

County of Santa Clara

Integrated Waste Management Division
Green Business Program

1553 Berger Drive, Building 1
San Jose, California 95112
(408) 282-3180 FAX (408) 282-3188
www.ReduceWaste.org



Green Business Update for July 12, 2007 TAC Meeting

The Green Business Program staff is thrilled to announce that we have **MORE THAN DOUBLED** our goal of enrolling new businesses into the Green Business Program in fiscal year 2006-2007. The goal was to enroll 50 new businesses and as of June 29, we've enrolled 127. We also met our goal to certify a total of 60 (including re-certifications) with 54 new certifications and 6 re-certifications, bringing the total number certified this fiscal year to 60. When we went Countywide in FY 2005-2006, our goals were rather ambitious, with 103 enrolled and certifying half of those. We modified them this past year to a more attainable goal and were still able to exceed those original, ambitious goals.

We received news from the California Green Business Network that the EPA grant they applied for to develop a measurement tool was not funded. However, we will continue to seek funding for a measurement tool. The process also helped to identify what elements of a measurement tool will best suit our needs. We are committed to developing a measurement tool within the next six months.

Our goals for FY 2007-2008 will be discussed at an upcoming TAC meeting.

Green Business Program

FY07

City	Inquiries	Outreach to	Enrolled Prior to FY06	Enrolled in FY07	Certified	Re-certified	Newspaper	Local Paper	Chamber Newsletter	City Newsletter	Referral	Event	Radio PSA	Brochure	Other
Campbell	0	7	3	1	0	0	0	2	0	0	0	0	0	0	0
Cupertino	3	1	9	9	0	0	0	0	0	3	0	0	0	0	0
Gilroy	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0
Los Altos	0	1	3	2	0	0	0	0	0	0	0	0	0	0	0
Los Altos Hills	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Los Gatos	0	0	5	3	0	0	0	0	0	0	0	0	0	0	0
Milpitas	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0
Monte Sereno	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Morgan Hill	1	7	6	1	1	0	0	0	0	0	0	0	0	0	0
Mountain View	4	4	23	8	0	0	0	1	0	0	0	0	0	0	0
Palo Alto	2	2	13	3	1	0	0	1	0	0	0	0	0	0	0
San Jose	0	60	40	20	3	0	0	10	0	0	0	0	0	0	0
Santa Clara	0	12	8	1	0	0	0	1	0	0	0	0	0	0	0
Saratoga	0	1	1	0	0	0	0	1	0	0	0	0	0	0	0
Sunnyvale	1	2	13	5	0	0	0	1	0	0	0	0	0	0	1
Unincorporated	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL	11	102	0	127	54	6	0	0	17	0	3	0	0	0	1

FY 2006-07 Goals

Enroll 50 new businesses

Certify 60 (includes re-certifications as well as new certifications) businesses