

11. Presentation of the 2024-25 Santa Cruz County Green Business Certification and Re-Certification Awards ()



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:

Matt Machado, Deputy CAO/Director of Community Development and Infrastructure

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.

Supervisory District 1 (Koenig) (7 Recertifications & 1 New Certification)

Business Name	Contact Name	Address	City	State	Zip Code	District	New Certification or Recertification?
Art of Santa Cruz	Heather Richman	1855 41st Ave.	Capitola	CA	95010	District 1	New
Cenetri Group	Hilary Darbonne	1847 Granite Creek Rd.	Santa Cruz	CA	95065	District 1	Recert
Communication Service Corporation	Kevin Zinn	1060 El Dorado Ave.	Santa Cruz	CA	95062	District 1	New
KindPeoples - Soquel Avenue	Chelsea Burman	3600 Soquel Ave.	Santa Cruz	CA	95062	District 1	New
Mar Vista Elementary School	Lola Britton	6860 Soquel Dr.	Aptos	CA	95003	District 1	New
Monterey Bay Mortgage	Forrest Cambell	2601 41st Ave Ste. C	Soquel	CA	95073	District 1	New
Santa Cruz Gardens	Carlo Albano	8005 Winkle Ave.	Santa Cruz	CA	95065	District 1	New
Wild Beauty Cosmetics	Danielle Kriege	2901 Park Ave.	Soquel	CA	95073	District 1	New

Supervisory District 2 (Friend) (5 Recertifications & 4 New Certifications)

Business Name	Contact Name	Address	City	State	Zip Code	District	New Certification or Recertification?
California Coast Landscaping	Maritza Valdovinos	51 Airport Rd.	Freedom	CA	95019	District 2	New
Capitola Self Storage	Joshua Nathan	809 Bay Ave. Suite H	Capitola	CA	95010	District 2	Recert
City of Capitola City Hall	Erika Senyk	420 Capitola Ave.	Capitola	CA	95010	District 2	Recert
Jimenez Daycare	Rosalia Jimenez	10 Eileen St.	Watsonville	CA	95076	District 2	New
Mid Valley Supply	Keith Sprenkel	220-B Airport Blvd.	Watsonville	CA	95076	District 2	Recert
Morenos Daycare	Hilda Salcedo	153 Hillside Ave.	Freedom	CA	95019	District 2	New
Rodasii LLC	Monica Escudero	831 Meadow Rd.	Aptos	CA	95003	District 2	Recert
Small Business Development Center	Alexander Pedersen	6500 Soquel Dr.	Aptos	CA	95003	District 2	New
The SOS Company	Missy Bregante	P.O. Box 524	Capitola	CA	95010	District 2	Recert

Supervisory District 3 (Cummings) (4 Recertifications & 8 New Certifications)

Business Name	Contact Name	Address	City	State	Zip Code	District	New Certification or Recertification?
Bookshop Santa Cruz	Casey Protti	1520 Pacific Ave.	Santa Cruz	CA	95060	District 3	New
Ecology Action of Santa Cruz	Shelley Smatana	877 Cedar Street Suite 240	Santa Cruz	CA	95060	District 3	Recert
Gazelle Bicycles Experience Center	Steven Vaughn	719 Swift Street #61	Santa Cruz	CA	95060	District 3	New
Good Times	Lee May	107 Dakota Ave.	Santa Cruz	CA	95060	District 3	New
Kaiser Permanente Arena	Michael Duquette	140 Front St.	Santa Cruz	CA	95060	District 3	Recert
OurEnergy	Christie Brown	101 Cooper St.	Santa Cruz	CA	95060	District 3	New
Petroglyph Ceramic Lounge	Jennifer Rubin	125 Walnut Ave.	Santa Cruz	CA	95060	District 3	New
Stacey Mitchell, Realtor®	Stacey Mitchell	110 Nevada St.	Santa Cruz	CA	95060	District 3	New
The Ride Guides LLC	David Robinson	307 Church St.	Santa Cruz	CA	95060	District 3	Recert
The Santa Cruz Symphony League	Anna Hakenbrack	307 Church St.	Santa Cruz	CA	95060	District 3	New
Triton Construction	Anthony Spielman	2560 Soquel Ave.	Santa Cruz	CA	95062	District 3	Recert
UCSC Fleet Services	Seth Sanders	1156 High St.	Santa Cruz	CA	95064	District 3	New

