



GreenBizTRACK

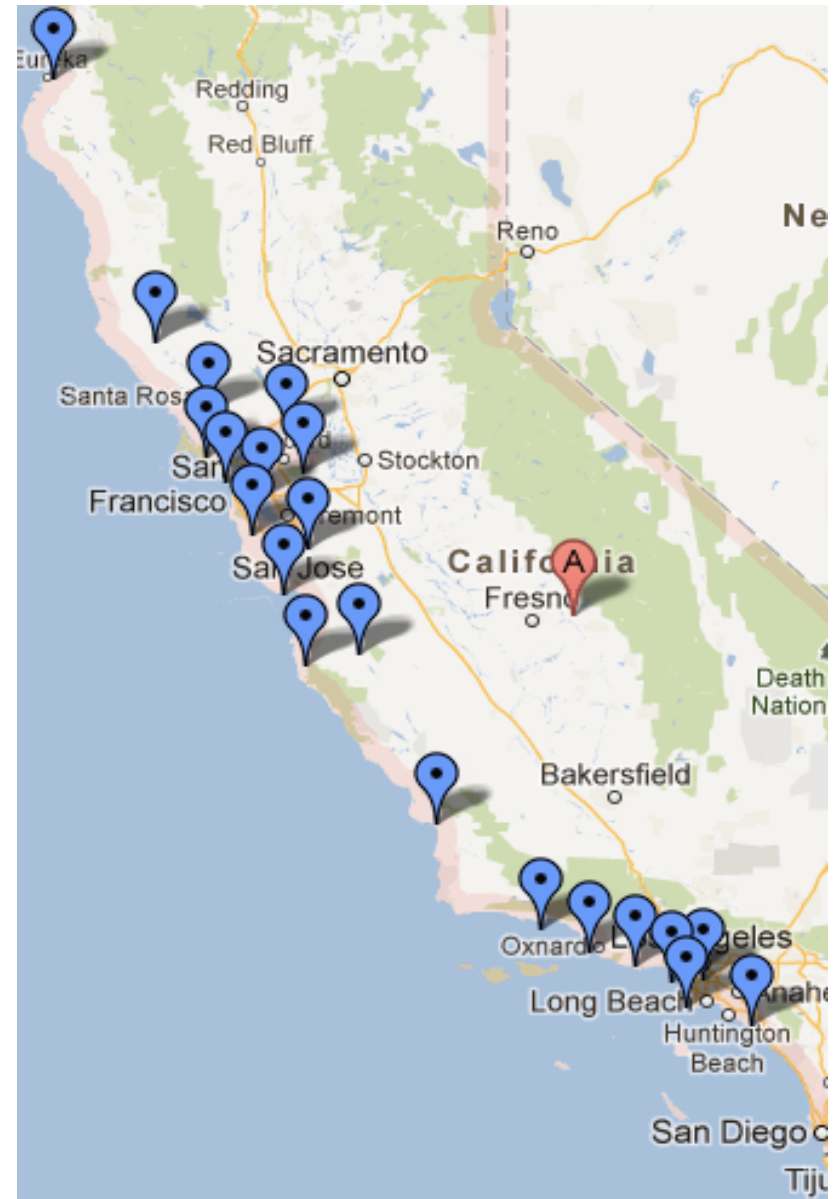
The Green Business Platform

Jo Fleming, Director
California Green Business Network (CAGBN)



