

2013

# National Summit on Green Business Engagement Programs



Hosted by:



Funded by:



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## I. Agenda - National Summit for Green Business Engagement Programs

Atlantic Wharf, 290 Congress Street, Fort Point Room, Boston, MA

### Thursday, May 9

8:30 am	Registration and Breakfast
9:00 am	Welcome, Introductions and Overview of Summit Rick Dimino, President & CEO, A Better City Brian Swett, Chief of Environment & Energy, City of Boston Mariella Puerto, Senior Program Officer, Barr Foundation Ona Ferguson, facilitator, Consensus Building Institute
9:45 am	Organizational Stories: Successes & Lessons Learned Jessie Lerner, Program Manager, Sustain Dane Brian Geller, Founder & Executive Director, Seattle 2030 District Lorenzo Macaluso, Director of Green Business Services, Center for Ecotechnology
10:30 am	Break
10:45 am	Program Funding David Straus, Director of TDM & Sustainability, A Better City Yalmaaz Siddqui, Senior Director, Environmental Strategy, Office Depot
11:30 am	Benchmarking Business Practices Megan Ramey and Mihir Parikh, Sustainability Program Coordinators, A Better City Michael Steinhoff, Senior Program Officer, ICLEI
12:30 pm	Lunch
1:15 pm	Data Analysis and Evaluating Your Program Naomi Mermin, Energy and Environmental Consultant, Naomi Mermin Consulting Kirsten Liske, Collaborative Team Leader, Ecology Action
2:15 pm	Small Group Discussions on Working with Utilities and Energy Efficiency Programs Group 1 – Ona Ferguson and Janet Burgesser, Denver Energy Challenge Group 2 – Eric Roberts and David Straus, Challenge for Sustainability Group 3 – Naomi Mermin and Jo Flemming, California Green Business Challenge
3:15 pm	Break
3:30 pm	Developing Effective Programming & Resources Vanessa Roanhorse, Project Manager, Chicago Green Office Challenge Scott Wood, Project Manager, Environmental Defense Fund
4:45 pm	Wrap Up
5:00 pm	Adjourn & Local Beer and Wine Reception
7:00 pm	Optional Dinner at Taranta, 210 Hanover Street, Boston

### Friday, May 10

8:30 am	Breakfast
9:00 am	Welcome and Observations from Day 1
9:15 am	Leveraging Participants to Change Behavior Amy Harker, Specialist, Class 5 Energy
10:30 am	Break
10:45 am	Awards, Recognition & Marketing Michelle Castagnola, Environmental Resource Specialist, Chula Vista Green Business Challenge
12:00 am	Working Together & Moving Forward
12:30 pm	Adjourn
12:45 pm	Optional Lunch and Film Screening of "So Right, So Smart" with Challenge members

## II. Summit Attendees

### California

#### Chula Vista

Chula Vista Green Business Challenge

- Michelle Castagnola, Environmental Resource Specialist  
mcastagnola@chulavistaca.gov

#### Santa Cruz

California Green Business Challenge

- Kirsten Liske, Vice President Pollution Prevention and Zero Waste  
kliske@ecoact.org

#### Scotts Valley

California Green Business Challenge

- Josephine Fleming, Green Business Program Database Manager and Coordinator  
jo.fleming@envirocentives.com

#### San Diego

ICLEI-USA

- Brian Holland, Director of Climate Programs  
brian.holland@iclei.org

### Colorado

#### Denver

Denver Energy Challenge

- Janet Burgesser, Program Manager  
janet.burgesser@denvergov.org

### District of Columbia

#### Washington DC

U.S. Dept of Energy

- Sarah Zaleski, Policy Advisor  
sarah.zaleski@ee.doe.gov

DowntownDC Business Improvement District

- Scott Pomeroy, Sustainability Manager  
scott@downtowndc.org

### Florida

#### Boca Raton

Office Depot

- Yalmaz Siddiqui, Senior Director, Environmental Strategy  
yalmaz.siddiqui@officedepot.com

### Illinois

#### Champaign

Illinois Green Business Association

- Cassandra Carroll, Executive Director  
cassie@illinoisgba.com

#### Chicago

Chicago Green Office Challenge

- Vanessa Roanhorse, Project Manager  
vroanhorse@delta-institute.org

## Maine

### Portland

Naomi Mermin Consulting

- Naomi Mermin, Principal  
naomi@nmermin.com

## Massachusetts

### Boston

Challenge for Sustainability

- Rick Dimino, President & CEO  
rdimino@abettercity.org
- Mihir Parikh, Sustainability Programs Coordinator  
mparikh@abettercity.org
- Megan Ramey, Sustainability Programs Coordinator  
mramey@abettercity.org
- David Straus, Director of TDM & Sustainability  
dstraus@abettercity.org

Environmental Defense Fund

- Scott Wood, Project Manager  
swood@edf.org

ICLEI-USA

- Mike Steinhoff, Senior Program Officer  
michael.steinhoff@iclei.org

Massachusetts Department of Environmental Resources

- Christina Halfpenny, Director, Energy Efficiency  
christina.halfpenny@state.ma.us

Meister Consultants Group

- Andrew Belden, Consultant  
andy.belden@mc-group.com

Office of the Mayor, Environment and Energy

- Bradford Swing, Director of Energy Policy – Renew  
Bostonbrad.swing@cityofboston.gov

### Cambridge

Consensus Building Institute

- Ona Ferguson, Senior Associate  
oferguson@cbuilding.org
- Eric Roberts, Associate  
eroberts@cbuilding.org

Sustainable Business Network of Massachusetts

- Katrina Kazda, SBN Managing Director  
katrina@sbnmass.org

### Pittsfield, Northampton, and Springfield

Center for EcoTechnology

- Lorenzo Macaluso, Director, Green Business Services  
lorenzo.macaluso@cetonline.org
- John Majercak, Executive Director  
john.majercak@cetonline.org

## Minnesota

### Minneapolis

BOMA Greater Minneapolis

- Sheila Miller, Member Services Director  
sm@bomampls.org

Xcel Energy

- Sue Goldstein, Key Account Manager  
sue.goldstein@xcelenergy.com

### White Bear Lake

Class 5 Energy

- Amy Harker, Specialist  
aharker@class5energy.com

## New Hampshire

### Portsmouth

Green Alliance

- Becky Holt, Green Alliance  
becky@greenalliance.biz

## New York

### Westchester County

Westchester Green Business Challenge

- Neil Cutler, Program Co-Organizer  
neil@zerowastegroup.com

## Texas

### El Paso

El Paso Green Office Challenge

- Eloisa Portillo-Morales, Sustainability Program Engineer  
portilloec@elpasotexas.gov

## Virginia

### Arlington

Arlington Green Games

- Kelly Zonderwyk,  
kzonderwyk@arlingtonva.us

### Loudoun County

Loudoun Green Business Challenge

- Lynne Kaye, Co-Chair  
lynne.kaye@unisonadvisory.com

## Washington

### Seattle

Seattle 2030

- Brian Geller, Founder & Executive Director  
brian@2030district.org

## Wisconsin

### Madison

Rapid Improvement Associates, LLC

- Warren Gaskill, Managing Partner  
wgaskill@rapid-improvement.com

Sustain Dane

- Jessie Lerner, Director, Sustainable Business Initiative  
jessie@sustaindane.org

