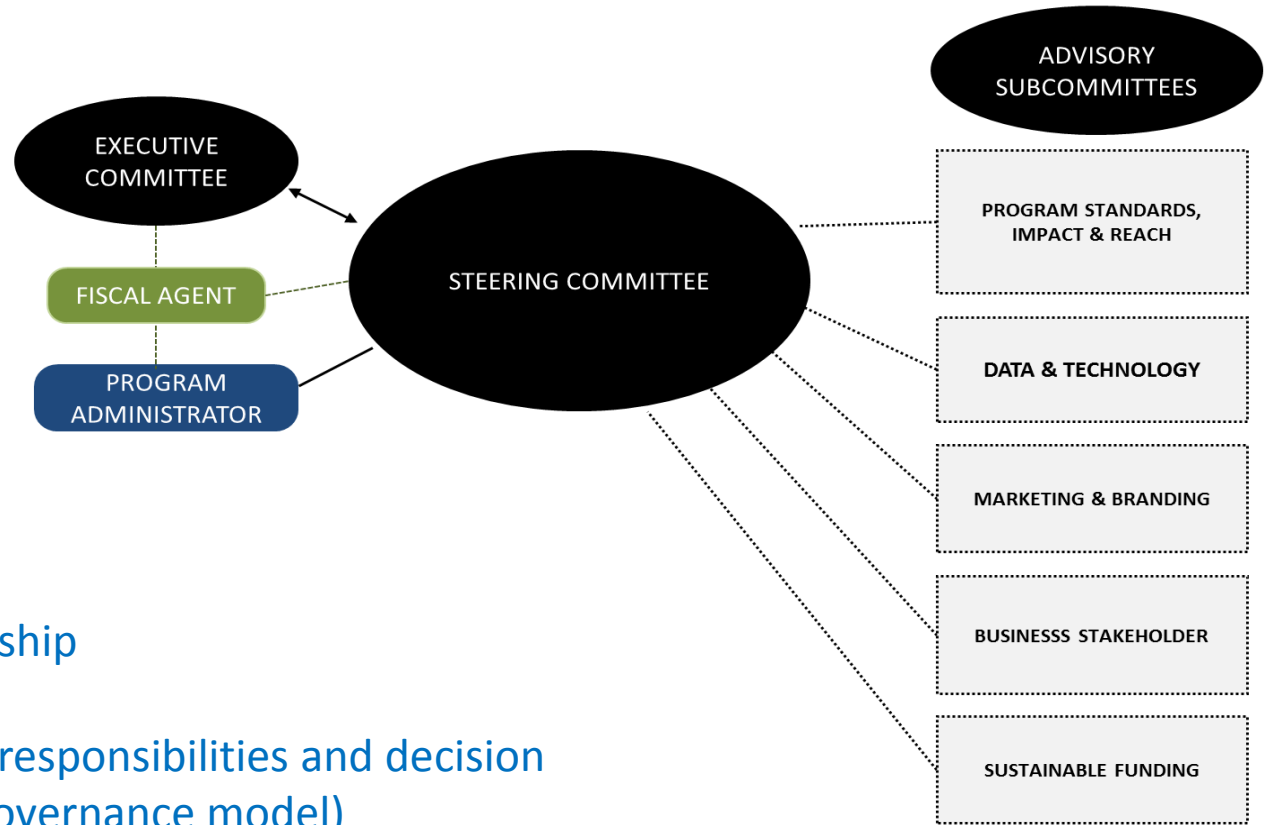
Fund Name and Number	Dept	Revenue Source	2015 Revenue	2016 Estimated Revenue		
General Subfund (00100)	Executive	City of Bellevue	\$5,000	\$5,000		
		City of Kirkland, Public Works Department	\$5,000	\$5,000		
		King County	\$20,000	\$5,000		
		Local Hazardous Waste Management Program in King County	\$10,000	\$25,000		
		Public Utility District No. 1 of Snohomish County	\$15,000	\$15,000		
		Puget Sound Energy	\$15,000	\$15,000		
		City of Seattle, City Light Department	\$25,000	\$25,000		
		City of Seattle, Office of Economic Development*	\$5,000	\$5,000		
		City of Seattle, Office of Sustainability and the Environment	\$1,000	\$0		
		City of Seattle, Seattle Public Utilities Department	\$100,000	\$100,000		
		Snohomish County	\$5,000	\$5,000		
		<b>TOTAL</b>			<b>\$201,000</b>	<b>\$200,000</b>

\*Funds are already appropriated in OED budget so they are not included in total revenue.