Our success

- 21 programs
- > 2,700 recognized businesses
- ~ 1500 interested businesses

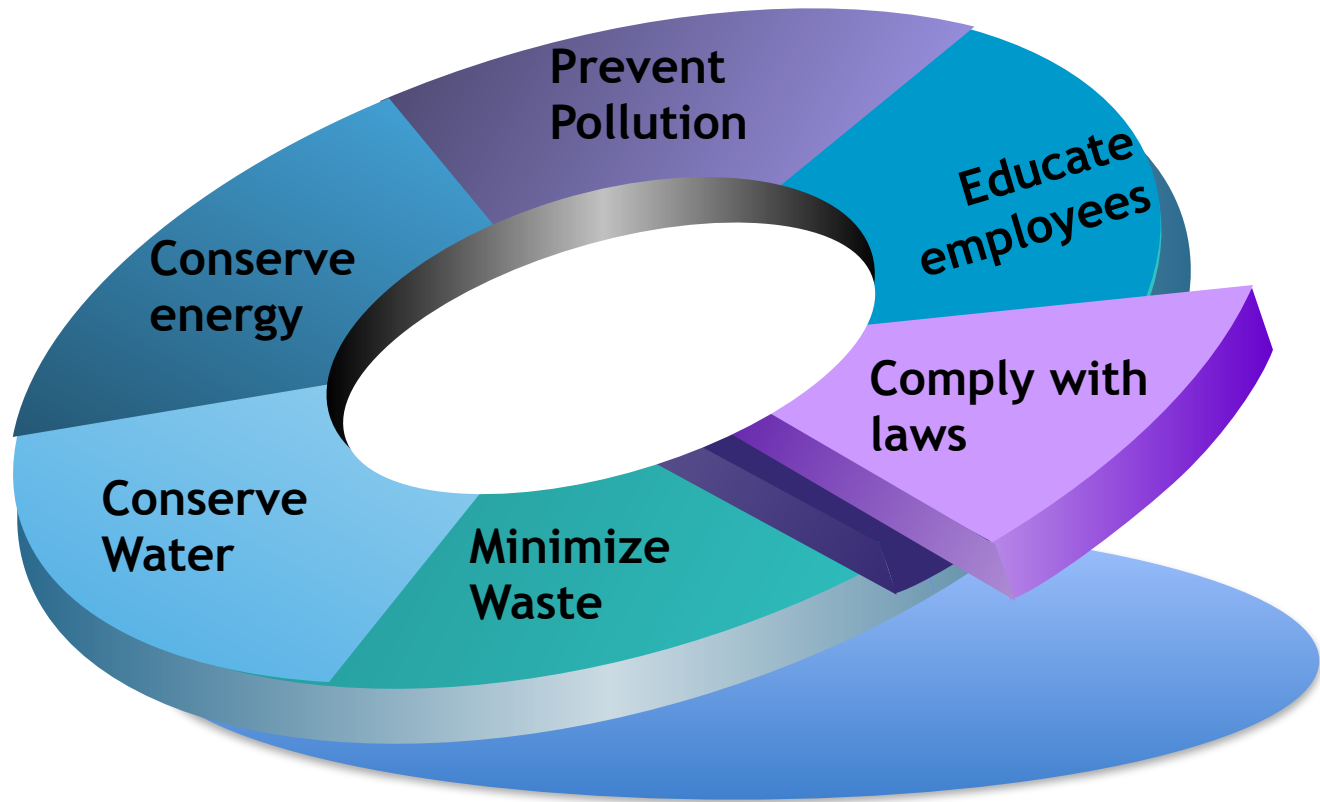


Our model



Business implement green practices and receive free technical assistance, recognition and advertising

California Green Business Program



California Green Business Program

GREEN BUSINESS IS SMART BUSINESS

Incorporate green practices, and discover how our recognized Green Businesses conserve resources and become more efficient.

< click on the icons to find out more >

APPLY to be a Green Business.

Show the world your green side. Apply to be a Green Business today.

GET STARTED AND APPLY

Work on a saved app, view your status, or renew your application.

LOG IN HERE

FIND a Green Business near you.

Select Type of Business



Select Category



Select City



SEARCH

[Advanced Search](#)

About

We are a government program working with local agencies to recognize and assist businesses that operate in an environmentally friendly manner.

Contact

Need more information about the program in your area? Contact your program coordinator.

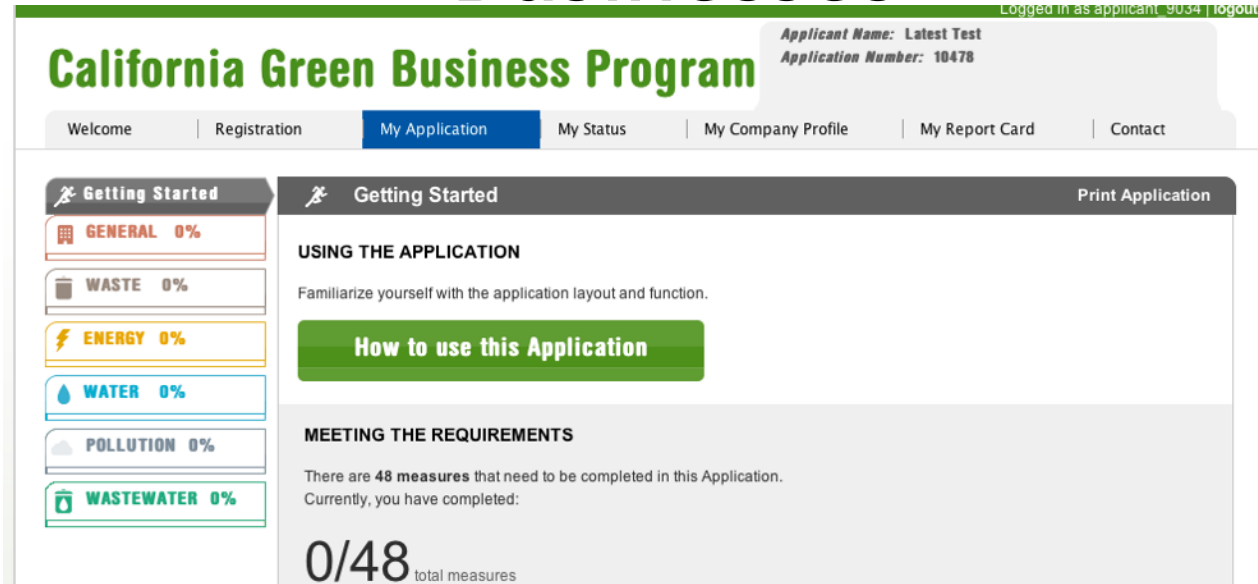
[Find Your Local Coordinator Here](#)

