

Stormwater Pollution Prevention TAC

Date: September 10, 2009

To: Stormwater Pollution Prevention Technical Advisory Council

From: Kim Springer

Subject: Stormwater Pollution Prevention TAC support for San Mateo County's proposal to the C/CAG Board requesting a one-time not to exceed amount of \$20,000 funding from the Stormwater Pollution Prevention Fund to provide pollution prevention technical assistance to local businesses and expand the San Mateo County Green Business Program countywide.

For further information contact Danielle Lee at 650-599-1468 or Kim Springer at 650-599-1412.

RECOMMENDATION

Review and support San Mateo County's proposal to the C/CAG Board requesting a one-time not to exceed amount of \$20,000 funding from the Stormwater Pollution Prevention Fund to provide pollution prevention technical assistance to local businesses and expand the San Mateo County Green Business Program countywide.

FISCAL IMPACT

\$20,000.00

SOURCE OF FUNDS

Stormwater Pollution Prevention Fund

BACKGROUND/DISCUSSION

The Green Business program was founded in 1997 through a collaborative effort by Bay Area local governments, U.S. E.P.A., California Department of Toxic Substances Control and the business community as a way to disseminate pollution prevention best practices and recognize exemplary small and medium sized local businesses. The Association of Bay Area Governments (ABAG) coordinates the Bay Area program, and over 1,900 businesses and public agencies have been certified since the program's inception. The program has developed checklists for multiple business sectors, allowing it to serve a wide range of businesses. All checklists include a number of stormwater pollution prevention initiatives that will be promoted countywide to businesses that apply for certification.

The Green Business program verifies that businesses not only adhere to all environmental regulations, but also go beyond compliance to meet high standards of environmental performance. It is a partnership of government agencies and utilities that help local businesses and agencies comply with environmental regulations and take actions to conserve energy and water, prevent pollution, and minimize waste through an easy to use framework. The

certification process is rigorous: businesses must first complete a checklist and then meet with technical experts that give guidance and verify that the businesses have completed the required measures and criteria of the program.

San Mateo County joined the Green Business Program in 2007. Since then, the program has been a success: over 200 businesses have applied and almost 100 have become certified green businesses. The program is currently offered in 10 jurisdictions: Burlingame, Daly City, Half Moon Bay, Millbrae, Pacifica, San Bruno, San Carlos, Redwood City, Portola Valley and Unincorporated San Mateo County. It is also offered at San Francisco International Airport with the support of SFO and the San Francisco Public Utilities Commissions. Participating Cities, utilities, and the County provide technical assistance to business applicants through the certification process.

Program Expansion

The Green Business Program has been a major success in participating cities in San Mateo County, and we proposed to expand the program countywide. The major benefit of program expansion will be to streamline the certification process for businesses, reducing the number of unique site visits per business and allowing the program to accommodate more applicants. It will also significantly reduce staffing demands on the cities and program partners, allowing greater participation in the program. In addition to internal funding and staffing, the County of San Mateo has submitted or is in the process of submitting proposals for funding to support this program to C/CAG, the South Bayside Waste Management Authority, PG&E, the Bay Area Water Supply and Conservation Agency and San Francisco International Airport.

PROPOSAL

The County is requesting \$20,000 from the Stormwater Pollution Prevention Fund to fund contractor services to check compliance records with current enforcement agencies, conduct audits and provide pollution prevention technical assistance to businesses enrolled in the Green Business program and to support the implementation of the Green Business Program countywide. The program goal is to certify 100 businesses per year across all jurisdictions in San Mateo County. Program implementation will include County coordination of the program and outreach and education to businesses participating in the program. The total expected cost of implementing the program countywide is \$210,000.00 per year.

Budget:

Staff:	\$75,000	0.5	Full Time Equivalent Program Coordinator
	\$18,000	0.1	Full Time Equivalent Program Manager
	\$3,500	0.03	Full Time Equivalent Program Director
Contractors:	\$90,000		1000 hours per year
Outreach:	\$10,000		
Contingency:	\$13,500		
TOTAL	\$210,000		

BENEFITS

The benefits of the Green Business Program are numerous. Businesses and public agencies that apply to the program get access to comprehensive and integrated information on a wide portfolio of environmental issues (Pollution Prevention, Energy, Water and Solid Waste) from multiple program partners consolidated into one source. They also save money and resources; reduce their

impact on Climate Change; improve employee morale; create a healthy workplace; and are publicly recognized and marketed as environmental leaders in the community.

The Stormwater Pollution Prevention TAC would benefit from effective outreach opportunities to small and medium sized business that are likely candidates for adoption of pollution prevention best practices that go beyond regulatory requirements. The program would reinforce pollution prevention messages provided through regular Health inspections, and provide information on best practices for stormwater pollution prevention such as: using “Flows To Bay” stencils at storm drains, covering garbage and recycling containers, maintaining proper spill containment infrastructure, utilizing proper cleaning practices, and other practices to prevent liquid and solid pollutants from reaching storm drains and other water resources.

In addition, the San Mateo County Green Business Program would look to the Stormwater Pollution Prevention TAC for partnership on opportunities to improve the existing checklist initiatives and requirements for Green Business certification on a regional level.