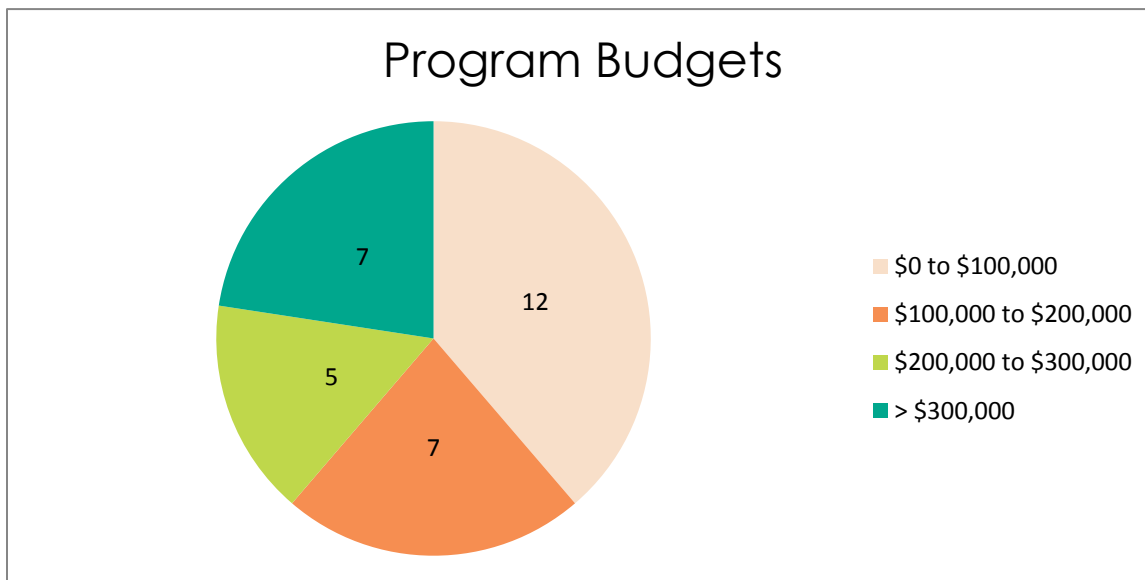
### III. National Directory of Green Business Engagement Programs

In anticipation of the 2013 Summit, we surveyed all the programs on their defining characteristics: funding, utility partnerships, number of staff, number of businesses enrolled, reductions, successes, challenges and more. In total, we received responses from 29 out of the 45 programs.

The responses have been separated into two categories: anonymous and public. The anonymous responses on funding approaches and utility partnerships are in summary form to protect sensitive relationships and the public responses can be found in the A-Z program directory.

#### Summary of Funding Approaches and Utility Partnerships

**What is the annual budget for your program?**

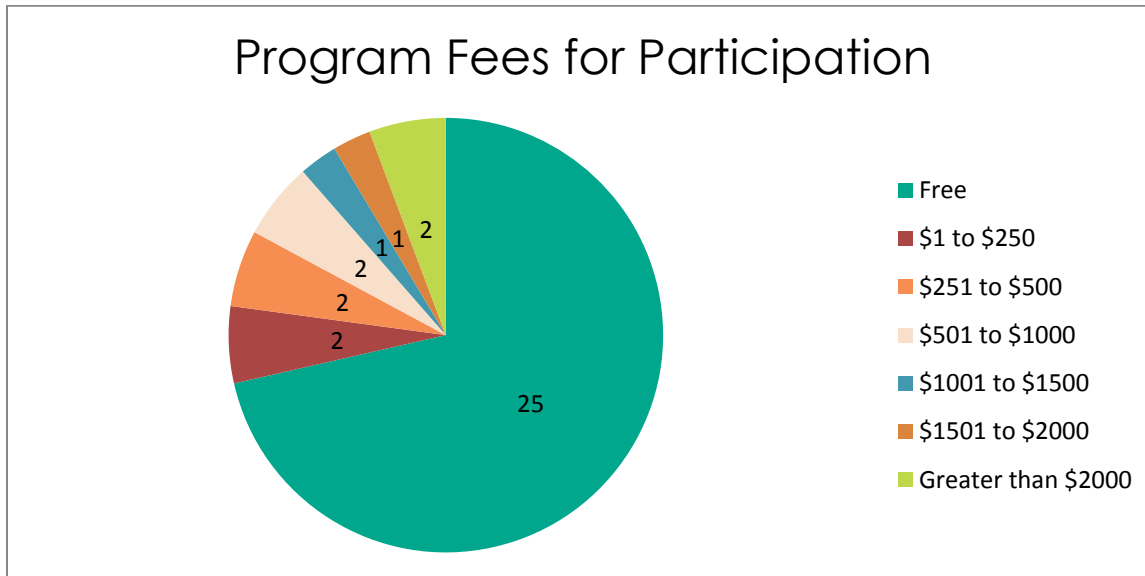


**What aspects of the program are most challenging for staff to manage or execute? Why?**

In regards to working with the businesses themselves, although many support more efficient use of energy, reduction in related greenhouse gases, and implementing related sustainable practices, there are often too many other “essential” issues that become a priority. In turn, energy efficiency, water conservation, and other sustainability related issues, however important, go unnoticed. Keeping businesses engaged, submitting their scorecards, and working with them to implement actions has proven to be quite a challenge as well. Although all programs are different in terms of their certification process, requirements for long term involvement and participation may vary. Hand in hand with this issue is getting buy-in from property managers who

are not very supportive of tenant businesses who are trying to become more efficient across the board.

### What is the annual registration or participation fee, if any?



### What would you like to learn from colleagues at other organizations?

Most popular topics:

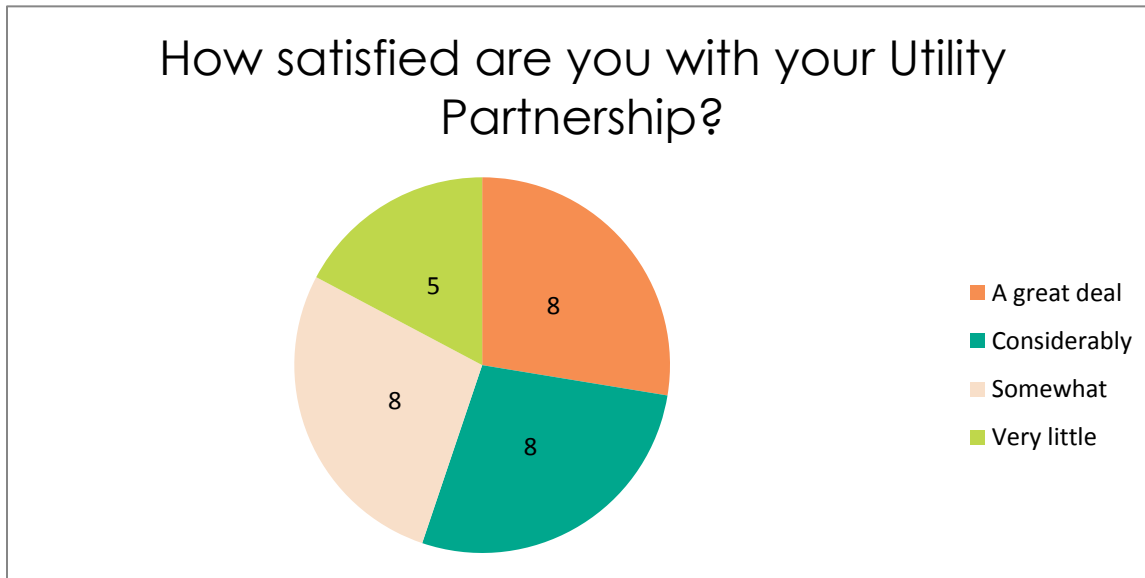
- **Retention** – engagement methods so members are continually active
- **Funding** – sustainable sources and fee for service models
- **Data collection & metrics** – how to obtain reliable data in a timely fashion
- **Recognition & networking** – creative ways to recognize members' accomplishments and facilitate community interactions
- **Best practices for businesses** – new best practices to encourage adoption
- **Growth to include multiple industries** – beyond commercial real estate, how can our programs service multiple industry types

Moderately popular topics – recruitment, creative ideas for programming and resources, scheduling & processes, tenant / property management engagement