Resources

Find a current listing of resources at the link below.

[Resources](#)

Who Uses GreenBizTRACK? Businesses



The screenshot shows the GreenBizTRACK web application interface. At the top, it says "Logged in as applicant: 9034 | Logout". Below this, the "California Green Business Program" logo is displayed. A navigation bar includes links for "Welcome", "Registration", "My Application" (which is highlighted), "My Status", "My Company Profile", "My Report Card", and "Contact". On the left side, there is a sidebar with a "Getting Started" section and a list of categories: GENERAL (0%), WASTE (0%), ENERGY (0%), WATER (0%), POLLUTION (0%), and WASTEWATER (0%). The main content area is titled "Getting Started" and includes a "Print Application" link. It contains a section titled "USING THE APPLICATION" with the text "Familiarize yourself with the application layout and function." and a green button labeled "How to use this Application". Below this is a section titled "MEETING THE REQUIREMENTS" with the text "There are 48 measures that need to be completed in this Application. Currently, you have completed:" followed by a large display of "0/48" and the text "total measures".

Businesses use the tool to track the changes that they make as a result of the program, to track the steps needed to be certified, and to gain an environmental scorecard. The environmental scorecard tells a business how much greenhouse gases (GHG), water, kWh, and hazardous materials they have saved by taking actions, as well as solid waste diverted from the landfill and other key environmental outcomes.

Who Uses GreenBizTRACK? Coordinators

California Green Business Program

Dashboard | Reports | Program Profile | Measures | Global Variables | Create Sector | Checklist Setup | Green Notes | Resources

Dashboard Alert - You have 355 companies with close range expiration dates. [Click here to view.](#) New Window Export to Excel

Search In-Process Accounts Sort: Latest Show: 10 View: List Clear Search

Advanced Search
Saved Searches

Filter:

- ☐ All 6636
- ☐ Recognized 2793
- ☐ Directory review 132
- ☒ In Process 1367
- ☐ Background check 560
- ☐ Submission 1083
- ☐ Checklist Approval 172
- ☐ Phone Consult 742
- ☐ Site Visit 1114
- ☐ Audit 1304

Gourmet Gifts
gourmetgifts@comcast.net

STATUS: **Verifying** 10-25-2013

APPLICATION: **Action Required** 10-25-2013

AUDITS: **In Progress**
COMPLIANCE: **In Progress**

CERT. DATE:

Interior Wood Protection Services, Inc.
joenjokuobi@wood-maintenance.com

STATUS: **Verifying** 10-24-2013

APPLICATION: **Action Required** 10-24-2013

AUDITS: **In Progress**
COMPLIANCE: **In Progress**

CERT. DATE:

fit GLEN fit

Green Business Program Coordinators, or local environmental agency staff, use the tool to customize sector-specific checklists for their City, County, or State, to paperless track a business through the process of verifying the actions required by the checklists, to verify environmental compliance, to assign technical assistance experts/auditors to visit a business, and to eventually recognize that business.

Who Uses GreenBizTRACK? Governing Boards

Solid Waste Diverted From Landfills

Green businesses have saved **720,428** lbs of waste with a total savings of **TBD**. That's the equivalent of:

45 Garbage Trucks Worth of Diverted Waste

(The number of icons in this visualization has been capped to not overload the scorecard)



City, County and State Governing Boards use the tool to provide understandable aggregated environmental outcome data to celebrate and justify the existence of an incentive program for businesses to operate in the green. In California, this data collection has largely been used to inform Climate Action Planning efforts. As a result of the database and the reports produced, Green Business Program activities have been the cornerstone of many Climate Action Plans. The water, hazardous waste and landfill data also inform progress toward agency goals, ordinances and program compliance.



