

EnviroStars

Green Business Engagement National Network Summit

October 20, 2016

Stephanie Thomas and Laurel Tomchick



What are we talking about today?

Presentation Outline



- EnviroStars Program Overview—Setting the Foundation for Collaboration
- Living the Dream—Collaboration in Action



Program Overview

What's the problem?



What's the solution?



Who is involved?



Funding and Implementation Partners



Program Administration Partners



Where do we start?

From Concept to Launch



Regional Green Business Program *Concept Paper*

April 2014

Founding Partners

City of Bellevue/Eastside Sustainable Business Alliance
Local Hazardous Waste Management Program in King County
City of Kirkland

City of Seattle Departments

- Office of Economic Development
- Office of Sustainability and the Environment
- Seattle City Light
- Seattle Public Utilities

Supportive Organization

2030 District

2014 to 2015

Regional Green Business Program **Business Plan** DRAFT

August 2015

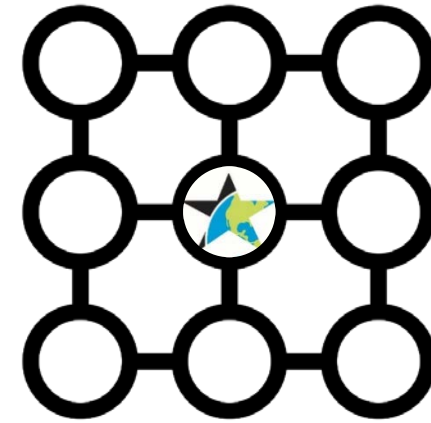
2015 to 2016

Regional Green Business Program 2016 Scope of Work

December 2015

Why are we here?

Program Mission



Combine our resources and technologies to attract more businesses and motivate more environmental behaviors

What do we want to do?

Member Agency Goals



**Increase effectiveness and
efficiency**



**Achieve greater
environmental outcomes and
lower cost**



**Create a scalable,
dynamic program**

How do we want people to feel about our Program?