Other topics of interest - social media, utility partnerships, fee for service model, certification programs, collaborating with liaisons with a lack of time, behavior change, utility incentives for behavior change, speedy energy efficiency improvements



## How satisfied are you with your local utility partner?

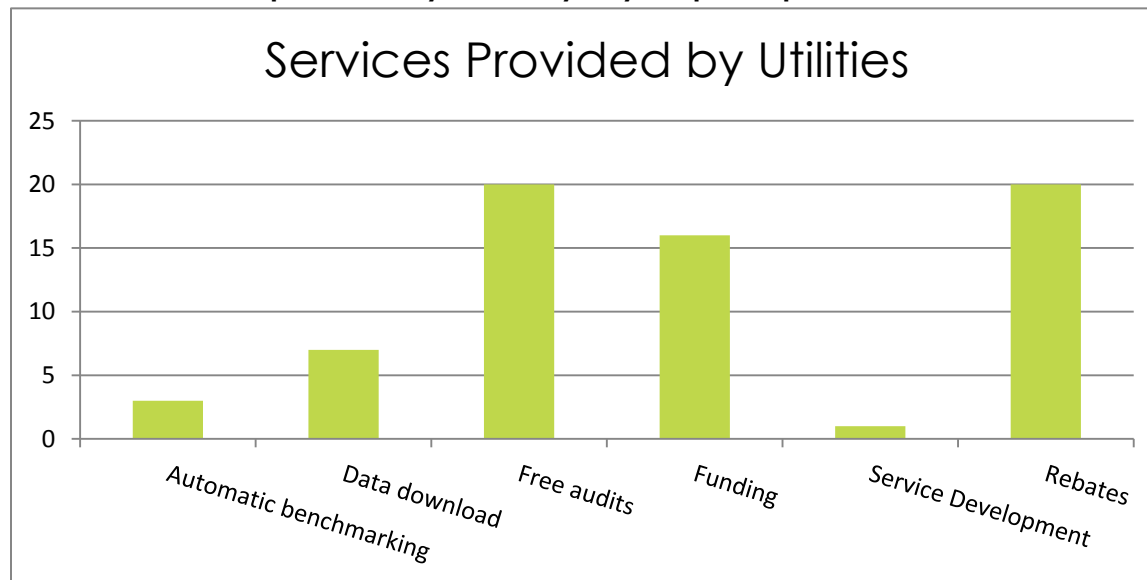


### **Please explain why you chose your answer to the question about satisfaction with the relationship between your program and your regional utility:**

There is a varied sense of relationships between programs and their utilities. For the most part, the programs and utilities have a moderate working relationship, without too many outstanding issues. Programs that receive a majority or all of their funding from their utility partners, tend to have very good relationships. While those who do not receive much, if any funding at all, may just rely on the utilities for energy audits and incentives for energy efficiency upgrades. If there is one overall theme, it is that when utilities have a larger stake in the game (speaking mostly financially) there is more involvement and support.

What relationships are there between a program and a utility? First and foremost the strongest tie is to assist in providing energy audits, as well as incentives on top of those audits. However, there seems to be a serious lack of ease of access to utility data. There is a strong demand for direct or automatic updates regarding data transfer; this seems to be where the doubt comes from. As well, since all of the utilities provide audits, there can be some dissatisfaction when utilities are unresponsive for audit requests.

## What services are provided by the utility to your participants?



### If you have an example of a successful partnership with a utility, please describe the partnership and why it is/was successful:

"Our relationship with the utility is win-win. They provide technical support and credibility in energy efficiency support. We can push their customers forward with sustainability in ways they cannot and focus on the behavioral side of energy efficiency and frame energy efficiency as one part of the pie in moving sustainability forward within a business."

"PG&E has performed energy audits for many years, provided attractive rebates, helped develop program standards for energy, and has provided funding and connections to energy auditor interns in jobs training/community college programs."

"GREAT PARTNERSHIP WITH QUALITY SUPPORT AND FLEXIBILITY"

"The regional utility, San Diego Gas & Electric, is an exemplary partner which is wholly responsible for the funding to get our program started and maintained. SDG&E also has partnerships with other local governments in the region, including City of Chula Vista, National City, and City of San Diego. They also fund projects aside from business outreach, including retrofits of our own buildings/facilities. This program is successful because it is a high priority for SDG&E."

"Green energy incentives with direct rebates. I work with local Air Quality Board and local Waste Water agency closely to align our messages to business and also cross check compliance issues. Shows the public that government agencies do and can work well together."

“We have been partnering with Pacific Gas and Electric. Originally, they did Energy Conservation audits for our program. Now, they are discussing potentially funding an internship program to meet the audit need and funding various aspects of our database.”

“Local water and sanitary sewer utilities fund our program and provide staff to conduct onsite assistance visits and audits. This is a cornerstone of the program.”

“With have a great relationship with PG&E our energy provider since they offer comprehensive energy audits with 39 contractors who all specialize in different industry sectors.”

“Our commercial waste hauler is provides waste audits and provides suggestions for improving services.”

“We perform energy assessments of businesses, we are then able to follow up with these businesses for more services - successful because it provides funding for our organization and accomplishes our mission of helping businesses identify environmental and economic savings. Demonstrating successes with assisting in implementing their programs in small businesses has opened more doors and creates more flexibility with the utility as well.”

“We have just completed a 5 year pilot with a school district in which the natural gas & electric utility companies provided annual incentives based on measured energy savings. We didn't separate out asset vs. behavior change, however the school district wasn't eligible to collect traditional utility incentives for asset upgrades thus preventing 'double dipping.' The pilot was a success, however due to changes at the state level regarding the utilities' ability to count savings from behavior programs and the state's desire to separate savings from asset upgrades from behavior. It's not likely this type of program will continue.”

“Utilities directly fund our program.”

“Madison Gas & Electric serving Sustain Dane's Mpower Business ChaMpsions program. Has been very helpful in funding, support services to participants, etc.”

## IV. Directory of Green Business Engagement Programs

### Arizona

#### City of Tucson Green Business Certification Program

\*program was cancelled as of 4/18/2013

[www.cms3.tucsonaz.gov/ocsd/green-business](http://www.cms3.tucsonaz.gov/ocsd/green-business)

520-837-6937

149 N. Stone Ave., 2nd Floor | Tucson | AZ | 85701



#### Primary Contact

Andrew Rector, Program Assistant

[andrew.rector@tucsonaz.gov](mailto:andrew.rector@tucsonaz.gov) | 520-837-6937

#### Staff

Full time: **1**

Part time: **1**

Volunteers: **0**

What are the titles and roles of the staff members?

Program Assistant -- conduct outreach efforts to new businesses, including speaking engagements and one-on-one meetings; ensure businesses follow through on action plans; serves as main point of contact for energy, water, and waste auditors; complete reporting

Intern -- serves as first point of contact for current and prospective businesses; works with businesses to create action plans; compiles and distributes audits and action plans

#### Program Characteristics

<b>Number of businesses</b>	60-100
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, One on one meetings with businesses, Marketing, Certifications
<b>Primary goal of program</b>	Greenhouse Gas Reduction
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Plaques given to businesses once certification is complete
<b>What communications are most effective and why?</b>	The plaques. They look good and can be mounted in a prominent place for customers, suppliers, etc., can see them.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	91-100%
<b>Utility</b>	0
<b>Other</b>	0

## California

### Alameda County Green Business Program - Bay Area Green Business

[www.greenbusinessca.org](http://www.greenbusinessca.org)

510-567-6770

1131 Harbor Bay Parkway | Alameda | CA | 94502

#### Primary Contact

Pamela Evans, Green Business Coordinator

[pamela.evans@acgov.org](mailto:pamela.evans@acgov.org) | 510-567-6770



#### Staff

Full time: **0**

Part time: **2**

Volunteers: **1**

What are the titles and roles of the staff members?