Supervisory District 4 (Hernandez) (10 Recertifications & 19 New Certifications)

Business Name	Contact Name	Address	City	State	Zip Code	District	New Certification or Recertification?
Ana Vasquez Guarderia	Ana Vasquez	127 Sudden St.	Watsonville	CA	95076	District 4	New
Belmontes Daycare	Blanca Belmontes	109 Toscano Loop	Freedom	CA	95019	District 4	New
City of Watsonville - Water Resources Center	Cristy Cassel	500 Clearwater Ln.	Watsonville	CA	95076	District 4	New
Digital NEST	Ximena Ireta-Lopez	318 Union St. Building B	Watsonville	CA	95076	District 4	Recert
Exclusive Painting and Decorating	Sandra De La Torre	204 Ford St.	Watsonville	CA	95076	District 4	New
Freedom Tax Service	David Rocha	23 E Beach St. #103	Watsonville	CA	95076	District 4	Recert
Fruteria Quetzal	Maria Pena	433 Union St.	Watsonville	CA	95076	District 4	Recert
GreenWaste Recovery, LLC	Claire Lindstadt	375 Industrial Rd.	Watsonville	CA	95076	District 4	New
JC Jewelers & Designer	Juan Carlos Estrada	421 Union St.	Watsonville	CA	95076	District 4	New
L.A. Men's Wear LLC	Jose Rodriguez	351 Main St.	Watsonville	CA	95076	District 4	New
Leonor Melgoza Bejar Daycare	Leonor Melgoza Bejar	259 Jolon Rd.	Watsonville	CA	95076	District 4	Recert
Lorena Vasquez Daycare	Lorena Vasquez	17 Walker St.	Watsonville	CA	95076	District 4	New
Maria Lopez Daycare	Maria Leticia Lopez	19 Laurel St.	Watsonville	CA	95076	District 4	New

Mary's Gift Shop	Mary Martinez	410 Main St.	Watsonville	CA	95076	District 4	New
Morales Daycare	Jesus Morales Rodriguez	66 Contento Dr.	Watsonville	CA	95076	District 4	New
Nutri-Natural	Lila Zamora	27 E Beach St.	Watsonville	CA	95076	District 4	Recert
Olivia's Daycare	Olivia López	49 Blanca Ln. #220	Watsonville	CA	95076	District 4	New
Pajaro Valley Loaves and Fishes, Inc.	Joann Godoy	150 Second St.	Watsonville	CA	95076	District 4	Recert
Pajaro Valley Pride	Raudel Covarrubias	P.O. Box 2405	Watsonville	CA	95076	District 4	New
Pajaro Valley Travel - CSI Services	Ibrahim Alabbad	521-C Main St.	Watsonville	CA	95076	District 4	New
Raíces y Cariño	Nora Yeren	1204 Freedom Blvd.	Watsonville	CA	95076	District 4	New
Regeneración - Pajaro Valley Climate Action	Nancy Faulstich	23 East Beach St. Suite 104	Watsonville	CA	95076	District 4	Recert
S. Martinelli & Co. Sales Office	Jose Garcia	345 Harvest Dr.	Watsonville	CA	95076	District 4	New
S. Martinelli & Co. West Beach	Jose Garcia	735 West Beach Rd.	Watsonville	CA	95076	District 4	Recert
Salgado Daycare	Elidia Salgado	311 Arthur Rd.	Watsonville	CA	95076	District 4	New
Salinas Beauty Supply #2	Martha Cortes	347 Rodriguez St.	Watsonville	CA	95076	District 4	New
Sandra's Daycare	Sandra De La Torre	204 Ford St.	Watsonville	CA	95076	District 4	New
Watsonville Charter School of the Arts	Jennifer Gill	75 Whiting Rd.	Santa Cruz	CA	95076	District 4	Recert
Watsonville Cyclery	Julian Mandujano	25 E. 5th St.	Watsonville	CA	95076	District 4	Recert