## Ordinance Allows:

- ✓ OED to be fiscal agent /appropriate budget
- ✓ Seattle Departments to sign MOA

# The Memorandum of Agreement



- 11 Agency Partnership
- Determines roles, responsibilities and decision making process (governance model)
- Outlines funding for three years

# Request for Proposals (RFP) to Hire Contractor

## Task 1 Program Management and Administration

## Task 2 Web Development and Database Support

## Task 3 Joint Marketing, Engagement and Recognition

The Program Administrator will receive strategic direction from the Executive Committee and tactical direction from the Steering Committee.

## Request for Proposals



### Program Management, Implementation of a Website/CRM Database, and Marketing Support for EnviroStars: A Regional Green Business Program

#### *Project Description*

The City of Seattle's Office of Economic Development is seeking proposals for a Program Administrator for the EnviroStars Regional Green Business Program (RGBP). The RGBP is a newly formed partnership among the City of Seattle, City of Bellevue, City of Kirkland, Puget Sound Energy, Local Hazardous Waste Management Program in King County, Snohomish County, King County, and Snohomish County PUD. The purpose of the RGBP is to take a regional approach in creating an overarching brand, and implement technology tools to better serve local businesses and building owners.

The RGBP will benefit partners by helping them deliver environmental services more efficiently and achieve measurable outcomes. The RGBP will benefit businesses by helping them gain a competitive edge by lowering their operating costs, improving workplace safety, reducing environmental impacts and gaining recognition for their efforts.

The RGBP is governed by an Executive Committee (8 members) and a Steering Committee (11 members). A Program Administrator, hired via this RFP, will receive strategic direction from the Executive Committee and tactical direction from Steering and Advisory committees. OED is seeking a "Contractor" that offers the following skills and experience:

- Local knowledge and experience related to energy conservation, solid waste reduction, water conservation, sustainable building, storm water systems, storm and wastewater pollution prevention, and reduction of hazardous waste, GHG and transportation impacts.
- Strong communication and marketing proficiency (both with businesses and consumers), with particular experience in creating a strong customer awareness of programs and services.
- Demonstrated knowledge and understanding of performance monitoring, program evaluation, project management and meeting facilitation.
- Support the development of a customer relationship management system and web platform, leveraging innovative tools to simplify access to environmental services.

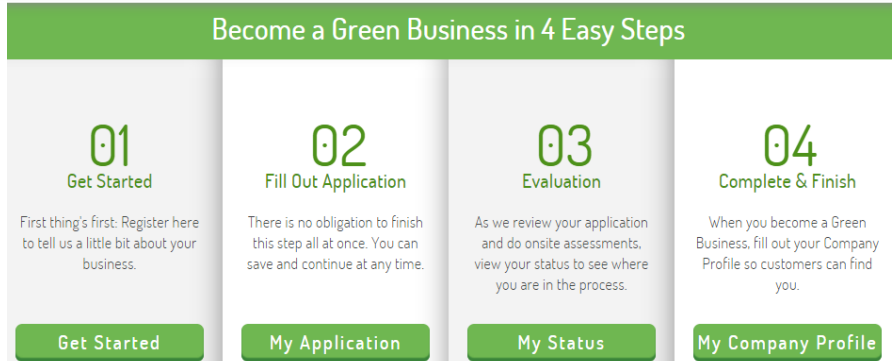
The City of Seattle's Office of Economic Development (OED) will be the fiscal agent for up to \$700,000.00 allocated for this program for three years.