Who Uses GreenBizTRACK? Public

Consumers use the database to find and patronize Certified Green Businesses, strengthening a green economy.

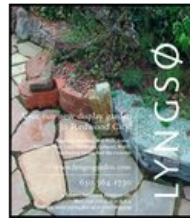


Category: [Computers, Science & Technology](#)

LiveOps, Inc.

LiveOps is the global leader in cloud contact center and customer service solutions. More than 300 companies around the world trust LiveOps' technology to enable effective multichannel, social and mobile interactions with their customers. With 10+ years of cloud experience, LiveOps is the partner of choice for migrating to the cloud. Headquartered in Redwood City, CA, LiveOps supports a range of industries like financial, healthcare, insurance, retail and high tech. Visit www.LiveOps.com

[Read more](#)



Category: [Home & Building Maintenance](#)

Lynxso Garden Materials

Garden supplies retailer to homeowners and contractors of living soil mixes, a huge variety of beautiful stone and sculptural boulders, compost tea, dozens of hardscape materials, ready-mix concrete, great customer service, deliveries, even rental dump trucks.

[Read more](#)



Category: [Media & Communications](#)

Positive Impact Partner, Inc.

Positive Impact Partner is an innovator in behavioral marketing that inspires action, shortens the sales cycle, gets great results and makes you and your customers say "Wow!" We specialize in growing cleantech businesses and inspiring target populations to live greener. We do this by helping your company develop who you are targeting, how you will take their product to market, and what type of media you should use for your budget. Then, we develop your identity, websites, direct mail, ads, emails and promotions that will best help you achieve your specific goals. Want to see how we would approach growing your business and inspiring people to buy from you? Contact us.

[Read more](#)

California Green Business Program

Application Details

 **GENERAL 60%**

 **WASTE 100%**

 **ENERGY 72%**

Employee Practices

Energy Management

Equipment And Facility
Changes

General Facility And Hvac

 **WATER 86%**

 **POLLUTION 78%**

 **WASTEWATER 100%**

SAVE


Last saved
02-21-2012 at 06:07PM

DELETE

Energy Management 4 / 6 Measures Completed


REQUIRED MEASURES - PLEASE COMPLETE ALL MEASURES

[NOTIFY USER OF FLAGS?](#)

1. Replace high intensity discharge (HID) fixtures in warehouses with fluorescent high bay lighting. 

YES NO N/A POST FLAG

☒ ☐ ☐ ☐ ☐

2. Use ENERGY STAR® office equipment and enable energy saving features. 

YES NO N/A POST FLAG



☐ ☒ ☐ ☐ ☐

How many ENERGY STAR rated copier/printer units does your business use?

1.0

How many ENERGY STAR rated LCD monitors does your business use?

10.0


3. Replace all T-12 fluorescent lighting with energy-efficient T-8 or T-5 fixtures with electronic ballasts or other equivalent efficacy lighting.  

YES NO N/A POST FLAG

☒ ☐ ☐ ☐ ☐

How many T-12 lamps have you replaced with T-8s (in electronic ballasts)?

4.0


4. Replace incandescent bulbs with efficient compact fluorescents. 

YES NO N/A POST FLAG

☒ ☐ ☐ ☐ ☐

How many incandescent lamps have you replaced with CFLs?

48.0

5. Increase fixture lighting efficiency by installing optical reflectors and/or diffusers. 

YES NO N/A POST FLAG

☐ ☒ ☐ ☐ ☐

How many lamp fixtures have optical reflectors or diffusers installed?

California Green Business Program

Application Number: 6414

Registered: 11-15-2011

Recognized: NA

Directory Info
Report Card
View Status History

[Dashboard](#)[Reports](#)[Program Profile](#)[Measures](#)[Global Variables](#)[Create Sector](#)[Checklist Setup](#)[Green Notes](#)

Application Details

 GENERAL 60%

 WASTE 100%

 ENERGY 72%

 WATER 86%

 POLLUTION 78%

 WASTEWATER 100%

DELETE

Application Details

In process

Send URL

Print Application

BUSINESS INFO

Santa Cruz Bicycles
104 Bronson #22
Santa Cruz, California 95062
phone: 831-459-7560
website:
Office/Retail

CONTACT INFO

contact name: Will Dixon
phone: 831-459-7560
email: wdixon@santacruz bicycles.c

APPLICATION

NOTE TO
BUSINESS

Passed 02-21-2012

Category	Status	Audit
GENERAL	●	●
WASTE	●	●
ENERGY	●	●
WATER	●	●
POLLUTION	●	●
WASTEWATER	●	●