Green Business Coordinator

Green Business Consultant

Green Business Intern

#### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County of Alameda
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Annual awards or recognition, Online directory and marketing toolkit

**What communications are most effective and why?**

Online directory. The public can find the directory and search for certified Green Businesses by several different types of searches, including zip, city, business type and more. There's also a map showing the business location associated with each listing.

**Program Funding**

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	11-20%
<b>Other</b>	81-90%

**Reductions to Date**

<b>kWh</b>	1,476,187
<b>therms (natural gas)</b>	
<b>water (cubic feet)</b>	23,083
<b>waste (tons)</b>	3,144
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	We don't collect these. I don't have water in cubic feet - the number I supplied is gallons.

**Clean Business Program**

www.chulavistaca.gov/clean  
619-409-5955  
276 Fourth | Chula Vista | CA | 91910

**Primary Contact**

Michelle Castagnola, ENVIRONMENTAL RESOURCE SPECIALIST  
MCASTAGNOLA@CHULAVISTACA.GOV | 619-409-5955



**Staff**

Full time: **2**  
Part time: **8**  
Volunteers: **0**

What are the titles and roles of the staff members?

CONSERVATION ASSOICATES & RECYCLING SPECIALISTS  
BUSINESS ASSISTANCE, EXPLANATION OF MEASURES, VERIFICATION

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Energy Audits
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Film or video
<b>What communications are most effective and why?</b>	SOCIAL MEDIA AND PRINT MEDIA, SEEMS TO GET THE MOST INVOLVEMENT AS WELL AS PROMOTIONAL FOR THE PROGRAM AND BUSINESSES.

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	41-50%
<b>Other</b>	41-50%

## Manhattan Beach Green Business Program

[www.greenbusinessca.org](http://www.greenbusinessca.org)

310-874-2499

| Manhattan Beach | CA | 90066

### Primary Contact

Lisa Ryder, Program Manager/Consultant  
lisarydermoore@gmail.com | 310-874-2499

### Staff

Full time: **0**

Part time: **1**

Volunteers: **0**

### Program Characteristics

<b>Number of businesses</b>	0-30
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, One on one meetings with businesses, Technical assistance, Certifications, quotes for new LED and CFL lighting



<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Press releases, Annual awards or recognition
<b>What communications are most effective and why?</b>	Press releases and awards program brings awareness to general public.
<b>Program Funding</b>	
<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	21-30%
<b>Federal Funds</b>	0
<b>Utility</b>	0-10%
<b>Other</b>	51-60%

## Contra Costa County Green Business Program

[www.greenbusinessca.org](http://www.greenbusinessca.org)

925-335-3220

4584 Pacheco Blvd., Suite 100 | Martinez | CA | 94553

### Primary Contact

Paris Greenlee, Program Manager

[paris.greenlee@hds.cccounty.us](mailto:paris.greenlee@hds.cccounty.us) | 925-335-3213



### Staff

Full time: **2**

Part time: **0.5**

Volunteers: **0**

What are the titles and roles of the staff members?

Program Manager - does managerial and administrative tasks, budgeting, etc.

Program Coordinator - works more with the businesses to process certification.

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Small business sustainability



<b>Marketing &amp; Communication Services</b>	Window decal stickers, Annual awards or recognition, Certificate, electronic logo
<b>What communications are most effective and why?</b>	Electronic logo, so they can put it in their own materials.
<b>Program Funding</b>	
<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	11-20%
<b>Other</b>	11-20%

## Green Business Network

[www.greenportnetwork.org](http://www.greenportnetwork.org)

619-686-6254

3165 Pacific Highway | San Diego | CA | 92101



### Primary Contact

Alicia Glassco, Assistant Environmental Specialist

[aglassco@portofsandiego.org](mailto:aglassco@portofsandiego.org) | 619-686-8006

### Staff

Full time: **2**

Part time: **1**

Volunteers: **0**

What are the titles and roles of the staff members?

Assistant Environmental Specialist (2) - one manages the network with about 50% of her time. The other supports the network partnership with the local utility and providing technical assistance for energy projects. One Intern supports the network full time during the summer and part time during the school year.

### Program Characteristics

<b>Number of businesses</b>	60-100
<b>Geographic Area</b>	District - waterfront businesses/Port of San Diego
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Press releases, Annual awards or recognition, Case studies, Film or video, website/blog articles

**What communications are most effective and why?** | press releases with videos

**Program Funding**

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	81-90%
<b>Other</b>	0-10%

**Reductions to Date**

<b>kWh</b>	1,756,246
<b>therms (natural gas)</b>	73391
<b>water (cubic feet)</b>	unkown
<b>waste (tons)</b>	unknown
<b>oil (gallons fuel or generator)</b>	unknown
<b>steam (pounds)</b>	unknown
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	n/a

**San Francisco DPH Clean and Green Program**

[www.sfdph.org/dph/eh/green/greenPrgrm.asp](http://www.sfdph.org/dph/eh/green/greenPrgrm.asp)  
 415-252-3907  
 1390 Market St, Ste 210 | San Francisco | CA | 94102

**Primary Contact**

Virginia St. Jean, Green Programs Manager, Industrial Hygienist  
[virginia.stjean@sfdph.org](mailto:virginia.stjean@sfdph.org) | 415-252-3907

**Staff**

Full time: **1 currently**  
 Part time: **0**  
 Volunteers: **1-2 each yet**

What are the titles and roles of the staff members?

My title is Green Programs Manager, but I am also an Industrial Hygienist and hazmat inspector for the City and County of SF, Dept of Public Health. I work with other SF agencies on the SF Green Biz program, but am the compliance verification and assistance partner. Clean and Green program is SF Dept of Public Health run program. A few assistants helped with program development



and implementation along the way, but no funding to support other staff currently.

### Program Characteristics

<b>Number of businesses</b>	30-60
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Toxics reduction/pollution prevention/compliance
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Case studies, Online networking, Film or video, recognition good for three years
<b>What communications are most effective and why?</b>	window decal, green recognition logo to post on their business websites, can use logo for own marketing, they love to be "case studies" as long as the outcome is great!

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	91-100%

## Santa Clara County Green Business Program

[www.greenbusinessca.org](http://www.greenbusinessca.org)

408-282-3180

1553 Berger Drive Bldg 1 | San Jose | CA | 95112

### Primary Contact

Lisa Rose, Sr. Management Analyst

[lisa.rose@aem.sccgov.org](mailto:lisa.rose@aem.sccgov.org) | 408-282-3166

### Staff

Full time: **1**

Part time: **0.5**

Volunteers: **1**

What are the titles and roles of the staff members?

Green Business Coordinator



Green Business Specialist  
Volunteer

**Program Characteristics**

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Compliance Plus
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Press releases, Annual awards or recognition, Online networking, Newspaper Ads; Business to Business, Word of MOuth, Referrals from Partners
<b>What communications are most effective and why?</b>	Word of mouth, business to business and referrals from partners

**Program Funding**

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	11-20%
<b>Federal Funds</b>	0
<b>Utility</b>	61-70%
<b>Other</b>	11-20%

**Reductions to Date**

<b>kWh</b>	219,050
<b>therms (natural gas)</b>	
<b>water (cubic feet)</b>	260,207
<b>waste (tons)</b>	17
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	Here are those metrics that are calculated differently than above and are the result of businesses having gone through the Green Business certification process from 1/1/2010 through today, 4/10/2013. 2,798 mgs of mercury reduced 273 gallons of hazardous waste 271,524 lbs of CO2 saved

## California Green Business Network

www.greenbusinessca.org

831-706-7384

877 Cedar Street Suite 240 | Santa Cruz | CA | 95060

### Primary Contact

Josephine Fleming, Program Manager

jo.fleming@envirocentives.com | 831-706-7384



### Staff

Full time: **2 (state level) and 21 jurisdictions with at least 0.5 to 1 FTE**

Part time:

Volunteers: **Several Interns 50+ statewide**

What are the titles and roles of the staff members?