Supervisory District 5 (McPherson) (3 Recertifications & 1 New Certification)

Business Name	Contact Name	Address	City	State	Zip Code	District	New Certification or Recertification?
City of Scotts Valley City Hall	Matthew Spencer-Cooke	1 Civic Center Dr.	Scotts Valley	CA	95066	District 5	Recert
Kai Family Dentistry	Lynda Tran	550 Water St., Suite I-5	Santa Cruz	CA	95060	District 5	Recert
San Lorenzo Valley Water District	Customer Service	13060 Highway 9	Boulder Creek	CA	95006	District 5	New
Scotts Valley Senior Center	Matthew Spencer-Cooke	370 Kings Village Rd.	Scotts Valley	CA	95066	District 5	Recert

Santa Cruz County, City of Watsonville,
City of Santa Cruz

Green Business Recognition

Award Period: December 1, 2023 - October 10, 2024

Environmental Innovations

Jakki Castorena-Davila, Bilingual Programs Manager

Claudia Villalta-Mejia, Bilingual Sustainability Consultant

January 14, 2025



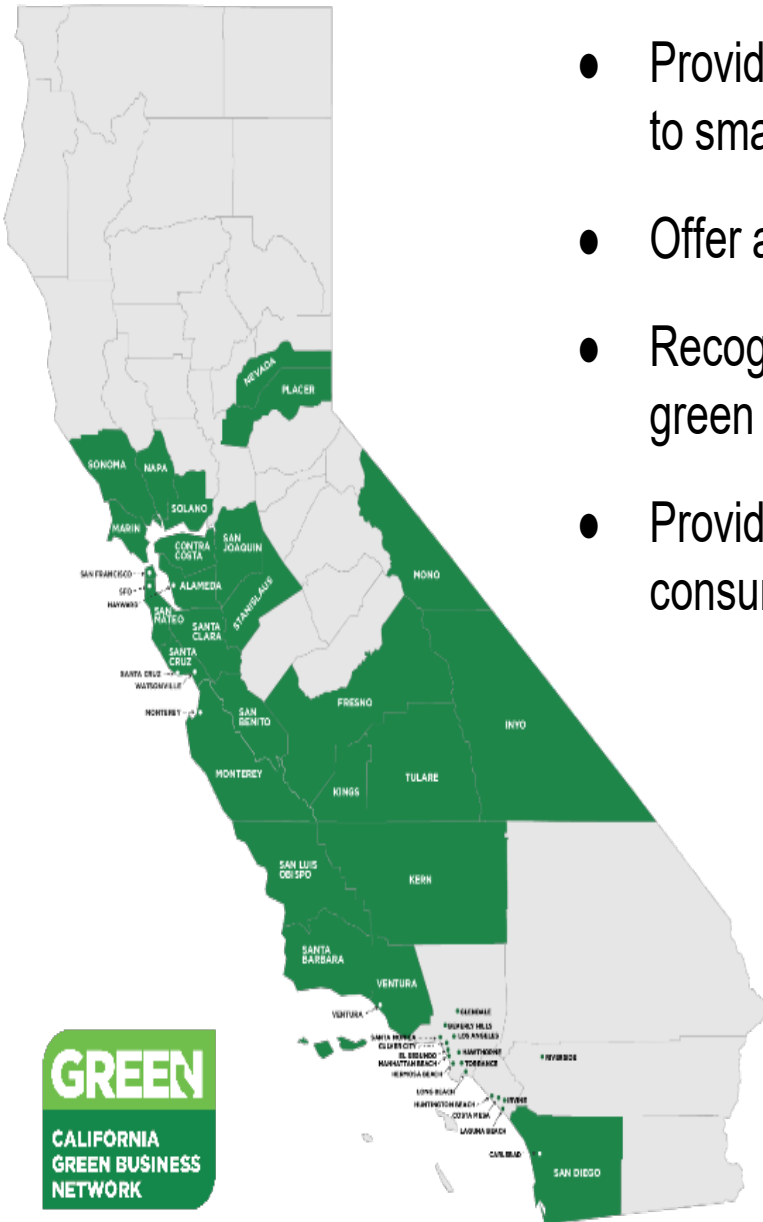
About Environmental Innovations



- Local, Woman-owned B corp
 - We prioritize people and planet over profit
- Predominantly Spanish/English Bilingual team
