



SAN MATEO COUNTY
Sustainability
Department



Resource Management & Climate Protection Committee/ Green Business Program

March 19th, 2025

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Sustainability Department

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Environmental Innovations



GO GREEN



Who's heard of the
Green Business Program
or seen this logo before?

GREEN

**CALIFORNIA
GREEN BUSINESS
NETWORK
SAN MATEO COUNTY**



San Mateo County Green Business Program

A one-stop shop for businesses looking to implement sustainable practices



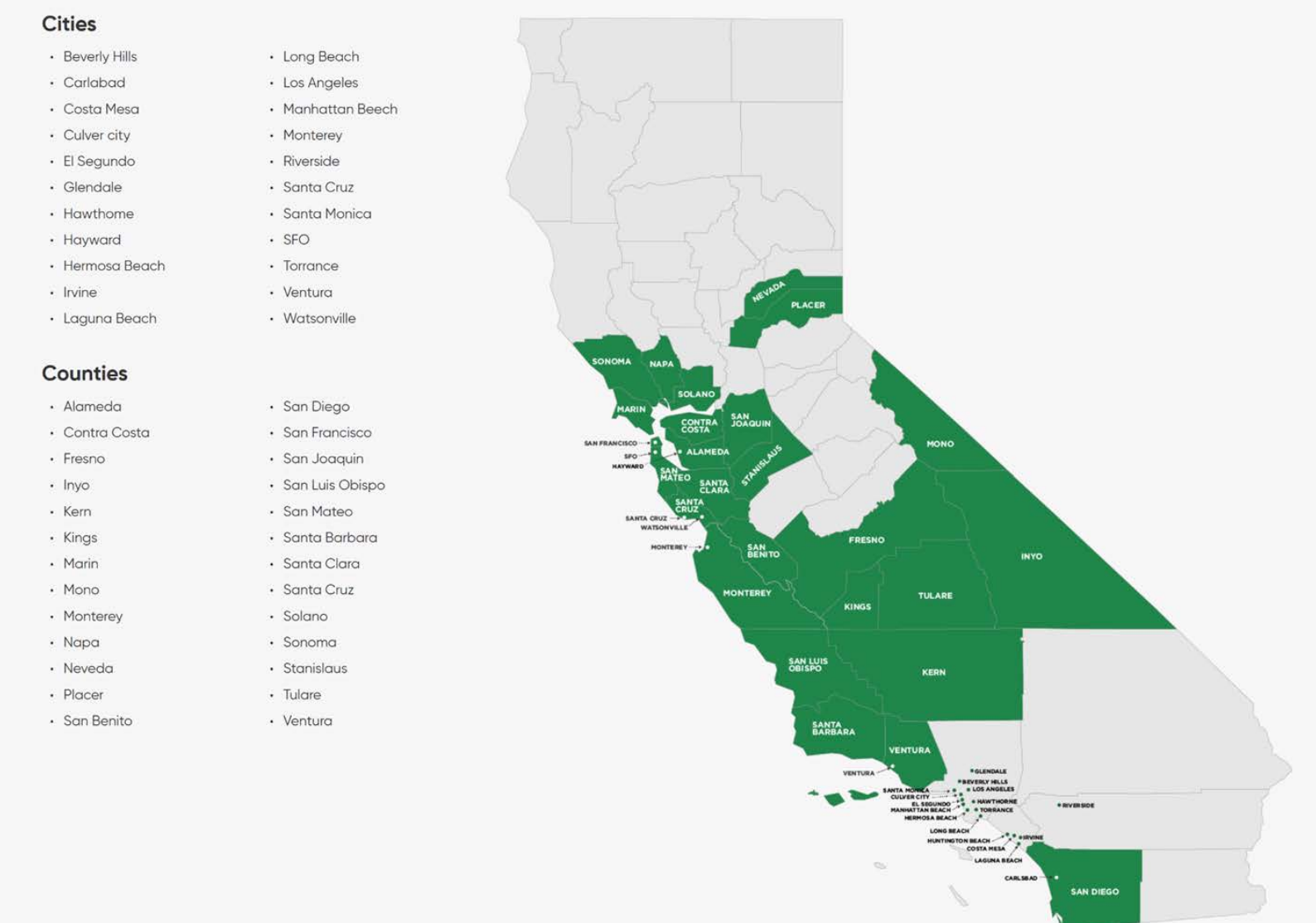
- Provides resources, technical assistance, and certification to businesses
- Purpose is to help businesses reduce their environmental impact, save money, and provides them with recognition for their efforts
- Part of a statewide network with 26 counties and cities participating

Program Funding:

- 75% 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
- May be small changes to funding going forward
- Other jurisdictions can (and have) provide supplemental funding to businesses in their communities



Green Business Program Locations



How Businesses Benefit

Technical Assistance



- Foodware
- On-the-ground representative for compliance
- Otherwise inaccessible



Recognition



- Board of Supervisors signed certificate
- Window and Digital Decal
- Extra exposure (directory, newsletter highlights and more)



Funding Support



- Financial incentives for resiliency upgrades, water conservation and anything related to the checklist (First come first served basis)
- Financial resource assistance





SMDAILYJOURNAL.COM

Duo helping to green Broadway in Burlingame

In recent months, rising high school senior Anjali Mishra and local business leader John Ke...



GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK
ENTRY-LEVEL

My Fair Lady
650-372-5130
Monday: Closed
Tues - Fri: 10 am - 7 pm
Saturday: 9:30 am - 5:30 pm

ENTRY-LEVEL GREEN BUSINESS

My Fair Lady

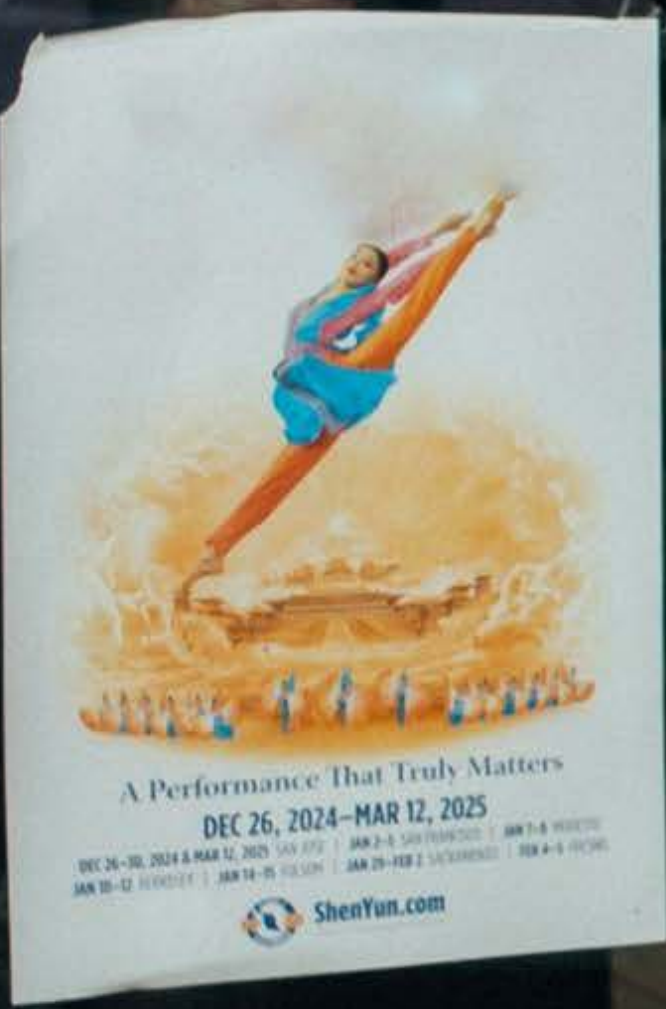
This business has taken the initial steps beyond regulatory requirements to operate more sustainably and is working toward full certification.

This business is hereby granted Entry-level Certification as a California Green Business on:

July 15, 2024

BRYTON MAYS
BRYTON MAYS
San Mateo County Green
Business Coordinator

Expiration date: 7/15/2028



How Jurisdictions Benefit

Compliance Assistance



- Foodware
- On-the-ground representative for compliance



Economic Impacts



- Businesses get supported and are more likely to succeed



Environmental Impacts



- Measurable impacts
- Offers a carrot instead of a stick



SMC's Green Business Community



How Communities Benefit

Sustainability Encouraged



- Customers will find more shops that allow byoc, have composting and recycling, and they can spend their money at businesses who have similar values



Education



- Communities begin to have shifting norms as more businesses implement sustainable practices



Sustainable Communities



- Increased grid resilience, less toxics put into the environment, and less cars on the road



7 Focus Areas

...



Energy Efficiency



Pollution Prevention



Wastewater



Waste Reduction



Community



Transportation Plan



Water Efficiency



SMC's Green Business Program Benefits People, Planet and Profit

The Green Business Program uniquely empowers local business owners throughout San Mateo County to be sustainable, resilient, and more efficient by supporting them with personalized technical assistance, marketing benefits, and financial incentives. The following metrics highlight the programs ability to advance the County's environmental goals. Reporting Period Nov 9th, 2023 to Nov 8th, 2024