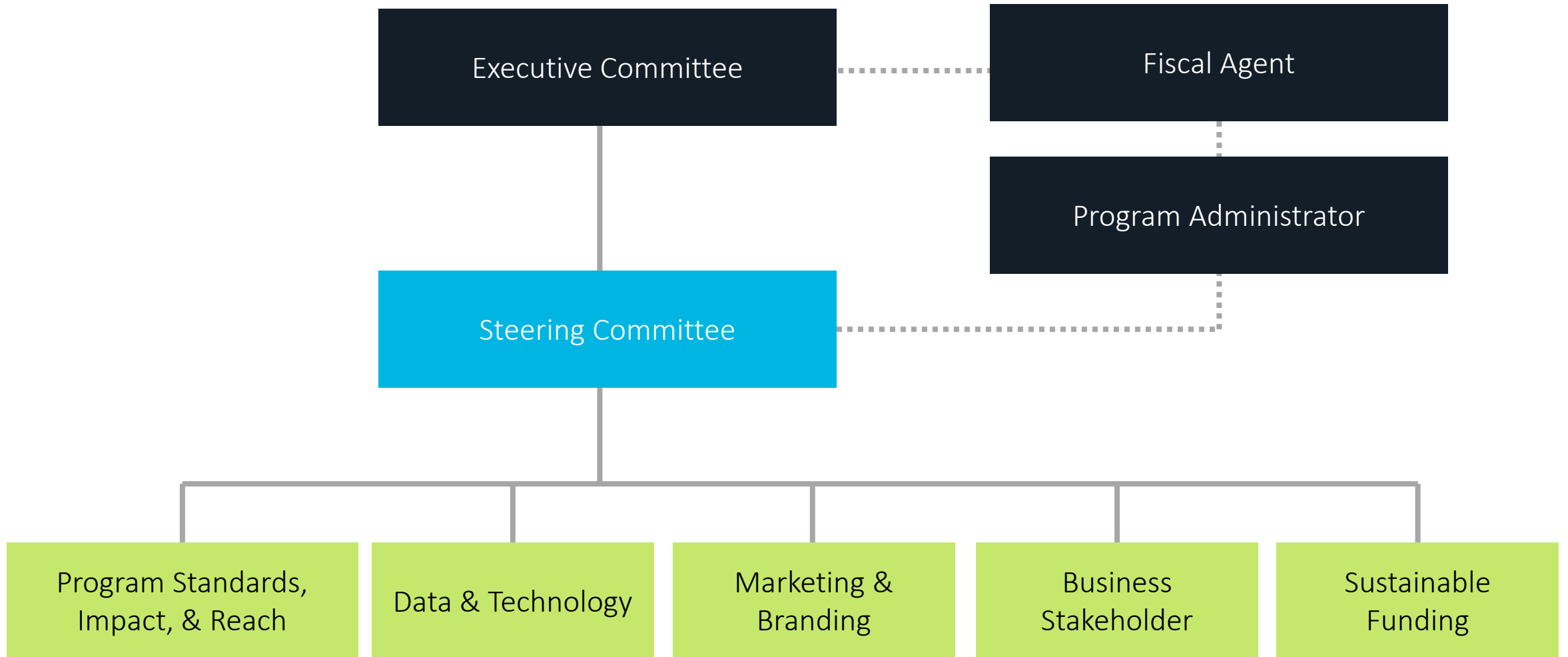
Program Vision

- ✓ **Visible** - Extend EnviroStars brand and reach
- ✓ **Efficient** - Long-term savings
- ✓ **Relevant** - Engaging employees
- ✓ **Responsive** - Customizes assistance
- ✓ **Meaningful** - Measures green practices by interest and priority



Who makes decisions?

Governance Structure



How do we make decisions?

Voting

- Attempt to agree by consensus
- Dual Majority Vote



How do we make it official?

Memorandum of Agreement



Get approval



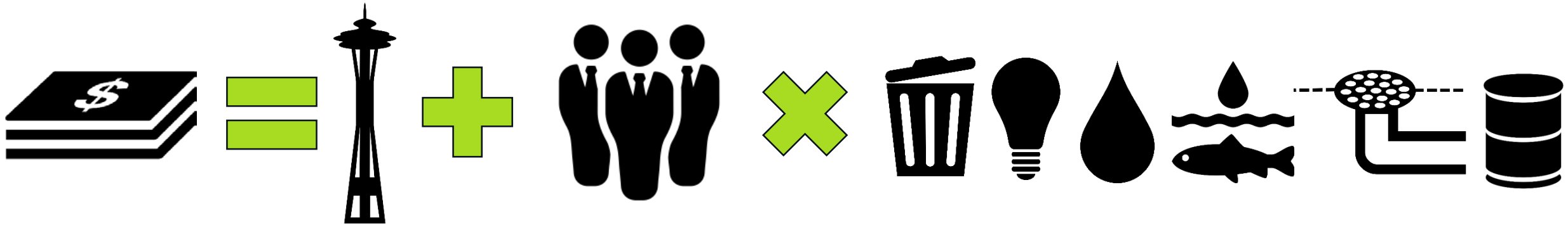
Sign agreement



Pay invoices

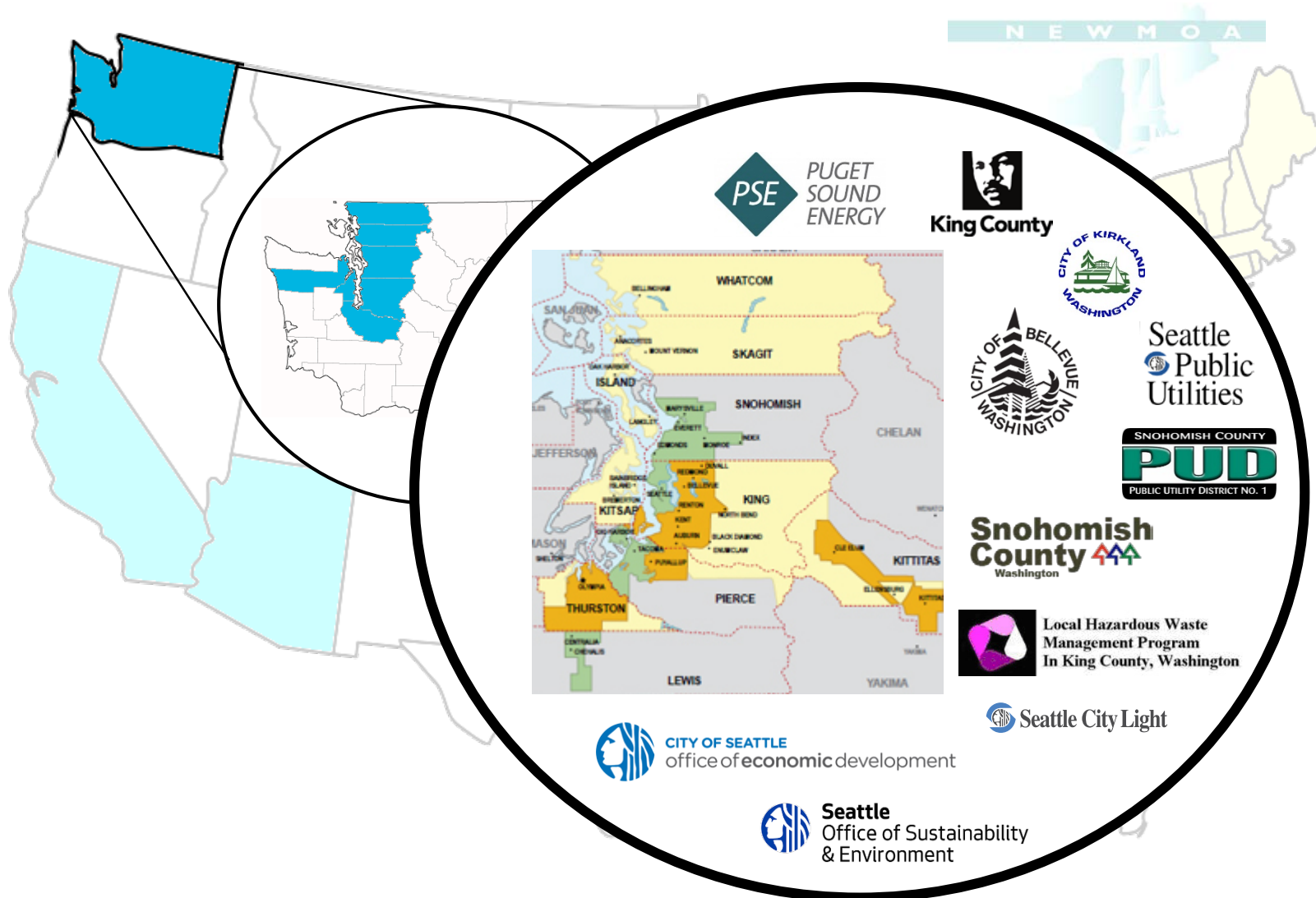
Who pays what?