The California Green Business Network (CAGBN) is a network of Green Business Programs throughout the State (21 jurisdictions participating currently). The Program is coordinated at the state level currently by:

Anna Frankel, San Francisco Department of the Environment, current Chair of the CAGBN

Kirsten Liske, Ecology Action, Oversight and Collaborative Coordination

Jo Fleming, Ecology Action, Program Manager for Data Collection and Stakeholder Engagement Statewide

21 local jurisdiction Green Business Program Coordinators coordinate Green Business Programs at the City and/or County level.

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	21 jurisdictions and growing throughout the State of California
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Main Program Areas consist of Solid Waste/Recycling, Water Conservation, Energy Conservation, Pollutions prevention, employee/customer awareness and training, and greenhouse gas emissions reduction.

<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press kit, Press releases, Annual awards or recognition, Online networking, Paid advertisement
<b>What communications are most effective and why?</b>	The most effective is a statewide directory listing of certified businesses that is searchable. It would be even better if it were a phone map app. Advertising and promoting existing certified green businesses is effective in both recruiting new businesses and keeping existing businesses to continually do achieve more the re-certification process every 3 years. Social media has been successful in the past year and during many local surveys was the thing that businesses wanted to see the most.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	51-60%
<b>Federal Funds</b>	0
<b>Utility</b>	11-20%
<b>Other</b>	41-50%

### Reductions to Date

<b>kWh</b>	38,254,747
<b>therms (natural gas)</b>	
<b>water (cubic feet)</b>	4,059,194
<b>waste (tons)</b>	106,308
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	Other metrics: 1800 lbs of hazardous waste reduced 171,677 tons of GHG emissions saved

## Monterey Bay Area Green Business Program

[www.montereybaygreenbusiness.org](http://www.montereybaygreenbusiness.org)

831-454-2636

701 Ocean Av, #410 | Santa Cruz | CA | 95060

### Primary Contact

Ana Maria Rebelo, Sustainability Program Coordinator

[dpw124@co.santa-cruz.ca.us](mailto:dpw124@co.santa-cruz.ca.us) | 831-454-2636

### Staff

Full time: 7



Part time: **3**  
 Volunteers: **0**

What are the titles and roles of the staff members?

For all of the following positions, which are Part Time for Green Business, the coordinator in the primary contact for the business and manages them through the whole process, including scheduling onsite audits for the businesses who apply in their jurisdiction. Audits are conducted by another dozen plus agency staff members (for example water district staff conduct water conservation site visits and audit to confirm practices).

City of Santa Cruz, Green Business and Stormwater Program Coordinator

County of Santa Cruz, Program Analyst, Sustainability Program Coordinator for Unincorporated Santa Cruz County

Principle, Environmental Innovations - serves as the GB Program Coordinator for Cities of Watsonville and Scotts Valley

County of Monterey, Environmental Health Specialist

City of Monterey, Sustainability Program Coordinator

County of San Benito, Environmental Program Coordinator

Additionally we have several energy job training interns that offer site visits and assistance and audit the energy efficiency portion of the checklist when utility or third party utility providers are not available.

Intern, Energy Efficiency initial site visit assistance and auditing

**Program Characteristics**

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	Region
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Technical assistance, Marketing, Certifications, Networking
<b>Primary goal of program</b>	All of the above
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press kit, Press releases, Annual awards or recognition, Film or video, certified businesses print media promotion

**What communications are most effective and why?**

Film and video have been very effective but also our Facebook page is starting to get more interest within our certified businesses. I also like the attention the program gets around our annual award ceremony because of the press and community TV.

**Program Funding**

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	0-10%
<b>Other</b>	91-100%

**Reductions to Date**

<b>kWh</b>	6,250,404
<b>therms (natural gas)</b>	0
<b>water (cubic feet)</b>	2,387,940
<b>waste (tons)</b>	710,769
<b>oil (gallons fuel or generator)</b>	9,511
<b>steam (pounds)</b>	NA
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

**Business Greening Program**

www.sustainableworks.org/programs/business/santa\_monica  
 310.458.8716  
 1744 Pearl Street | Santa Monica | CA | 90405



**Primary Contact**

Susy Borlido, Director of Business Greening Programs  
 bgp@sustainableworks.org | 310-458-8716 x2

**Staff**

Full time: **1**  
 Part time: **2**  
 Volunteers: **2**

What are the titles and roles of the staff members?

Director, Business Greening Program oversees all of the local green business programs available - and administers the Green Business Certification program in Santa Monica.



Business Greening Program Account Executives - outreach and enroll businesses in the Business Greening Program which prepares them to achieve Green Business Certification.

**Program Characteristics**

<b>Number of businesses</b>	
<b>Geographic Area</b>	City
<b>Services</b>	Certifications
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Annual awards or recognition
<b>What communications are most effective and why?</b>	

**Program Funding**

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	91-100%

**Reductions to Date**

<b>kWh</b>	
<b>therms (natural gas)</b>	
<b>water (cubic feet)</b>	
<b>waste (tons)</b>	
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

**Sonoma Green Business Program**

www.Sonomagreen.org  
 707-565-6455  
 401 College Ave Ste D | Santa Rosa | CA | 95401

**Primary Contact**

Kevin Kumataka, Coordinator  
 kevin.kumataka@sonoma-county.org | 707-565-6455



## Staff

Full time: **1**

Part time: **0**

Volunteers: **0**

What are the titles and roles of the staff members?

Green Business Coordinator--certify businesses in Sonoma County as Green Businesses.

## Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	Region, County
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press kit, Press releases, Annual awards or recognition, Case studies, Online networking
<b>What communications are most effective and why?</b>	Window decal stickers because there is a strong community in Sonoma and people recognize the Sonoma Green Business decal

## Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	81-90%
<b>Other</b>	11-20%

## Reductions to Date

<b>kWh</b>	178,967
<b>therms (natural gas)</b>	
<b>water (cubic feet)</b>	524,324
<b>waste (tons)</b>	2,425,076
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

## Green Business Certification Program

[www.toaks.org/government/depts/public\\_works/environmental/business/green\\_business\\_certification/default.asp](http://www.toaks.org/government/depts/public_works/environmental/business/green_business_certification/default.asp)

805-449-2468

2100 E. Thousand Oaks Blvd | Thousand Oaks | CA | 91362



### Primary Contact

Rod Cordova, Assistant Analyst  
rcordova@toaks.org | 805-449-2468

### Staff

Full time: **1**  
Part time: **0**  
Volunteers: **0**

What are the titles and roles of the staff members?

Assistant Analyst - manages Green Business Certification Program

### Program Characteristics

<b>Number of businesses</b>	0-30
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, One on one meetings with businesses, Marketing, Certifications
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Window decal stickers, Press releases, Annual awards or recognition, Case studies
<b>What communications are most effective and why?</b>	Online application - makes participation easy and businesses can complete at their own pace. Website - we highlight green certified businesses on our website

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	91-100%
<b>Other</b>	

## Green Business Certification Program

www.cityofventura.net/environmental

805-667-6502

336 Sanjon RD PO BOX 99 | Ventura | CA | 93002



### Primary Contact

Courtney Lindberg, Environmental Specialist  
clindberg@cityofventura | 805-667-6502

### Staff

Full time: **1**

Part time: **0**

Volunteers: **0**

What are the titles and roles of the staff members?

Program Coordinator

### Program Characteristics

<b>Number of businesses</b>	0-30
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Online networking, Film or video, City Council Recognition
<b>What communications are most effective and why?</b>	Social media and decal stickers seem to be the most effective, but businesses do like the Council recognition.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	0

## District of Columbia

### DowntownDC Business Improvement District

www.dcsmarterbusiness.com  
 202.638.3232  
 1250 H Street, NW Suite 1000 | Washington | DC | 2005



#### Primary Contact

Scott Pomeroy, Sustainability Manager  
 scott@downtowndc.org | 202-661-7580

#### Staff

Full time:  
 Part time: 3  
 Volunteers: 0

What are the titles and roles of the staff members?

