



# County of San Mateo

## Inter-Departmental Correspondence

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**Department:** COUNTY MANAGER: OFFICE OF SUSTAINABILITY

**File #:** 21-857

Board Meeting Date: 11/9/2021

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**Special Notice / Hearing:** None  
**Vote Required:** Majority

**To:** Honorable Board of Supervisors

**From:** Carolyn Bloede, Director, Office of Sustainability

**Subject:** Agreement with Environmental Innovations, Inc. for Green Business Program Coordination, Recruitment, and Certification Service

**RECOMMENDATION:**

Adopt a resolution authorizing the execution of an agreement with Environmental Innovations, Inc. to coordinate the San Mateo County Green Business Program and recruit, and certify local businesses under the program, for the term of November 9, 2021 to November 8, 2024, in an amount not to exceed \$678,000.

**BACKGROUND:**

The San Mateo County Green Business Program (SMCGBP) certifies small and medium size businesses as green businesses and assists them to complete measures related to reducing greenhouse gas emissions, conserving energy, minimizing waste, and preventing air and water pollution. The program serves all cities and unincorporated communities of the San Mateo County. The SMCGBP matches businesses to applicable rebates, informs them of recovery funding, sources business-specific product options, and delivers monthly savings on bills through resource conservation. Small and medium businesses typically have very limited support to reduce greenhouse gas emissions. The program raises the visibility of certified businesses through social media advertising, a searchable database and Shop Green app, and branded collateral which benefits the business by raising its visibility with local residents and providing a competitive edge with consumers.

The program documents metrics such as greenhouse gas emissions reductions, waste diversion and water savings. In the last two years, the program has launched equity and inclusion efforts that increased participation of businesses in low-income and socially vulnerable communities, especially those with Spanish-speaking business owners. To increase impact and inclusivity, this contract will include outreach in Spanish and Chinese. This year, the SMCGBP will expand efforts to support businesses during COVID-19 pandemic recovery and incorporate resilience.

**DISCUSSION:**

In August 2021, the Office of Sustainability (OOS) issued a Request for Proposals for SMCGBP coordination, business certification, and inclusive outreach and marketing. The OOS received two proposals, which an evaluation committee of three OOS staff members and one City of South San Francisco staff member reviewed. Following this evaluation, the review committee interviewed two proposers. Environmental Innovations, Inc. was subsequently selected as the preferred vendor for these services on the basis of: the responsiveness of their proposal; the cost-effectiveness of their proposal; and their extensive experience in the field of business sustainability.

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

**FISCAL IMPACT:**

The term of the agreement is from November 9, 2021 to November 8, 2024 in an amount not to exceed \$678,000.

The SMCGBP is funded with 75% Green Business Program General Funds and 25% AB 939 funds. AB 939 funds are designated specifically for programs that aim to reduce and divert waste in the county. Funding in the amount of \$226,000 has been included in the Office of Sustainability's Adopted Budget for FY 2021-2022 and funding in the amount of \$226,000 has been included in the FY 2022-2023 Preliminary Recommended Budget. Funding in the amount of \$226,000 is planned for the FY 2023-2024 budget. There is no Net County Cost associated with this Agreement.

**ATTACHMENT:**

- A. Request for Proposals - Matrix