



**PUBLIC WORKS DEPARTMENT**

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**CITY COUNCIL INFORMATIONAL MEMORANDUM**

Date: April 25, 2024

**Memorandum**

April 23, 2024

To: City Council

From: Ursula Syrova, Environmental Programs and Sustainability Manager

Re: GreenBiz Cupertino Program

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Subject

GreenBiz Cupertino Program

Discussion

At the April 3, 2024, City Council meeting, Councilmember Moore requested information on the current status of the GreenBiz Cupertino Program.

Cupertino's Sustainability Division continues to offer local support to guide businesses wishing to get certified by connecting them with Santa Clara County staff. The County operates a supportive regional sub-program as part of the larger California Green Business Network. Green Business Certification involves working through a checklist of actions to conserve water and energy, promote alternative transportation for commuting, prevent pollution, use non-toxic cleaners, avoid waste, recycle materials, and divert waste properly. Certified businesses can often realize cost savings as a result of their actions and are recognized and promoted by the Green Business network and local jurisdiction websites. The City's Earth and Arbor Day Festival on April 20, 2024, will include a booth to promote the Green Business Certification opportunity hosted by the County.

Prior to COVID-19, Cupertino's GreenBiz Program would provide technical assistance to prepare them for the County's certification inspections. This included several in-person visits, custom user-friendly checklists, free small equipment such as low-flow

toilet flappers, and additional recognition marketing and special recognition by City Council. During the shelter-in-place time, the Sustainability Division offered support over video calls, but the value of the assistance was impacted because of the inability to meet in-person and economic hardship that many businesses were facing. The County's program and the Cupertino GreenBiz program focus shifted to re-certifying businesses instead of adding additional businesses. Pre-covid, the estimated amount spent per year was \$5000 on marketing and supplies. Starting in the 2024 FY, the budget was reduced to \$0.

Cupertino has 53 businesses currently active as certified Green Businesses, and those can be found on interactive maps at both websites cited below. All of Cupertino's municipal buildings are certified and appear as separate "businesses" on the maps. The City's last recertification was in June 2022. Businesses must recertify every three years.

[Cupertino's Green Business web page](#)

[Map of Cupertino Green Businesses](#)

[California Green Business Network - Santa Clara County](#)

### Green Business Areas of Focus

Green Businesses implement practices that lead to cost savings in energy, water, and garbage bills and receive free technical assistance to help make lasting changes.

 <b>Reduced Water Use</b> Low flow toilets and auto-off faucets	 <b>Conserve Energy</b> Upgrade lighting and equipment to save energy	 <b>Commute Sustainably</b> Promote and incentivize alternative transportation for employees	 <b>Prevent Pollution</b> Eliminate and/or properly dispose of harmful chemicals
 <b>Use Non-Toxic Cleaners</b> Use safer, environmentally preferable cleaning chemicals	 <b>Avoid Waste</b> Eliminate unnecessary packaging, printing, and purchasing	 <b>Recycle Materials</b> Divert waste from the landfill through reuse, recycling and composting	 <b>Hire Local Vendors</b> Working locally means less vehicle use

From [greenbusinessca.org/why-get-certified/](https://greenbusinessca.org/why-get-certified/)

Next Steps

Due to the lack of funding and elimination of the Sustainability Manager position, staff plan to coordinate with County staff to continue to promote Green Business Certification to Cupertino businesses as staffing capacity and opportunities allow.

Sustainability Impact

Actions that are part of the Green Business checklist support the City's greenhouse gas reduction goals through energy and water conservation, reducing waste, and reducing vehicle miles traveled.

Fiscal Impact

No Fiscal Impact.

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Prepared by: Ursula Syrova, Environmental Programs and Sustainability Manager

Reviewed by: Chad Mosley, Director of Public Works

Reviewed by: Matt Morley, Assistant City Manager

Approved for Submission by: Pamela Wu, City Manager

Attachments: None