Funding Formula



How will we recruit new members?

Agency Networks



How will we communicate and share information?

Basecamp



EnviroStars RGBP

EnviroStars Regional Green Business Program

AS

AH

CP

CD

DG

EP

ES

GA

JE

JL

JM

JM

JB

JM

JP

JF

JH

JC

...

Campfire

Please update the Prioritizing Sectors Google sheet with your member agencies rankings. The Google sheet is located in the Data and Technology AC folder. Email me if you have any issues accessing the Google sheet or need clarification on the content. Thanks!

Stephanie Thomas 12:31pm

Message Board

Philip P. · Sep 28
Great work Keegan — Keegan, I just found all the green action

Keegan J. · Sep 27
Green Business UI Prototype for Review — Hello all, Below is

Philip P. · Aug 25
To Program Standards AC - RE Green Action 1

Laurel T. · Aug 23
Marketing Advisory Comm: GoGreen sponsorship/launch

To-dos

All done!

Upload Meeting Notes

- ✓ Add 3.24 SC Meeting Notes Mar 31 Keegan J.

Populate basecamp

- ✓ Add notes from 2.24 Marketing and Branding AC Meeting Feb 29 Laurel T.
- ✓ schedule call with ST, Julianne and Paul 1 Feb 26 Stephanie G.
- ✓ Upload Design Phase docs Feb 12

Schedule

Oct 10

Program Standards AC Meeting

Oct 11

Membership and Funding Subcommittee meeting Call

Oct 18

Automatic Check-ins

Check-in with your team.

Docs & Files

EnviroStars Regional Green Business Program Committee List

Race and S...

Steering a...