- Conduct business outreach
 - Including foodware, organics, stormwater, and wastewater for municipal clients.
- Staff to California Green Business Network (CAGBN)
 - Coordinate ten municipal Green Business Programs.
- Coordinate Simplified Savings
 - As CAGBN staff for the three largest electric utilities in California

What is the California Green Business Network?

- Provide free technical and financial assistance to small and medium-sized businesses
- Offer an easy to use framework
- Recognize and promote businesses for their green accomplishments
- Provide a local green marketplace for consumers and employees



California Green Business Network consists of **48 Green Business** Programs, three of which are within Santa Cruz County.





What makes a Green Business?



**Energy
Conservation**



**Waste
Avoidance**



**Water
Conservation**



**Pollution
Prevention**



**Use Non-Toxic
Cleaners**



**Sustainable
Commutes**



**Waste
Diversion**



**Hire Local
Vendors**

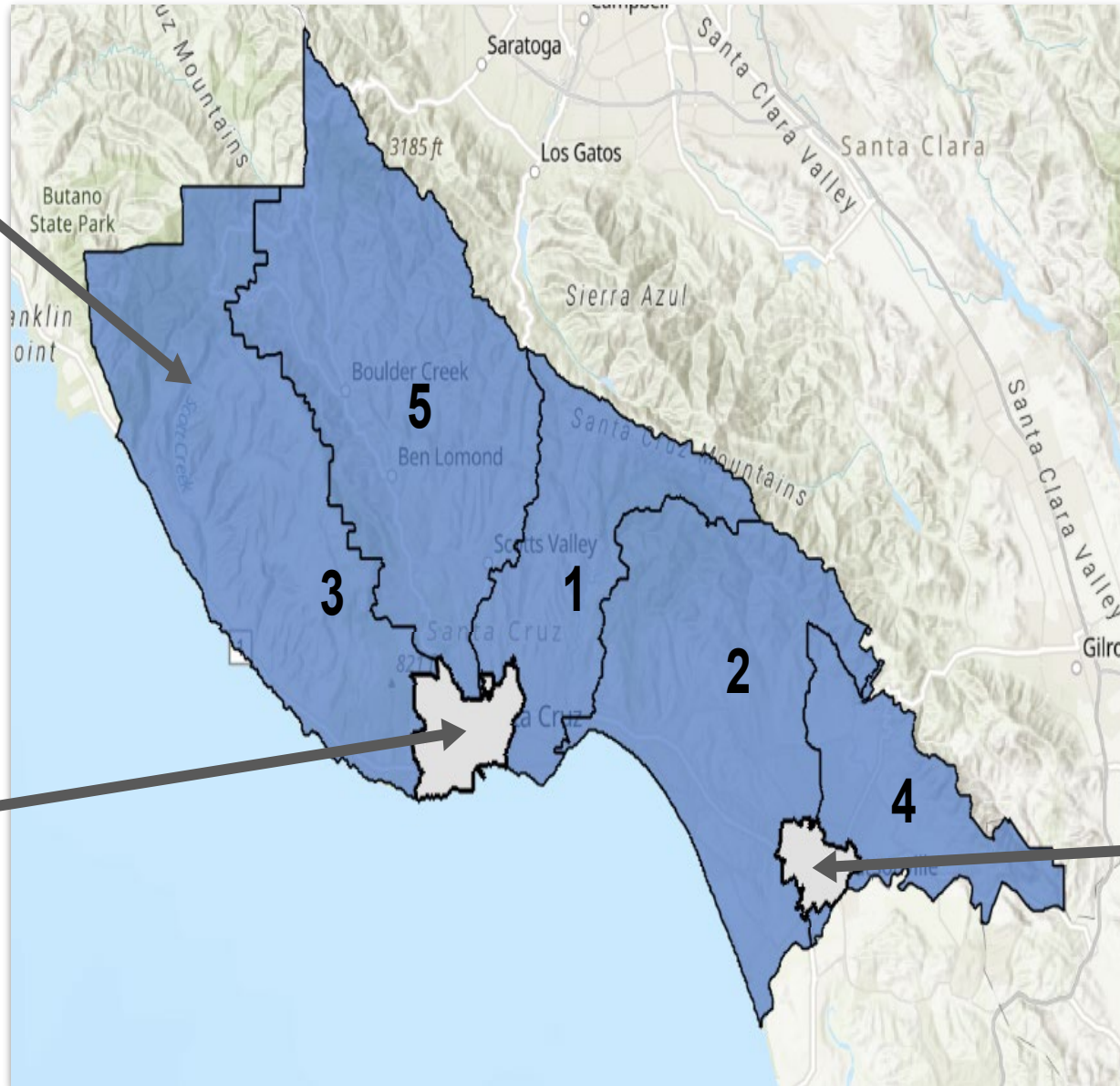
3 Santa Cruz County Green Business Programs