Waste Stream Modification Factors

All Paper 0.9

Bottles/Cans 0.9

PHONE CONSULT

Passed 11-15-2011

COMPLIANCE CHECKS

Passed 04-24-2012

ADD
DETAILS

SITE VISIT

Passed 02-21-2012

AUDITS

Passed 02-21-2012

ADD
DETAILS

RECOGNITION TASKS

Pending

GENERAL PROGRAM NOTES:

1-17-12 completed and passed water conservation audit...AM
1-24-12 Completed pollution prevention/WW audit-follow-up with contract janitorial needed-FB
Final cert 2/21/12 JF. Last remaining items: signed and scheduled RL upgrade. GHG calculator difficult to complete since data

California Green Business Program

[Dashboard](#)[Reports](#)[Program Profile](#)[Measures](#)[Global Variables](#)[Create Sector](#)[Checklist Setup](#)[Green Notes](#)[Resources](#)

Dashboard

Alert - You have 355 companies with close range expiration dates. [Click here to view.](#)

[New Window](#)[Export to Excel](#)**In-Process Accounts**

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Metrics Examples

Purchase copy, computer and fax paper with minimum 50% post consumer waste (recommended 100%).

- Savings: GHG reductions
- Inputs: Reams of paper purchased/yr, PCW content

Calculation

Total GHG reduced = no. of paper reams X 5 lbs/ream X
GHG reduction (lbs CO₂/lbs paper)

Assumption/Conversion:

*GHG factors are 6.2 (100%), 2.91 (50%), 1.6 (30%)
from EPA's Recon*



Metrics Examples

Replace all T-12 fluorescent lighting with energy-efficient T-8 or T-5 fixtures with electronic ballasts or other equivalent efficacy lighting.

- Savings: kwh/yr, GHG reductions
- Inputs: # T-12s replaced with T-8s

Calculation

$$\text{kwh/Yr} = \# \text{ of lamps} \times 22.88 \text{ kwh/lamp/yr}$$

Assumptions/Conversions:

Energy Savings per T-8 conversion = 22.88 kwh/lamp/yr
(<http://eega.cpuc.ca.gov/deer/>)



Green Business Certification Environmental Scorecard

[Reports](#)[Visual Scorecard](#)

City: Redwood City, Sectors: All

Time frame: Any to Any

Environmental Benefits Per Year

These environmental benefits are calculated from certain quantitative measures that you completed when filling out your checklist.

These costs are estimates based on widely referenced calculations and assumptions regarding resource costs. It is not necessarily the cost that your business will realize on utility bills. If interested, please contact your coordinator for details or references for those calculations.

Greenhouse Gas Emissions Saved

Green businesses have saved **2,079,377** lbs of CO2 with a total savings of **TBD**. That's the equivalent of:

Planting **50** Acres of urban trees

(The number of icons in this visualization has been capped to not overload the scorecard)



Energy Saved

Green businesses have saved **313,357** kWh with a total savings of **TBD**. That's the equivalent of:

Powering **29** house for an entire year



Solid Waste Diverted From Landfills

Green businesses have saved **720,428** lbs of waste with a total savings of **TBD**. That's the equivalent of:

45 Garbage Trucks Worth of Diverted Waste

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Water Saved

Green businesses have saved **378,056** gallons of water, with a total savings of **TBD**. That's the equivalent of:

1 bathtubs of fresh drinking water per hour



Fuel Saved

Green businesses have saved **150** gallons of fuel per year, with a total savings of **TBD**.

Mercury Saved

Green businesses have saved **561** mgs of mercury, with a total savings of **TBD**.

Hazardous Waste Reduced

Green businesses have saved **43** gallons of hazardous waste per year, with a total savings of **TBD**.

Our projections

	2,664 Businesses (2012)	Goal: 10k-20k Businesses (2020)	Goal: 40k+ Businesses (2050)
Hazardous Waste Reduced (lbs)	1,800	6,757 - 13,514	27,027
Hazardous Waste Reduced (gal)	6,245	23,442 - 46,884	93,769
GHG Emissions Saved (tons)	171,677	644,432 - 1,288,863	2,577,726
Solid Waste Diverted from LF (tons)	106,308	399,054 - 798,107	1,596,215
Energy Saved (kWh)	38,254,747	143,598,757 - 287,197,513	574,395,026
Water Saved (Gal)	30,362,771	113,974,252 - 227,948,503	455,897,007



Planning for growth

- ❑ Recruit *new programs*
- ❑ Accelerate recognition *through efficiencies*
- ❑ Measure *environmental benefits*
- ❑ Increase *brand awareness*
- ❑ Explore *National Model*
- ❑ Grant to fund database use in other states/entities. *Interested?*



Contact Information

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(415) 355-3778