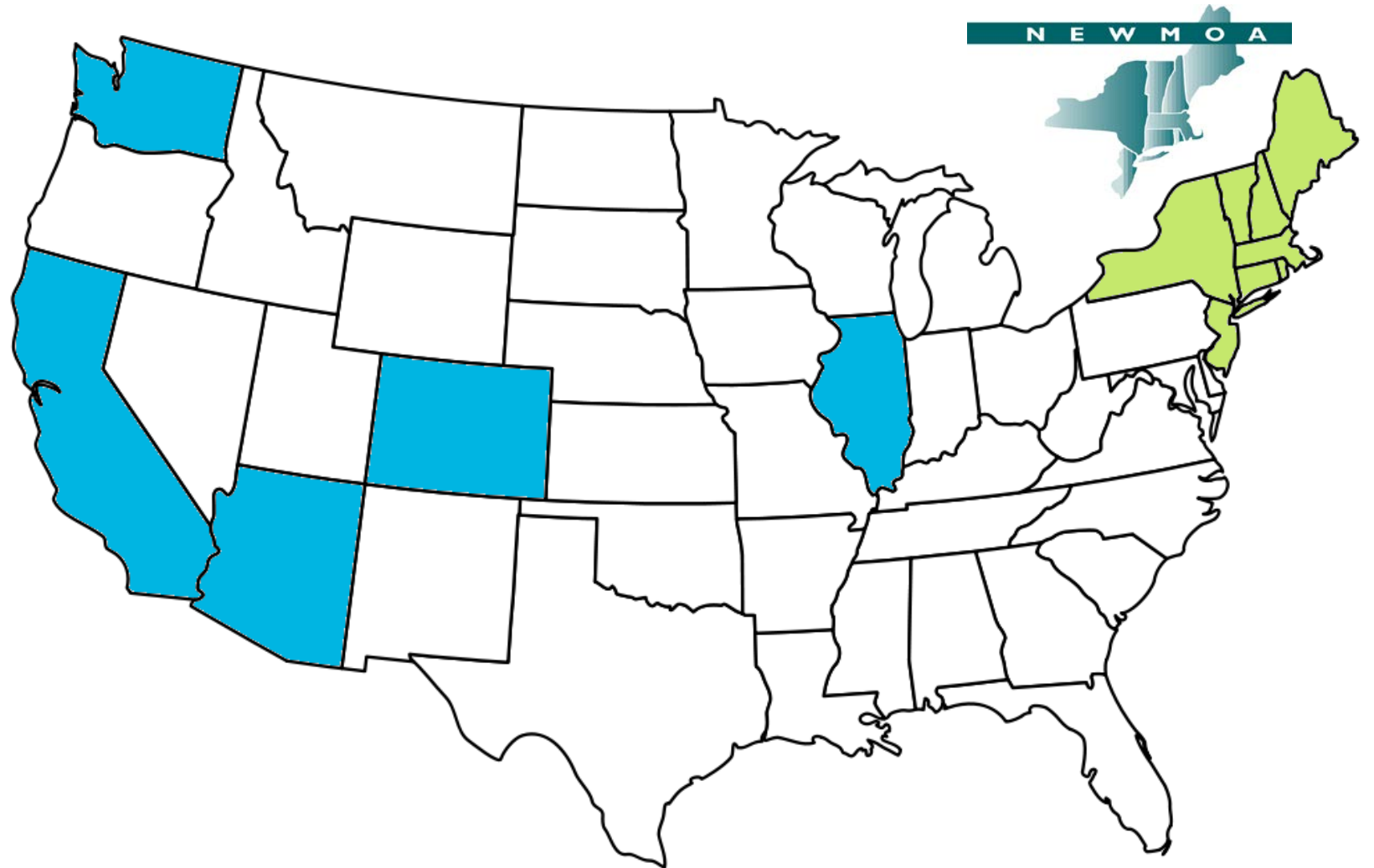
Business A...

How will we track and report on outcomes?