Santa Cruz
County



City of
Santa Cruz



Legend

-  County Program (1)
-  City Programs (2)
-  Supervisorial Districts



City of Watsonville

Green Business Highlights



Green Schools

Santa Cruz County

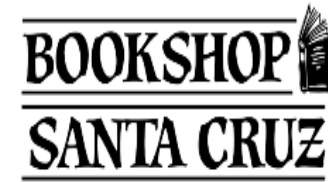
Mar Vista Elementary School, Santa Cruz Gardens, and Watsonville Charter School of the Arts have proudly achieved **Green School** certification! This milestone highlights their commitment to environmental literacy and student engagement, guided by dedicated school champions.



Pajaro Valley Pride

City of Watsonville

Pajaro Valley Pride became the **first Green Certified community event** in the state of California! The event planners provided trainings for vendors, volunteers, organizations and the public which made their certification a major community effort.



Bookshop Santa Cruz

City of Santa Cruz

Bookshop Santa Cruz is an enormous business - both in size and presence. We hope their **leadership and dedication inspires other businesses** in the City of Santa Cruz to pursue Green Business status.



Green Business Certifications



Santa Cruz County:

19 Businesses Certified



City of Watsonville:

31 Businesses Certified



City of Santa Cruz:

12 Businesses Certified



DISTRICT 1

Art of Santa Cruz

Cenetri Group

Communication Service Corporation

KindPeoples - Soquel Avenue

Mar Vista Elementary School

Monterey Bay Mortgage

Santa Cruz Gardens

Wild Beauty Cosmetics





DISTRICT 2

California Coast Landscaping

Capitola Self Storage

City of Capitola City Hall

Jimenez Daycare

Mid Valley Supply

Morenos Daycare

Rodasii LLC

Small Business Development Center

The SOS Company



DISTRICT 3

Bookshop Santa Cruz

Ecology Action of Santa Cruz

Gazelle Bicycles Experience Center

Good Times

Kaiser Permanente Arena

OurEnergy

Petroglyph Ceramic Lounge

Stacey Mitchell, Realtor®

The Ride Guides LLC

The Santa Cruz Symphony League

Triton Construction

UCSC Fleet Services

Nonprofits Insurance Alliance





DISTRICT 5

City of Scotts Valley City Hall

Kai Family Dentistry

San Lorenzo Valley Water District

Scotts Valley Senior Center



Thank you!



ENVIRONMENTAL
INNOVATIONS



Jakki Castorena-Davila

Bilingual Sustainability Manager

jcastorena@environmentalin.com



Claudia Villalta-Mejia

Bilingual Sustainability Consultant

claudiavmejia@environmentalin.com