#### *Background*

The purpose of the program is to take a regional approach in promoting environmental programs by utilizing the existing EnviroStars brand (<http://envirostars.org/>), and to implement a wide-range of technical solutions to better serve local businesses and building owners. Throughout the Puget Sound region, a host of government and non-profit green business programs are aimed at reducing the environmental impact of businesses. The topics of these programs include:

# State Ecology Grant Awarded

- Platform backbone is a “mirrored database” based on the California Green Business Network Model with funding support from a 2 year EPA grant
- Ecology’s 85k will go to additional web enhancements
- Supported by the Data/Technology subcommittee



**California Green Business Program**

Application Number: 6414  
Registered: 11-15-2011  
Recognized: NA

Directory Info Report Card View Status History

Dashboard | Reports | Program Profile | Measures | Global Variables | Create Sector | Checklist Setup | Green Notes

**Application Details** In process Send URL Print Application

**GENERAL 60%**  
**WASTE 100%**  
**ENERGY 72%**  
**WATER 86%**  
**POLLUTION 78%**  
**WASTEWATER 100%**

**BUSINESS INFO**  
Santa Cruz Bicycles  
104 Bronson #22  
Santa Cruz, California 95062  
phone: 831-459-7560  
website:  
Office/Retail

**CONTACT INFO**  
contact name: Will Dixon  
phone: 831-459-7560  
email: wdixon@santacruzbicycles.com

**APPLICATION** NOTE TO BUSINESS  
Passed 02-21-2012

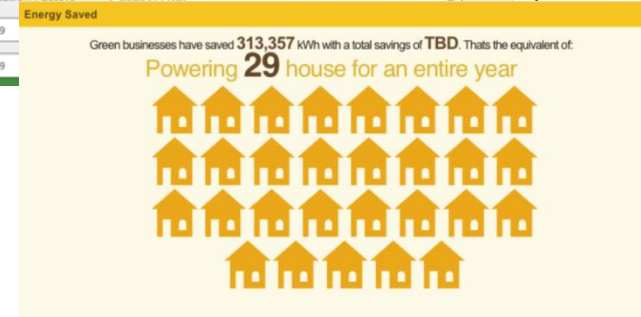
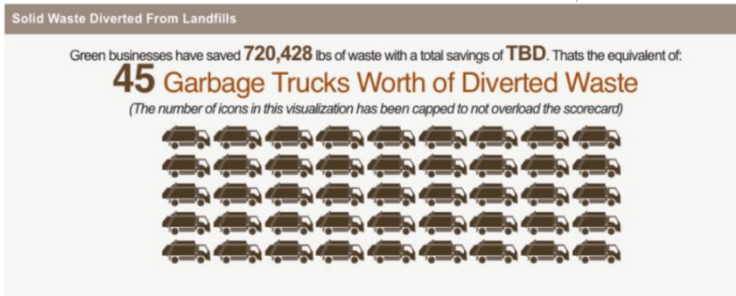
Category	Status	Audit
GENERAL	●	●
WASTE	●	●
ENERGY	●	●
WATER	●	●
POLLUTION	●	●
WASTEWATER	●	●

**PHONE CONSULT** Passed 11-15-2011  
**COMPLIANCE CHECKS** Passed 04-24-2012  
**SITE VISIT** Passed 02-21-2012  
**AUDITS** Passed 02-21-2012  
**RECOGNITION TASKS** Pending

**GENERAL PROGRAM NOTES:**  
3-17-12 completed and passed water conservation audit...

Waste Stream Modification Factors  
All Paper 0.9  
Bottles/Cans 0.9

**DELETE**





## Committees are getting formalized

**Executive:** Strategic and policy decisions that are broad, system-wide decisions that impact long-term strategy, budget, overall program structure, and future direction and growth

**Steering:** Prepares decisions, informed by Advisory Subcommittee- Current Members

### ENVIROSTAR REGIONAL GREEN BUSINESS Committees and Members



The **Executive Committee** is a small group (8) that is a subset of the Members which focuses on strategic and policy issues. The Executive Committee will adopt rules and procedures for its operations, and those of the other Committees, or may delegate this authority to the other Committees for their own operation.

