



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY MANAGER: OFFICE OF SUSTAINABILITY

File #: 19-491

Board Meeting Date: 6/4/2019

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Jim Eggemeyer, Director, Office of Sustainability
Subject: Amendment to Agreement with Ecology Action for Green Business Program Coordination, Recruitment, and Certification Services

RECOMMENDATION:

Adopt a resolution authorizing an amendment to the agreement with Ecology Action for consulting services related to the San Mateo County Green Business Program, increasing the amount by \$197,458 for a new not to exceed amount of \$523,091.

BACKGROUND:

The Green Business Program assists small and medium size local businesses in San Mateo County to minimize their environmental impacts and certifies businesses that complete a set of measures related to reducing greenhouse gas emissions, conserving energy, minimizing waste, and preventing air and water pollution. In 2017, the Office of Sustainability (OOS) contracted with Ecology Action to provide services related to the San Mateo County Green Business Program, including recruitment, certification, and marketing support. In September 2018, the OOS amended the agreement increasing the amount by \$39,433 for additional marketing services. Then in February 2019, the Board amended the agreement by increasing it by \$226,200 for a new not to exceed amount of \$325,633 and extended the term of the agreement to October 31, 2020. The OOS is interested in growing the Green Business Program and expanding the diversity of businesses served.

DISCUSSION:

The OOS is proposing to amend the agreement for additional marketing and outreach services with Ecology Action to provide Green Business recruitment, certification, recognition, including specific services and funding to increase the number of minority and women-owned businesses, and those businesses in socially vulnerable areas of the County. This amendment will assist the OOS and the County grow the Green Business Program and help reduce the environmental impacts that small and medium size businesses have in the County. In 2018, 18 new businesses were certified, and the program recertified or consulted with 28 additional businesses to improve their sustainability. During 2018, participants reduced CO2 emissions by 507,366 lbs. Since the OOS has dedicated additional resources for the Program, the number of business certifications has doubled, with many more

businesses in the pipeline ready to be certified. The amendment will also increase marketing to raise awareness of the Program and also includes funds to purchase “starter kits” to help businesses test and implement new sustainable products at no cost to meet the Green Business certification requirements.

As part of this amendment the OOS will also be eliminating the certification fee that the Green Business Program has charged businesses since 2014. The fee varies based on the size and complexity of the business, but on average is \$140 per business. Recruiting business to join the Program is already one of the biggest challenges and the fee can serve as an additional barrier to recruitment. The Program also has a goal of serving small, women and minority-owned businesses and/or businesses in socially vulnerable communities, and these businesses often have fewer resources to dedicate to joining a program like the Green Business Program. Eliminating the fee will result in the loss of approximately \$9,800 in revenue annually. Based on experience from other Green Business Programs throughout the state, a free program will increase the opportunity for business enrollment, and therefore increase the possibility for businesses to reduce their energy, waste, and greenhouse gas emissions in San Mateo County.

County Counsel has reviewed and approved the amended agreement and resolution as to form.

SHARED VISION 2025:

Approval of this agreement contributes to the Shared Vision 2025 outcome of an environmentally conscious community by contributing to reducing greenhouse gas emissions from buildings, conserving energy, minimizing waste, and preventing air and water pollution in San Mateo County.

FISCAL IMPACT:

The term of the agreement remains the same and the amount is amended increasing the amount by \$197,458 for a new amount not to exceed \$523,091. The Green Business Program is funded with 75% Green Business Program General Funds and 25% AB 939 funds. This agreement is included in the Office’s FY 2018-19 Adopted Budget and will be included in the FY 2019-21 Recommended Budget.