GreenBiz Tracker Partnership

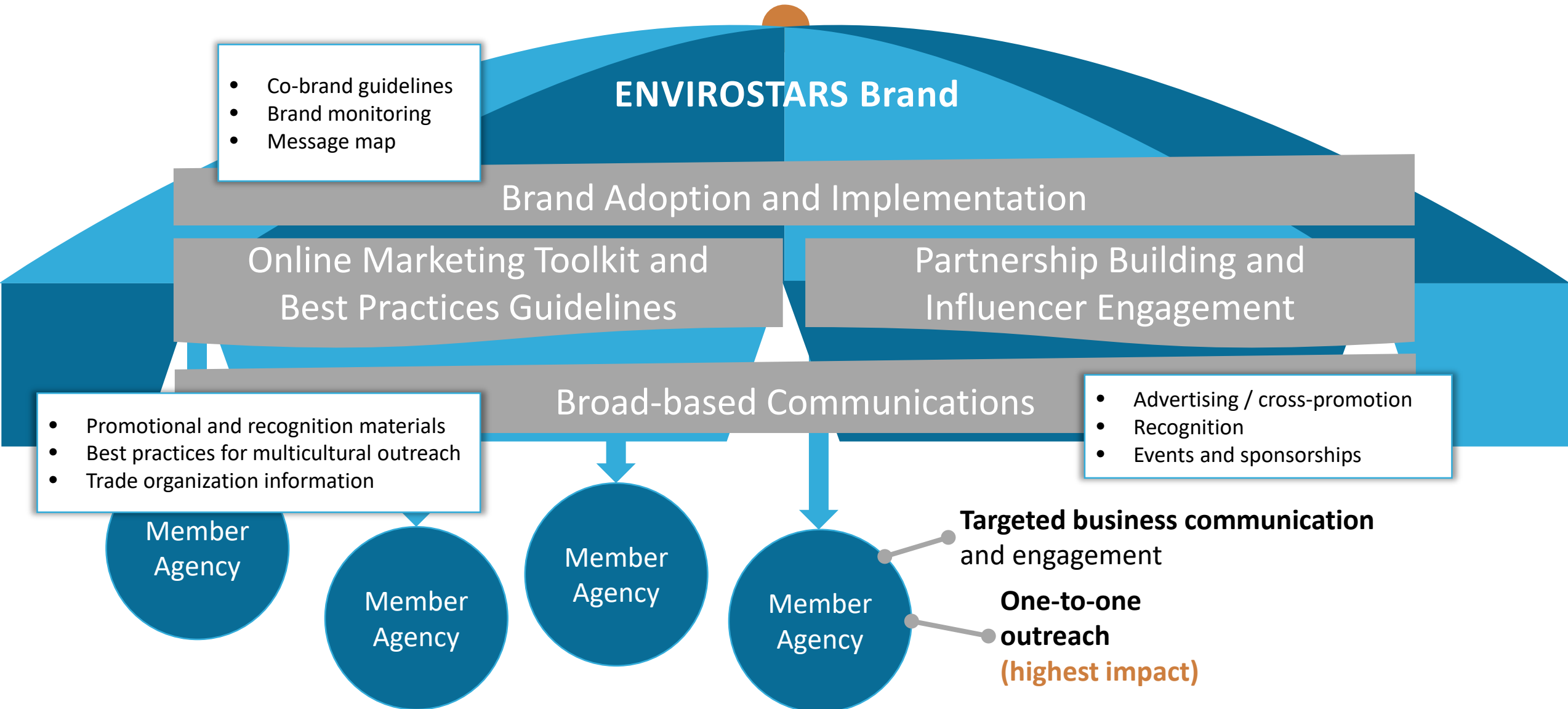


The development of the shared web platform is supported by a grant from:



How will we market our programs under the new umbrella?

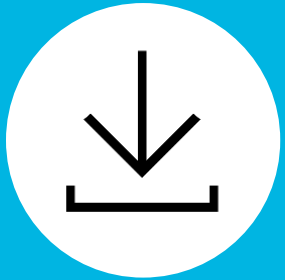
Joint Marketing Approach



How will we measure success?

Evaluation Model

1



INPUTS

- Staff time
- Funding
- Other resources

How will we measure success?

Evaluation Model



1. INPUTS

2



AUDIENCES

- Existing EnviroStars/other pgm. businesses
- Businesses with <50 employees in 7 targeted sectors
- Potential customers of businesses
- Partner programs for recognition and assistance

How will we measure success?

Evaluation Model



1. INPUTS



2. AUDIENCES



ACTIVITIES

- Planning and coordination with partner programs
- Outreach, marketing, and recruitment
- Referrals and contact with businesses
- Business assistance provided through partner programs

How will we measure success?

