

By the numbers...

5.4 Percent increase in real dollar gas price projected by the Department of Energy

25 Percentage of U.S. clean technology venture capital in the Bay Area.

1,000 Hours that a regular light bulb lasts.

10,000 Hours that a Compact Fluorescent Light bulb lasts.

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Sonoma Index-Tribune Leading the Way

The Sonoma Index-Tribune (I-T) has been a centerpiece of Sonoma Valley life for close to 130 years. In this time, the Sonoma Index-Tribune has grown from a twice-weekly newspaper to a 21st century communications center with five divisions and hundreds of products and services.

Through this, however, the Sonoma Index-Tribune has continued its commitment to and involvement in a broad array of community issues. For instance, in 2006 alone, the Index-Tribune donated more than \$225,000 in cash and in-kind advertising to local nonprofit organizations and community events.

With the challenges facing independent newspapers and the transition to other forms of media as news sources, Jim Lynch, CFO for the Sonoma I-T, and Bud McCulligh, Production Director for Sonoma Valley Publishing, have worked hard to keep the Sonoma Index-Tribune profitable and leading the way in community sustainability.

In recent years, the Sonoma

Index-Tribune and Sonoma Valley Publishing (a division of the Index-Tribune) have worked hard to green their operations—not only to serve as a community example, but also because it saves them money in operating costs.

Jim Lynch had it right when he explained their push for “greener” operations: “It’s not just an environmental issue; it’s good for business.”



The Sonoma Index-Tribune is dedicated to producing a product with more than 80% recycled paper. In the first three months this year, 100% of the paper used was recycled.

By recycling the materials used in production processes, the Sonoma I-T is, in fact, *making*

money! Whereas the Index-Tribune used to pay approximately \$220/week to dispose of solid waste (extra newspapers, etc.), a San Francisco-based recycling company pays them about \$200/week to haul the waste away.

Negatives and aluminum plates used for production of publications are also recycled with the help of a different company, which also takes away the hazardous waste.

Jim Lynch and Bud McCulligh are not stopping yet, though. The Index-Tribune recently had free water and energy assessments by the Sonoma County Water Agency and PG&E, and Mr. Lynch and Mr. McCulligh are eager to incorporate new technologies and ideas into their facilities. Their goals include the use of biodiesel in the trucks used for transporting publications and solar panels on the building that houses the I-T offices and production facilities.

More information on the Sonoma Index-Tribune is available at: www.sonomanews.com

Paper or Plastic? Not an Option Soon...

San Francisco’s Board of Supervisors recently approved groundbreaking legislation to outlaw plastic checkout bags at large supermarkets in about six months and large chain pharmacies in about a year. Fifty years ago, plastic bags were seen in the United States as a more sanitary and environmentally friendly alternative to the defor-

esting paper bag. Now an estimated 180 million plastic bags are distributed to shoppers each year in San Francisco. Made of filmy plastic, they are hard to recycle and easily blow into trees and waterways, where they are blamed for killing marine life. They also occupy much-needed landfill space. There are roughly 180 million

plastic shopping bags distributed in San Francisco each year. Each plastic bag costs stores 2 to 3 cents, whereas biodegradable bags cost 5 to 10 cents. More than 4 to 5 trillion nondegradable bags are used worldwide annually, and it takes 430,000 gallons of oil to produce 100 million nondegradable bags.

Source: S.F. Department of the Environment

Clean Technology in the North Bay

Did you know that in 2006 the Bay Area received one quarter of U.S. Clean Technology venture capital? The Economic Development Board's Executive Director Ben Stone discussed the Clean Technology trends at the 2007 Marin Jobs Summit, this year focusing on "Greening the North Bay", held May 16 at the Embassy Suites in San Rafael. Mr. Stone spoke about clean tech employment, investment, BEA Award winners, and emerging technologies in an effort to explain the recent trends of clean technology in the North Bay.

Clean technology as an industry is made up of knowledge-based products and services that optimize natural resource use, improve efficiency and increase profitability, and minimize environmental impact. The industry is marked by high levels of information technology, is

driven by profit and productivity, and has room for rapid market growth.

The Clean Tech sector has several beneficial characteristics which will help it thrive in the North Bay. First, there are a number of incumbents already in the market, such as GE, BP Petroleum, and Danaher. Second, certain segments of the industry are supported by significant public policy initiatives such as California solar incentives, emissions caps, and EPA regulation of toxic industrial chemicals. Third, there already exists a nexus of different technologies and sciences; clean technology is able to adopt technologies from different fields, primarily nanotechnology and biotechnology. Finally, there is significant opportunity for long-term growth.

Clean technology also serves as

a viable employment opportunity in the North Bay. Nationwide, there are more than 850,000 jobs in the clean technology industry. Bureau of Labor Statistics data suggests the presence of more than 800 clean technology related jobs in the North Bay alone.

Other presenters at the "Greening the North Bay" event discussed translating environmental theories into practice, education opportunities, the future of transportation on the Highway 101 corridor, other transit options, and resources for "green business" in Marin and Sonoma Counties. This event had as an optimistic forecast for the future of clean jobs and industry in the North Bay.

To view Mr. Stone's Clean Technology presentation, please visit the EDB Reports page at www.sonomaedb.org.



"Each van can take 30,000 miles off of the highway 101 corridor and eliminate over 1.5 tons of vehicle-related emissions each year."

Medtronic Driving a Better Commute

Every day there are more stories in the news about the challenges of global warming and the need for action. According to the Climate Protection Campaign, transportation accounted for 57% of the total Sonoma County emissions in 2006. This is approximately 2.5 million tons of CO2 released into the atmosphere by cars, busses, and planes in Sonoma County.