Sustainability Manager  
 Sustainable Business Programs Manager, District Department of the Environment

#### Program Characteristics

<b>Number of businesses</b>	115 buildings, 9 businesses
<b>Geographic Area</b>	City, DowntownDC Ecodistrict
<b>Services</b>	Online Resource or Toolkit, Custom Worksheets, Scorecard, One on one meetings with businesses, Group Meetings, Technical Assistance, Marketing, Mayor Awards, Apply for other awards on behalf of businesses
<b>Primary goal of program</b>	<b>General Sustainability</b>
<b>Marketing &amp; Communication Services</b>	Facebook, Twitter, LinkedIn Group, Press Releases, Case Studies, Newsletter, Film or Video, Annual awards
<b>What communications are most effective and why?</b>	Twitter because it's the most immediate and has the broadest reach.

#### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	50%
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	50% BID – Business Improvement District

## Illinois

### Illinois Green Business Association

www.illinoisgba.org

217-531-2179

301 N. Neil St. | Champaign | IL | 61820

#### Primary Contact

Cassandra Carroll, Executive Director

cassie@illinoisgba.com | 217-531-2179



ILLINOIS GREEN  
BUSINESS ASSOCIATION  
www.illinoisgba.com

#### Staff

Full time: **4**

Part time: **0**

Volunteers: **'5-7**

What are the titles and roles of the staff members?

Executive Director - develops relationships with Illinois community leaders/organizations/municipalities/etc.; fundraising; overall board and organizational management

Director of Program Development - Utility program management, certification development, new program development and management

Director of Marketing - Marketing, manages interns, assists in development of all programs

Certification Manager - operates and develops certification program and attributes, works with businesses and partners through certification

#### Program Characteristics

<b>Number of businesses</b>	60-100
<b>Geographic Area</b>	State
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications, Connectivity to Utility Programs
<b>Primary goal of program</b>	Behavior Change
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press kit, Press releases, Annual awards or recognition, Case studies, Film or video, certificate, signage package

**What communications are most effective and why?**

Web media and tv/press media because it is the primary way a lot of consumers understand our program and the businesses that have been certified.

**Program Funding**

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	21-30%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	51-60%
<b>Other</b>	0-10%

**Reductions to Date**

<b>kWh</b>	843,310 kWh
<b>therms (natural gas)</b>	325,126 therms

**Chicago Green Office Challenge**

www.chicagogoc.com

3125540900 x 36

35 E. Wacker Drive | Chicago | IL | 60601

**Primary Contact**

Vanessa Roanhorse, Project Manager

vroanhorse@delta-institute.org | 312-554-0900



**Staff**

Full time: **1**

Part time: **2**

Volunteers: **1**

What are the titles and roles of the staff members?

Project Manager - Oversees implementation of the program, manages budget, sponsorship and partner communication

Project Manager - Procures sponsorship

Project Assistant - Manages day-to-day programming, trainings, website and all incoming participant questions and requests.

Intern - Provides support for researching and writing draft content for website. Supports Project Assistant with day-to-day.

**Program Characteristics**

**Number of businesses** | More than 100

<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Prizes
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Press kit, Press releases, Annual awards or recognition, Online networking, website banners etc.
<b>What communications are most effective and why?</b>	We have the most success with our Twitter outreach, participants enjoy being a leader on the the leaderboard and sharing best practices. Gamification through Twitter has been successful.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	31-40%
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	11-20%
<b>Other</b>	31-40%

### Reductions to Date

<b>kWh</b>	124,000,000
<b>therms (natural gas)</b>	423206
<b>water (cubic feet)</b>	
<b>waste (tons)</b>	0
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

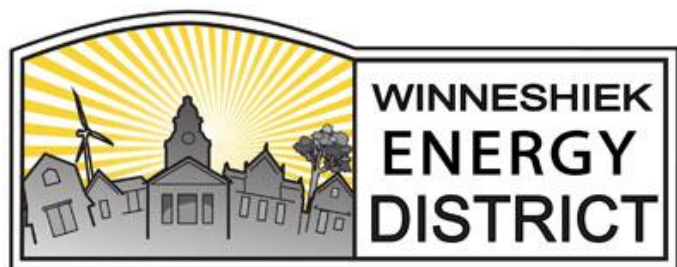
## Iowa

### Winneshiek Energy District

www.energydistrict.org  
 563-382-4207  
 PO Box 14 | Decorah | IA | 52101

#### Primary Contact

Joel Zook, Home Energy Planner





### Staff

Full time: **3**

Part time: **0**

Volunteers: **6**

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County
<b>Services</b>	Online resources or toolkits, Scorecards, Technical assistance, Certifications
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	
<b>What communications are most effective and why?</b>	

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	31-40%
<b>Utility</b>	0
<b>Other</b>	61-70%

### Reductions to Date

<b>kWh</b>	2,000,000
<b>therms (natural gas)</b>	120000
<b>water (cubic feet)</b>	not measured
<b>waste (tons)</b>	-
<b>oil (gallons fuel or generator)</b>	-
<b>steam (pounds)</b>	-
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

## Massachusetts

### Challenge for Sustainability

www.challengeforsustainability.org  
 617-502-6245  
 33 Broad Street | Boston | MA | 2109



A BETTER CITY  
**CHALLENGE for SUSTAINABILITY**  
*Business and Institutional Leaders  
 Working Toward a Sustainable City*

### Primary Contact

Megan Ramey, Sustainability Coordinator  
 mramey@abettercity.org | 617-502-6247

### Staff

Full time: **2**  
 Part time: **0**  
 Volunteers: **0**

What are the titles and roles of the staff members?

Sustainability Programs Coordinator - Works with the expansion of the Challenge for Sustainability into the City of Boston's Main Streets District.

Sustainability Programs Coordinator - Coordinates the Challenge for Sustainability program for ABC members.

Director of Transportation Demand Management & Sustainability - Oversees and manages program in it's entirety.

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	City
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Greenhouse Gas Reduction
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press kit, Press releases, Annual awards or recognition, Case studies, Online networking, Film or video
<b>What communications are most effective and why?</b>	Annual awards & recognition - along with the awards, comes social media shout outs, press releases, and local and national recognition pieces through media outlets. More importantly, this is the best time for folks within the program to see the

achievements of their fellow businesses. The awards, and reductions that come along with them are also publicized externally by A Better City, as well as the individual businesses (who publicize the achievements internally as well).

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	91-100%
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	0

### Reductions to Date

<b>kWh</b>	29,000,000
<b>therms (natural gas)</b>	665445
<b>water (cubic feet)</b>	34,000,000
<b>waste (tons)</b>	900 tons
<b>oil (gallons fuel or generator)</b>	49,645
<b>steam (pounds)</b>	15 million
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	16,000 tons carbon

## Center for EcoTechnology

www.cetonline.org  
 413-586-7350, ext 240  
 320 Riverside Drive, 1A | Florence | MA |  
 01062



### Primary Contact

Lorenzo Macaluso, Director of Green Business Services  
 lorenzo.macaluso@cetonline.org | 413-586-7350, x 248

### Staff

Full time: **14**  
 Part time: **0**  
 Volunteers: **occasionally**

What are the titles and roles of the staff members?