Evaluation Model

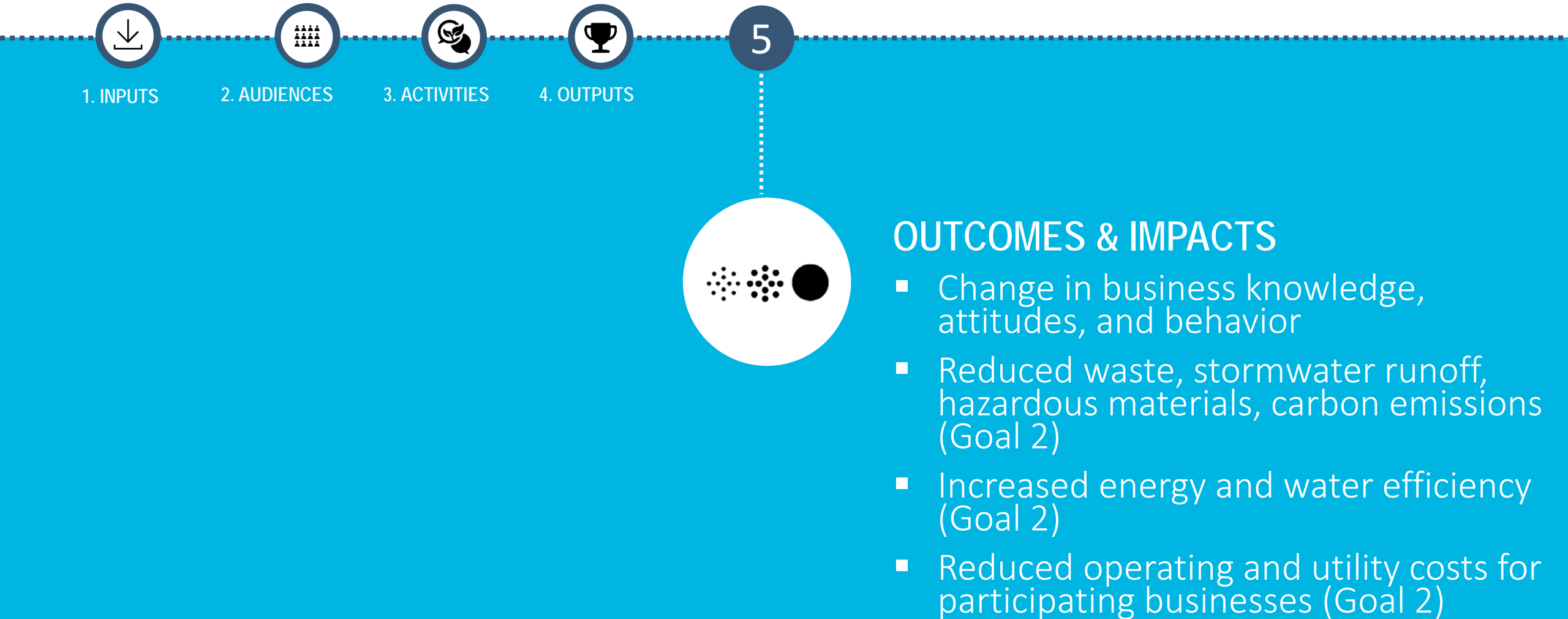


OUTPUTS

- Green business members recognized
- Effective, efficient service delivery of services (Goal 1)
- Equitable, culturally competent service delivery (Goal 1)
- Scalable program that supports participation from more partners (Goal 3)

How will we measure success?

Evaluation Model



Collaboration in Action

How can we ensure all interests are represented?

Committee Involvement



How do we inform on key decisions?