Medtronic is taking steps to reduce these emissions drastically while at the same time saving its employees money on commuting. Due to the large number of employees that live in San Francisco and Marin counties, Medtronic sponsors three commuter vanpools. Each

van can accommodate 12 individuals and can take 30,000 miles off of the highway 101 corridor and eliminate over 1.5 tons of vehicle-related emissions each year.

To maintain this as an effective and attractive alternative for employees, the vans are being fitted with Wi-Fi capability, enhancing the productivity of the time spent commuting. The current Medtronic Vanpools are a highly employer subsidized benefit that operate with the participation of Medtronic employees. Medtronic also provides preferred parking as an incentive for carpoolers.

The comfortable 10 and 12 per-

son passenger vans used for the vanpool are leased by Medtronic from VPSI, the leading provider of commuter passenger vans. These vans provide top-of-the-line passenger vans well suited for commuters with individual reclining, high back bucket seats with armrests for all passengers.

Medtronic subsidizes a majority of the cost of the Vanpool and offers a pre-tax payroll deduction option to participate as a rider. Each rider authorizes a \$100 per month pre-tax payroll deduction to participate. The monthly fee includes: pick-up, drop-off, gas, tolls, parking, insurance, van maintenance, 24 hour towing, and a back up vehicle when necessary.

Banking on the Environment

If anyone knows money, it's banks: the financial hubs and the pulse for the present and future of business. So, it seems fortuitous for the environment that banks are taking such enthusiastic steps to improve their environmental business practices. As noted in previous *Bottom Line* newsletters, Redwood Credit Union has strikingly enhanced environmental efficiency for their central campus and was recognized in the 1st Annual BEA Best Practices Awards Breakfast. Exchange Bank is in

process of upgrading environmental performance for their eight Sonoma County campuses. Many banks are seeking "green certification" through programs such as the Bay Area Green Business Program, including the Bank of Marin, which operates three campuses in Petaluma.

Bank of America has taken steps above and beyond to ensure its employees have the option to "green" their lifestyles by offering employees a \$3,000 reimbursement incentive for pur-

chasing a new hybrid vehicle. This is one element of their aggressive nation-wide company plan to reduce GHG emissions through energy reduction. These examples epitomize the BEA slogan "profitability through sound environmental practices."

For more information on profitable business opportunities please visit the BEA Online Best Practices Catalogue at www.sonomabea.org/best_practices.htm.

Speaking of Technology...

With the rapid development (and thus increased turnover) of improved technology, appropriate disposal of technological equipment is quickly becoming more important. Many manufacturers of technological equipment will pick-up or allow trade-in for free or a small fee; be sure to contact the manufacturer to find out more.

Since it is illegal to put electronics in the garbage, the local Waste Management Agency has

a comprehensive list of free disposal options for both large and small electronics. To find out how to dispose of miscellaneous electronic equipment, visit Sonoma County Waste Management Agency's website: www.recyclenow.org

One option is Goodwill Industries of the Redwood Empire. In addition to clothing and household items, Goodwill accepts donations of working and non-working electronics

including computers, monitors, printers, TVs, laptops, CD and DVD players, answering machines, radios, stereos, and cell phones. Working donated electronics are sold in the Goodwill stores and the Outlet Center. Obsolete computers are disassembled by Goodwill's job-training program, serving people with disabilities and other special needs. For information on this program, go to www.gire.org or call (707) 523-0550.

Events Update

The 2007 Sustainable Enterprise Conference took place on May 4th and 5th at Sonoma Mountain Village. The Sonoma Mountain Village site is a prime example of redevelopment towards community sustainability, explained in the "Zero to Sustainable" Seminar by Geof Sypfers, Chief Sustainability Officer for BEA Partner Coding Enterprises. The first day of the SEC, devoted to sustain-

ability at work, invoked speakers from the public, private, and non-profit sectors. For the BEA Seminar, BEA Board members collectively shared with the audience methods for improving profitability through sound environmental practices.

Other sustainability seminars covered a broad spectrum of work and life skills related to the conference theme. A di-

verse cross-section of exhibitors from 44 companies and organizations showed up to communicate their success stories. Attendance at the SEC 2007 improved by nearly 15 percent over the inaugural conference.

The BEA offers many resources for businesses to pursue their environmental objectives. For more information, go to: www.sonomabea.org.

BEA Mission:

The Business Environmental Alliance (BEA) promotes the economic benefits of responsible environmental practices and provides resources to enable businesses to implement these measures.

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Sonoma County Tourism Bureau
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Sonoma Valley Chamber of Commerce
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Windsor Chamber of Commerce

A project developed by the Sonoma County Economic Development Board



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Top Ten Tips for Conserving Water

These ten simple steps can help your business save money in the hot summer months

1. Reduce irrigation by 20%.
2. Find and repair leaks now.
3. Inspect and tune-up irrigation system monthly.
4. Irrigate between midnight and 6:00 a.m. to reduce water loss from evaporation and wind.
5. Use a broom, not a hose, to clean driveway or parking lot.
6. Use a bucket and a hose with an automatic shut-off nozzle when you wash company cars, or take the cars to a carwash that recycles.
7. Cover fountains and pools to reduce evaporation.
8. Use front-load washing machines.
9. Run the dishwasher and clothes washer with full loads only.
10. Prevent and report water waste.

Source: Sonoma County Water Agency



If you are interested in becoming a BEA Partner or receiving a free water assessment, please contact the BEA at (707)565-7257 or bea@sonoma-county.org.