



County of Santa Cruz Board of Supervisors

Agenda Item Submittal

From: Community Development and Infrastructure

Subject: Presentation of 2024-25 Green Business Awards

Meeting Date: January 14, 2025

Formal Title: Presentation of the 2024-25 Santa Cruz County Green Business Certification and Re-Certification Awards

Recommended Action

Presentation on the 2024-25 Santa Cruz County Green Business Certification and Re-Certification Awards to show appreciation for, and special recognition to outstanding green businesses, non-profit organizations, and public agencies.

Executive Summary

The Board of Supervisors will present the 2024-25 Green Business Certifications and Re-Certifications to show public appreciation for and special recognition to outstanding green businesses, non-profit organizations, and public agencies.

Discussion

The California Green Business Program is an incentive-based certification program designed to encourage businesses to meet and exceed environmental standards while conserving natural resources. Public Works administers the program, as outlined in the Memorandum of Understanding approved on August 26, 2003, when the Board approved implementation of a Green Business Certification Program.

The Green Business Program was a priority of the County of Santa Cruz 2013 Climate Action Strategy and will continue to be with the County's new Climate Action and Adaptation Plan. The California Green Business Program was formalized as an established State program in 2011 (AB913 Feuer). The California Green Business model has proved so successful that it is now being replicated in five other states.

It has been a function of the Board to present Green Business Certification Awards to businesses and agencies that have recently met the required criteria of the program. Today, we recognize the achievements of Green Businesses that have been certified or re-certified after we last presented in December 2023. Since that time, thirty-nine (39) businesses and agencies have been certified, and twenty-three (23) have been re-certified in the County. During the past year, there has also been an emphasis on certifying schools as green businesses to help connect the Green Business Program with the Green Schools Program. The County now has thirteen (13) schools that are certified Green Businesses.

Businesses and agencies that participate in the program serve as role models in the County by completing a range of measures in pollution prevention, energy and water conservation, and solid waste reduction. These businesses and agencies have gone above and beyond regulatory requirements and serve as leaders in the community by implementing pollution prevention practices in their facilities. Attached is a list of the businesses and agencies that have been certified or re-certified green this past year.

Financial Impact

Funds are budgeted in the CSA No. 9C Recycling and Solid Waste Services budget (625110/62330) to conduct the Green Businesses Recognition Awards every year. CSA No. 9C Recycling and Solid Waste Services budget is funded by a combination of disposal site gate fees, property tax assessment, franchise fee payments and recyclable commodities revenue.

Strategic Initiatives

Operational Plan - Sustainable Environment, Dynamic Economy
Climate Action – Waste

The Green Business Certification Program supports the goals of the County Strategic Plan focus areas by helping businesses run in a manner which supports protection of our natural resources, strengthen recycling and reuse efforts, and limit their carbon footprint. Additionally, the program supports the goal of strengthening local businesses through innovation and technology.

Submitted By:

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Recommended By:

Carlos J. Palacios, County Administrative Officer

Artificial Intelligence Acknowledgment:

Artificial Intelligence (AI) did not significantly contribute to the development of this agenda item.