Meeting Discussion Guides and Recordings

EnviroStarsMeeting 9 22 16

Examples

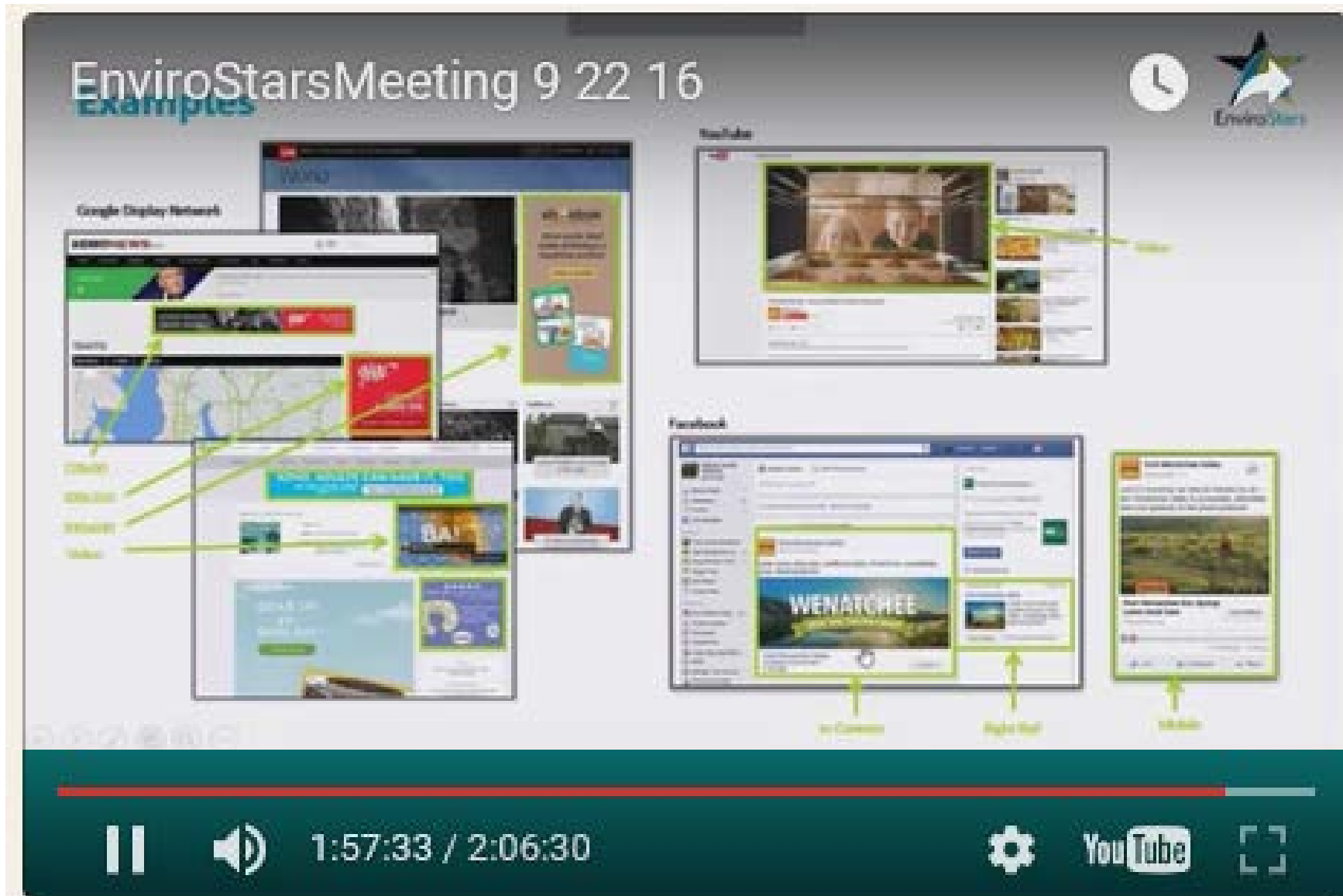
Google Display Network

YouTube

Facebook

1:57:33 / 2:06:30

YouTube



How do we find common target audiences?

Prioritizing Target Audience Sectors



How do we engage businesses in program design?

Business Advisory Committee



How do we decide which specific actions to include?

Green Action Checklist



How do we create an engaging platform—without spending a lot of money?

Shared Web Platform



GreenBiz Tracker

Welcome

Contact

Login ▾

Become a Green Business in Three Easy Steps



REGISTRATION

First thing's first: Register here to tell us a little bit about your business.

GET STARTED



FILL OUT APPLICATION

There is no obligation to finish this step all at once. You can save and continue at any time.

MY APPLICATION



REVIEW & SUBMIT

Take the final step to review your final application and submit to become a green business.

SUBMIT APPLICATION

[RUN NEW REPORT](#)

POPULAR REPORTS

CLICK TO VIEW REPORT

[San Francisco program \(This Year\)](#)[San Francisco program \(All Time\)](#)[Statewide Report \(This Year\)](#)[Statewide Report \(All Time\)](#)

REFINE REPORT

PROGRAMS

☒ ALL☐ SELECT☐ San Francisco☐ San Diego

SECTORS

☒ ALL☐ SELECT☐ Auto Repair☐ Catering☐ Cleaning Services☐ Commercial Buildings☐ Commercial Printer☐ Dentist☐ Garment Cleaning☐ Hotel☐ Janitorial Services☐ Office☐ Office/Retail☐ Other☐ Printer☐ Property Management☐ Restaurant[← BACK TO CREATE A REPORT](#)

Green Business Certification Environmental Scorecard

REPORTS

VISUAL SCOREBOARD

[EXPORT TO PDF](#)

CITY: All

SECTORS: All

TIME FRAME: 01/01/2016 to 05/26/2016

Environmental Benefits Per Year

These environmental benefits are calculated from certain quantitative measures that you completed when filling out your checklist. These are the annual savings businesses have achieved. To get data for the environmental outcomes businesses have achieved since their enrollment in the program, view the reports tab above.

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 **70,500,812 lbs** of CO₂ with a total savings of **\$119,851.38**. That's the equivalent of:

Planting **1,694 Acres** of
Urban Trees



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

SOLID WASTE DIVERTED
FROM LANDFILLS

Green businesses have saved **6,103,999 lbs** of waste with a total savings of **\$409,883.53**. That's the equivalent of:

381 Garbage Trucks Worth
of Diverted Waste



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

ENERGY SAVED

Green businesses have saved **77,102,990 kWh** with a total savings of **\$7,812,074.97**. That's the equivalent of:

Powering **7,076** houses for
an entire year

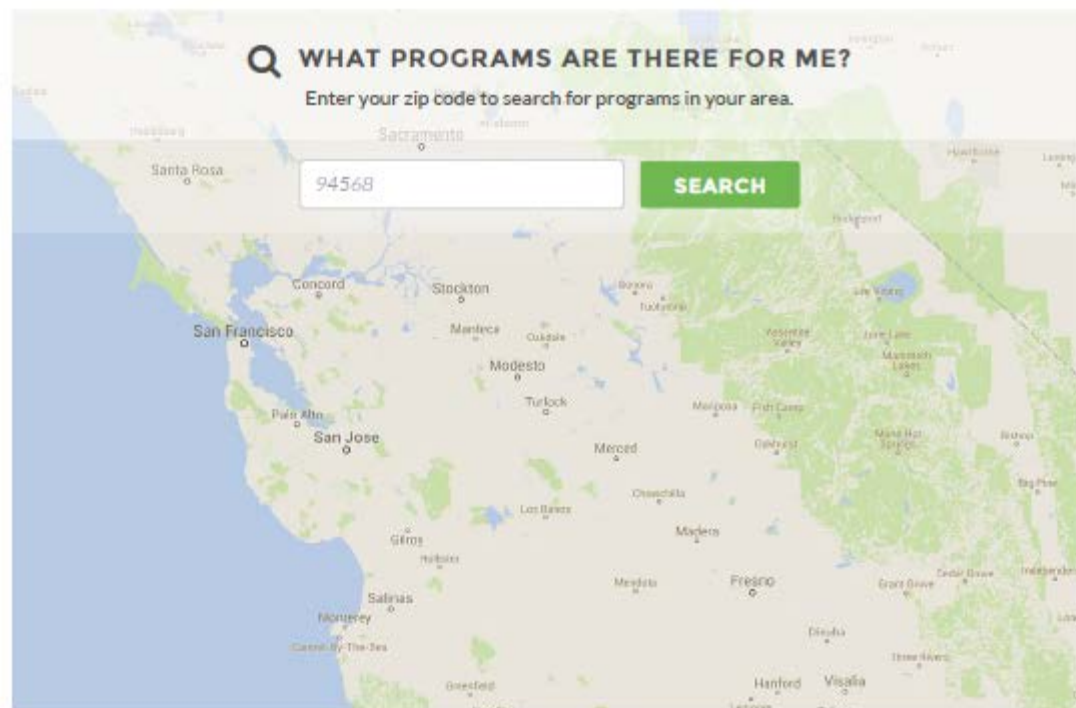


WATER SAVED

Green businesses have saved **8,547,150** gallons of water, with a total savings of **\$26,880.79**. That's the equivalent of:

24 bathtubs of fresh
drinking water per hour



[FIND A GREEN BUSINESS](#)
[APPLY TO BE A GREEN BUSINESS](#)
[Start a program](#)
[GreenSources](#)
[About Us](#)
[Contact Us](#)


WHAT PROGRAMS ARE THERE FOR ME?

Enter your zip code to search for programs in your area.

[SEARCH](#)

HOW DO I?



Clean up mildew
without bleach?



Recycle building
materials?



Conserve water on
my landscape?

GREEN NEWS

OCTOBER 19, 2015

The Green Business Academy: A Model to Efficiency



We at the Green Business Program have been victims of our own success. Every City and County Coordinator can remember the first year of their program, getting excited every time a new business expressed interest in the program. Those businesses were lucky to have our undivided attention.

[READ MORE](#)

SEPTEMBER 25, 2015

Our Story, Presented to the California Air Resources Board

Yesterday, the California Green Business Network presented our story, well, one of them anyhow, to the California Air Resources Board. Truth is, we have almost 3000 green business stories, but this one made the cut.

[READ MORE](#)

How do we share best practices?

Expanding Our Network



ADVANCING NATIONAL INTERESTS IN GREEN & SUSTAINABLE PRACTICES

[BECOME A MEMBER](#)



GBENN Green Business
Engagement
National Network

[MEMBERSHIP](#)

[EVENTS](#)

[RESOURCES](#)

[ABOUT](#)



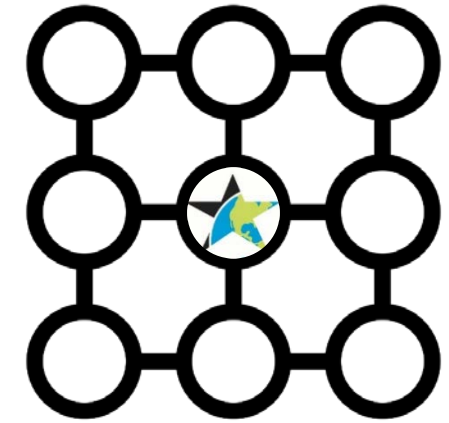
Green Business Engagement National Network Summit

OCT. 19-20, 2016

[JOIN US IN ST. LOUIS](#)

How do we deliver on our mission?

Program Mission



Combine our resources and technologies to attract more businesses and motivate more environmental behaviors

Questions?



Thank you!

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