We are committed to protecting our environment.

Proud to be a Certified California Green Business.
Green Business Overview

Third Party Compliance Program with 41 programs, and 3,400+ Certified businesses Statewide

- Santa Clara County
  - 3rd largest program in the state
  - 250 Businesses
  - Benefits in Energy, Water, Waste, Transportation and more!
<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Businesses</td>
<td>8</td>
<td>27</td>
<td>28</td>
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<tr>
<td>1st Recertification</td>
<td>18</td>
<td>37</td>
<td>18</td>
</tr>
<tr>
<td>2nd Recertification</td>
<td>4</td>
<td>11</td>
<td>24</td>
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<td>3rd Recertification</td>
<td>1</td>
<td>13</td>
<td>12</td>
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<tr>
<td>4th Recertification</td>
<td>0</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Totals</td>
<td>33</td>
<td>89</td>
<td>83</td>
</tr>
</tbody>
</table>

- Recertification every 3 years
Business Recognition

- Social Media Recognition
- City/Hauler Newsletters
- Regional Newsletter Features
- State Media Tools
- Google Ad-words Traffic
- Online Directory Listings
- Window Decals

10 YEARS CERTIFIED

CUPERTINO CHAMBER OF COMMERCE

GREEN
CALIFORNIA GREEN BUSINESS NETWORK
SANTA CLARA COUNTY
Annual Recognition Opportunities

- Businesses Recognized in Multiple Venues
  - City Hall Meetings
  - Commission Leadership
  - Annual Event - Countywide

- Recognition at a Distance
  - Print and Online Advertising
  - Recognition at Council/Board/Commission Meetings
  - Testimonials – Local and State campaigns
2020 Direct Program Costs and Funds

- **Direct Program Costs**
  - Staff Time: $164,700
  - CAGBN: $14,788
  - Operating Costs: $5,880

- **Direct Program Funding**
  - CAGBN & CalEPA: $20,000
  - Balance from solid waste planning fee
Program Transition

- **Office of Sustainability Mission**
  Build and maintain a healthy and safe County and meet the needs of current and future generations to ensure all people have equitable opportunities to reach their full potential.
Vision for Green Business

- Adapt Outreach Strategies to virtual environment
  - Diverse involvement from Chambers
  - Leverage Community Based Organizations
  - Utilize county-wide social media

- Strengthen Collaboration with Cities
  - Consistent web presence county-wide

- Increase promotion of businesses that are green-certified
Ideas, Input, Questions?

Thank you!

Michele & Nicole