Executive Committee	Name	Email
1. Seattle Public Utilities	Kelly O'Rourke	<a href="mailto:Kelly.O'Rourke@seattle.gov">Kelly.O'Rourke@seattle.gov</a>
2. Seattle City Light	Margo Dannemiller (proposed)	<a href="mailto:Margo.Dannemiller@seattle.gov">Margo.Dannemiller@seattle.gov</a>
3. LHWMP	Dave Galvin	<a href="mailto:Dave.Galvin@kingcounty.gov">Dave.Galvin@kingcounty.gov</a> ;
4. Snohomish PUD	Doug Dickson	<a href="mailto:dhickson@snopud.com">dhickson@snopud.com</a>
5. Puget Sound Energy	Kishan Mistry (proposed)	<a href="mailto:Kishan.Mistry@pse.com">Kishan.Mistry@pse.com</a>
6. (OPEN)	(OPEN)	(OPEN)
7. (OPEN)	(OPEN)	(OPEN)
8. Small Caucus	John MacGillivray (proposed)	<a href="mailto:JMacGillivray@kirklandwa.gov">JMacGillivray@kirklandwa.gov</a>

The **Steering Committee** makes tactical and administrative decisions and carries out, or directs, most of the workload. It is comprised of at least one representative from each Member. The Committee will create and manage Advisory Subcommittees tasked with managing or researching specific issues, as needed and provide direct oversight of the (hired) program administrator

Steering Committee	Name	Email
Chair (Interim Role)	Nicole Ballinger	<a href="mailto:Nicole.Ballinger@seattle.gov">Nicole.Ballinger@seattle.gov</a>
Vice-Chair (Interim Role)	Phil Paschke	<a href="mailto:Phil.Paschke@seattle.gov">Phil.Paschke@seattle.gov</a>
Fiscal Agent/OED	Stephanie Gowing	<a href="mailto:Stephanie.Gowing@seattle.gov">Stephanie.Gowing@seattle.gov</a>
Local Hazardous Waste Management Program in King County; EnviroStars	Laurel Tomchick	<a href="mailto:Laurel.Tomchick@kingcounty.gov">Laurel.Tomchick@kingcounty.gov</a>
City of Bellevue	Paul Andersson	<a href="mailto:Pandersson@bellevuewa.gov">Pandersson@bellevuewa.gov</a>
City of Kirkland Public Works	Jenna Higgins	<a href="mailto:JHiggins@kirklandwa.gov">JHiggins@kirklandwa.gov</a>
Snohomish County PUD	Suzanne Oversvee	<a href="mailto:SEOversvee@SNOPUD.com">SEOversvee@SNOPUD.com</a>
Snohomish County	Lisa Dulude	<a href="mailto:Lisa.Dulude@co.snohomish.wa.us">Lisa.Dulude@co.snohomish.wa.us</a>
City of Seattle Office of Sustainability and the Environment	Nicole Ballinger	<a href="mailto:Nicole.Ballinger@seattle.gov">Nicole.Ballinger@seattle.gov</a>
Seattle City Light	(Someone from Conservation?)	
Seattle Public Utilities	Phil Paschke	<a href="mailto:Phil.Paschke@seattle.gov">Phil.Paschke@seattle.gov</a>
Puget Sound Energy	Mark Kammerer	<a href="mailto:Mark.Kammerer@pse.com">Mark.Kammerer@pse.com</a>

**Year 1:** will focus migration of the current 1200+ (“grandfathered in”) green businesses, enhancing functionality in the web platform including impact reporting and referral processes, and doing a soft launch.

**Year 2 & Year 3** of the program will focus on business outreach, assistance and recognition, enhancing customer service resources, reporting and evaluation of program and a public launch of program.

Projected Milestones	AUG-OCT 2015	NOV-JAN 2015	FEB-APR 2016	MAY-JULY 2016
Council Approves Ordinance, MOA signed by all members	X			
RFP Released, Contractor Hired, SOW approved by Executive Committee	X	X		
Web Platform Dev. and Support		X	X	X
Soft Launch				X



CITY OF SEATTLE  
office of economic development



Questions?