Director of Green Business Services

Green Business Specialists – one on one relationship with businesses

Support Staff – customer service, communications

### Program Characteristics

<b>Number of businesses</b>	1000
<b>Geographic Area</b>	Region – Southern New England
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Group meetings, Technical assistance, Marketing
<b>Primary goal of program</b>	Energy Efficiency and Waste Reduction Implementation
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Press releases, Nominate businesses for other awards, Case studies, Film or video, Newsletter
<b>What communications are most effective and why?</b>	Nominating businesses for other awards because it's an existing recognition model that's easy to latch onto.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	40%
<b>Federal Funds</b>	5%
<b>Utility</b>	35%
<b>Other</b>	20% - contracts

## EDF Climate Corps

[www.edfclimatecorps.org](http://www.edfclimatecorps.org)

617-406-1815

18 Tremont st., Suite 850 | Boston | MA | 2108



### Primary Contact

Scott Wood, Project Manager  
swood@edf.org | 617-406-1815

### Staff

Full time: **15**

Part time:

Volunteers:

What are the titles and roles of the staff members?

Managing Director, Sr. Program Manager of Operations, Sr. Program Manager of Strategy, Project Managers, Outreach Coordinators, Program Associates, Program Assistant

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	National
<b>Services</b>	Online resources or toolkits, Scorecards, Group meetings
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	Press releases, Case studies, Online networking
<b>What communications are most effective and why?</b>	

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	51-60%
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	51-60%

## Minnesota

### CLASS 5 Energy, Inc.

www.class5energy.com

651.783.5630

1750 Commerce Court | White Bear Lake | MN | 54016



### Primary Contact

Amy Anderson, General Manager

aanderson@class5energy.com | 651.748.4370

### Staff

Full time: **5**

Part time: **4**

Volunteers: **0**

What are the titles and roles of the staff members?

President

General Manager

Director of Measurement & Verification

Director of Business Development & Marketing

Graphics Manager

Product Development  
 Program Consultant  
 Accountant/Human Resources  
 Energy Efficiency Coordinator

**Program Characteristics**

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	Country
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications, Education & Awareness Materials
<b>Primary goal of program</b>	Behavior Change
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Case studies, Online networking

**Program Funding**

<b>Membership Fees</b>	81-90%
<b>Private Grants</b>	0
<b>State Funds</b>	11-20%
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	0

**Reductions to Date**

<b>kWh</b>	300,000,000
<b>therms (natural gas)</b>	13000000
<b>water (cubic feet)</b>	205,000,000
<b>waste (tons)</b>	
<b>oil (gallons fuel or generator)</b>	
<b>steam (pounds)</b>	
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	

**Kilowatt Crackdown**

[www.bomamps.org/boma/kwcd/kilowattcrackdown.aspx](http://www.bomamps.org/boma/kwcd/kilowattcrackdown.aspx)  
 612.338.8627  
 121 S. 8<sup>th</sup> Street, Suite 610 | Minneapolis | MN | 55402



### Primary Contact

Sheila Miller, Member Services Director  
sm@bomampls.org | 612-338-8627

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## Missouri

### St. Louis Green Business Challenge

www.stlouisgreenchallenge.com  
314-444-1148  
One Metropolitan Square, Suite 1300 | ST.  
Louis | MO | 63102



### Primary Contact

Eric Schneider, Senior Director - Public Policy  
eschneider@stlregionalchamber.com | 314-444-1148

### Staff

Full time: **1**  
Part time: **1**  
Volunteers: **0**

What are the titles and roles of the staff members?

St. Louis Regional Chamber's Senior Director of Public Policy oversees the program from enrollment to program development.

St. Louis Regional Chamber hired a half-time Green Business Challenge Coordinator to assist with meeting logistics and communications to participants.

The St. Louis Regional Chamber contracts with the Missouri Botanical Garden to be the Resource Advisor to the Challenge teams.

### Program Characteristics

<b>Number of businesses</b>	60-100
<b>Geographic Area</b>	Region
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Press releases, Annual awards or recognition, Case studies, Online networking, Linked-In Group

**What communications are most effective and why?**

The case study booklet of accomplishments and innovations has been most effective to share best practices among participating companies and has served as a recruiting tool for future enrollees.

**Program Funding**

<b>Membership Fees</b>	81-90%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	0-10%
<b>Other</b>	0

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**New Hampshire**

**Green Alliance**

www.greenalliance.biz  
603-817-4694  
75 Congress Street, Suite 304 | Portsmouth | NH | 03801



**Primary Contact**

Becky Holt, Assistant Director  
becky@greenalliance.biz | 978-270-9919

**Staff**

Full time: **2**  
Part time: 3  
Volunteers: **4-5**

What are the titles and roles of the staff members?

- Director
- Assistant Director
- Director of Media
- Community & Member Manager
- Senior Staff Writer



### Program Characteristics

<b>Number of businesses</b>	115
<b>Geographic Area</b>	Maine and Eastern New Hampshire
<b>Services</b>	Scorecards, One on one meetings with businesses, Group meetings, Networking Events, Certifications
<b>Primary goal of program</b>	Small Business Profitability & Behavior Change
<b>Marketing &amp; Communication Services</b>	Facebook, Twitter, Pinterest, Stories, Brand Consulting, Film Bios, Newsletter, Window Decals, Bumper Stickers, Green Card (Customer discount)
<b>What communications are most effective and why?</b>	Story telling relates a personal story and history

### Program Funding

<b>Membership Fees</b>	100%
<b>Private Grants</b>	0%
<b>State Funds</b>	0%
<b>Federal Funds</b>	0%
<b>Utility</b>	0%
<b>Other</b>	0%

## New York

### Westchester Green Business Challenge

[www.westchestergreenbusinesschallenge.org](http://www.westchestergreenbusinesschallenge.org)

914-977-3400

108 Corporate Park Drive, Suite 101 | White Plains | NY | 10604

#### Primary Contact

Scott Fernqvist, Program Manager, Westchester County Government

sef1@westchestergov.com | 914-995-3078

#### Staff

Full time: **0**

Part time: **3**

Volunteers: **2**

What are the titles and roles of the staff members?



WGBC Organizers: Day-to-day management of the program, including member support & outreach, website maintenance, marketing, event management, strategic planning, budgeting and grant writing.

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Press releases, Annual awards or recognition, Case studies, Online networking, Film or video
<b>What communications are most effective and why?</b>	Our Annual Recognition Event is probably the most effective marketing service that we provide because it is a high-profile event that also drives companies to make improvements and provide the WGBC with updated performance metrics (via our web-based scorecard). Online marketing via the WGBC website, e-blasts, and participation in online discussions via social media sites are also very effective.

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	21-30%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	71-80%
<b>Other</b>	0-10%

## Oregon

### Kilowatt Crackdown

[www.kilowatt-crackdown.com/portland](http://www.kilowatt-crackdown.com/portland)

503-688-5489

421 SW Sixth Ave, Suite 600 | Portland | OR | 97204



### Primary Contact

Sarah Hall, Sustainable Real Estate Manager, Commercial Sector, NEEA

SHall@neea.org | 503-688-5400



Jack Davis, Senior Consultant

jdavis@jdmgmt.com | 971-279-4059

### Staff

Full time: **0.75**

Part time: **0**

Volunteers: **0**

What are the titles and roles of the staff members?

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	Region
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Technical assistance, Marketing, Certifications
<b>Primary goal of program</b>	Energy Reduction & Strategic Energy Management
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Press releases, Annual awards or recognition, Case studies
<b>What communications are most effective and why?</b>	Advertisements in the local business journal. It's what the target audience - commercial real estate - listens to.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	91-100%
<b>Other</b>	0

## Texas

### Green Business Challenge

[www.elpasoGBC.org](http://www.elpasoGBC.org)

915-472-3831

301 Campbell | El Paso | TX | 79901



### Primary Contact

Eloisa Portillo-Morales, Sustainability Program Engineer

portilloec@elpasotexas.gov | 915-472-3831

## Staff

Full time: **2**

Part time:

Volunteers:

What are the titles and roles of the staff members?

Sustainability Program Engineer-Manages the challenge, to include recruiting participants, promotion, and coordinating workshops.