Electricity Saved

1,840,915 kWh

Total \$ savings of \$186,522
= powering 168 houses for a year



GHGs Avoided

2,030,151 lbs of CO2

Total \$ savings of \$3,451
= planting 3,155 acres of trees



Water Saved

2,075,997 gallons

Total \$ savings of \$6,529
= 49,427 bathtubs of water



Solid Waste Diverted

1,418,222 lbs

Total \$ savings of \$95,234
= 88 garbage trucks of waste



Natural Gas Avoided

50,547 therms

Total \$ savings of \$47,030
= powering 1,945 houses for a year



Fuel Saved

2,271 gallons

Total \$ savings of \$8,720
= removing 3 cars off the road



Volatile Organic Compounds Avoided

125 lbs

of VOCs prevented from contributing to ground level ozone smog



Hazardous Waste Reduced

643 gallons

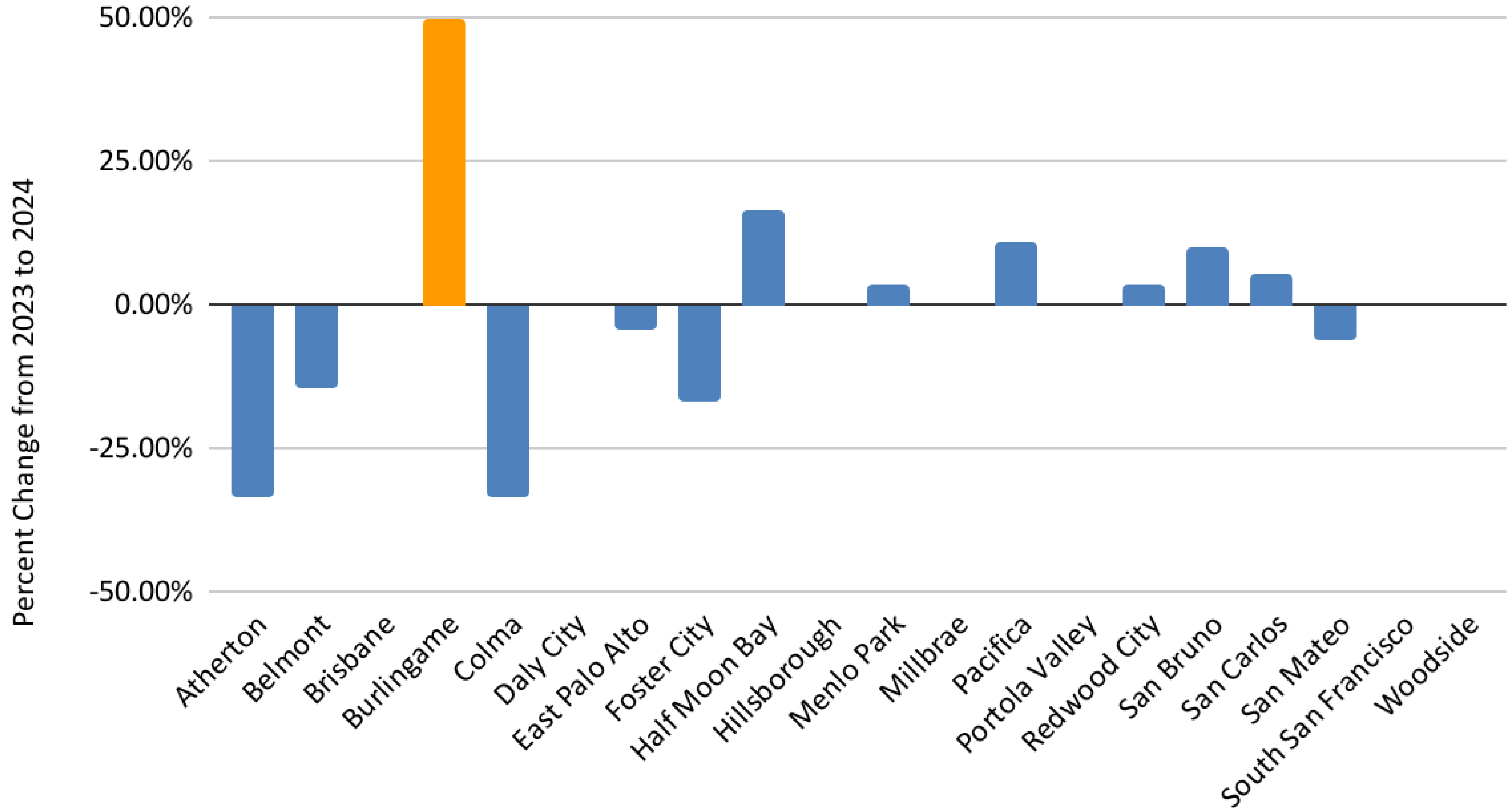
Total \$ savings of \$410
= 11 drums of hazardous waste

Impact Tracking

"Sustainability has always been at the heart of our work. Small changes make a big impact, and county programs can help businesses see how simple tweaks in efficiency and waste reduction can benefit both the planet and their bottom line." - 7.3.1 Designs



% Change in Businesses Active by City



Actions you can take to see the GBP in your area

Consider the GBP in upcoming budget



- Funding is prioritized for businesses in disadvantaged communities on the HPI
- Funding hours or rebates as expansion of the program is limited
- Consider incentives for Green Businesses (utilities and energy partners)



Spread the word & celebrate success



- Communicate the programs importance to your staff
- Host or support Green Business events in your jurisdiction (Burlingame Chamber)
- Celebrate Green businesses



Get your stakeholders involved



- Share it with your business districts, economic development departments, and climate team



Let's Ideate

- Is this something you would consider in upcoming budgets, why or why not?
- How can this program help your jurisdiction?
- How can we help you help us?

Please share any thoughts,
concerns or ideas





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Questions?

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