Sustainability Program Specialist-Assist coordination of workshops, promotion, and manages website.

## Program Characteristics

<b>Number of businesses</b>	30-60
<b>Geographic Area</b>	Region
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Marketing
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Case studies
<b>What communications are most effective and why?</b>	Social media and email has worked best for us.

## Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0-10%
<b>State Funds</b>	0-10%
<b>Federal Funds</b>	0-10%
<b>Utility</b>	0-10%
<b>Other</b>	91-100%

## Virginia

### Arlington Initiative to Rethink Energy and the Arlington Green Games

[www.freshaireva.us](http://www.freshaireva.us)

703.228.4822

2100 Clarendon Blvd, Suite 705 | Arlington | VA | 22201

#### Primary Contact

Kelly Zonderwyk, Energy Program Specialist



kzonderwyk@arlingtonva.us | 703.228.4822

### Staff

Full time: **2**

Part time: **1**

Volunteers: **0**

What are the titles and roles of the staff members?

Energy Outreach Specialist

Energy Program Analyst

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	county
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, awards
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Case studies, custom posters
<b>What communications are most effective and why?</b>	The awards and recognition provided by the local government are most effective because it recognition among peers and the community. Our custom posters are also an effective tool for recruitment to the program and for participating companies to communicate goals to staff or customers.

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	41-50%
<b>Utility</b>	0
<b>Other</b>	41-50%

### Reductions to Date

<b>kWh</b>	16,915,964
<b>therms (natural gas)</b>	495298
<b>water (cubic feet)</b>	36,095

## Loudoun County Green Business Challenge

www.locogreenbiz.org

703-777-2176

19301 Winmeade Drive, Suite 210 | Lansdowne | VA | 20176



### Primary Contact

Tony Howard, President, Loudoun County Chamber of Commerce  
 THoward@LoudounChamber.org | 703-777-2176

### Staff

Full time: **0**

Part time: **1**

Volunteers: **20**

What are the titles and roles of the staff members?

Events Coordinator - works with other members of the Loudoun County Chamber staff and the Green Committee on all aspects of the Loudoun County Green Business Challenge

### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	County
<b>Services</b>	Online resources or toolkits, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance, Marketing, Certifications, Awards
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Window decal stickers, Press releases, Annual awards or recognition, Case studies, in person networking
<b>What communications are most effective and why?</b>	In person networking

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	91-100%

## Washington

### Seattle 2030

www.2030district.org/seattle

206-877-2400

1402 3<sup>rd</sup> Avenue, Suite 301 | Seattle | WA 98101



### Primary Contact

Brian Geller

Brian@2030district.org | 206-877-2400

### Staff

Full time: **3**

Part time: **2**

Volunteers: **0**

What are the titles and roles of the staff members?

Executive Director

Program Associate

New Construction Program Manager / City Liaison

### Program Characteristics

<b>Number of businesses</b>	84
<b>Geographic Area</b>	Downtown
<b>Services</b>	Scorecard, Toolkit, One on One Meetings, Technical Assistance, Group Meetings
<b>Primary goal of program</b>	Holistic Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook / Twitter, Press Releases, Annual Awards, Case Studies, Videos
<b>What communications are most effective and why?</b>	Peer to peer engagement and stakeholder meetings, speaking engagement

### Program Funding

<b>Membership Fees</b>	0
<b>Private Grants</b>	50
<b>State Funds</b>	0
<b>Federal Funds</b>	20
<b>Utility</b>	0
<b>Other</b>	30

## Wisconsin

### Energy Stewards

www.energystewards.net

608-852-9191

10405 Bell Rd, | Black Earth | WI | 53515



#### Primary Contact

Warren Gaskill, Managing Partner

wgaskill@rapid-improvement.com | 608-852-9191

#### Staff

Full time: **2 direct - many in our project partners**

Part time: **0**

Volunteers: **Many, through our project partners**

What are the titles and roles of the staff members?

Managing Partner - oversees business, project partner development, web platform design

Senior Partner - project partner service, analysis, web platform design.

#### Program Characteristics

<b>Number of businesses</b>	More than 100
<b>Geographic Area</b>	Nationally
<b>Services</b>	Online resources or toolkits, Custom Worksheets, Scorecards, One on one meetings with businesses, Group meetings, Technical assistance
<b>Primary goal of program</b>	Energy Reduction
<b>Marketing &amp; Communication Services</b>	Case studies, Online networking
<b>What communications are most effective and why?</b>	On-line, peer networking supported by the Energy Stewards web tool in engaging participants within our respective project partners' overall programs.

#### Program Funding

<b>Membership Fees</b>	91-100%
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	0
<b>Utility</b>	0
<b>Other</b>	0



## Reductions to Date

<b>kWh</b>	A sample: 142 facilities - for 12 months ending Jan 2012 vs. 12 months ending Jan 2013: -593,491 kWh, average all facilities
<b>therms (natural gas)</b>	0
<b>water (cubic feet)</b>	A sample: 18 facilities - for 12 months ending Jan 2012 vs. 12 months ending Jan 2013: - 1236 kGal indoor water use average for all facilities
<b>waste (tons)</b>	Not Applicable
<b>oil (gallons fuel or generator)</b>	Not Applicable
<b>steam (pounds)</b>	No meaningful data; little steam use among project partners
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	<p>Work (fleet) and/or commuter transportation can be tracked for businesses wishing to do so. The Commute meter will ask for Period Start and End Date, miles travelled, gallons of gasoline (or gasoline equivalent), miles per gallon (optional), and People Factor (to give you credit for car pooling). The Work meter will ask for the same numbers except for People Factor.</p> <p>Results are displayed in simple run charts over time that display gallons/100 miles for the period (typically a month.)</p> <p>The business has to be dedicated/interested in tracking transportation, which is not as relatively easy as obtaining monthly energy use data from utility web sites or bills..</p>

## Sustain Dane's MPower Champion Program

[www.sustaindane.org](http://www.sustaindane.org)

608-819-0689

211 S. Paterson Street, Ste 200 | Madison

| WI | 53703

### Primary Contact

Jessie Lerner, Director, Sustainable Business Initiative

[jessie@sustaindane.org](mailto:jessie@sustaindane.org) | 608-819-0689

### Staff

Full time: **4**

Part time:

Volunteers: **0**



What are the titles and roles of the staff members?

Director, Sustainable Business Initiative

Program Manager, Sustainable Business Initiative

Program Manager, Sustainable Schools Initiative

Communication Manager

### Program Characteristics

<b>Number of businesses</b>	60-100
<b>Geographic Area</b>	City, Region, State
<b>Services</b>	Online resources or toolkits, Custom Worksheets, One on one meetings with businesses, Group meetings, Technical assistance, Marketing
<b>Primary goal of program</b>	General Sustainability
<b>Marketing &amp; Communication Services</b>	Facebook/Twitter/other social media, Press kit, Press releases, Annual awards or recognition, Case studies, Online networking
<b>What communications are most effective and why?</b>	Our annual "business showcase" draws over 100 business leaders to a networking breakfast where program participants share one success story from their year. This event provides cross-pollination of ideas for continual action. It raises awareness of program participants in the business community and positions program participants as leaders in our community.

### Program Funding

<b>Membership Fees</b>	0-10%
<b>Private Grants</b>	0
<b>State Funds</b>	0
<b>Federal Funds</b>	61-70%
<b>Utility</b>	21-30%
<b>Other</b>	0

### Reductions to Date

<b>kWh</b>	12,400,000
<b>therms (natural gas)</b>	508142
<b>water (cubic feet)</b>	103,963
<b>waste (tons)</b>	not measured
<b>oil (gallons fuel or generator)</b>	not measured
<b>steam (pounds)</b>	not measured
<b>If you collect transportation metrics, what do you measure and what has the program achieved?</b>	80,625 gallons of gasoline saved from fleet improvements and employee commuter changes