



PROFITABILITY THROUGH SOUND ENVIRONMENTAL PRACTICES

Latest sources of information, incentives, rebates and financing options for your business

Small Business Owners: What steps can you take to cut costs? Take advantage of the new Business Toolkit online! Visit www.sonomabea.org

The BEA has recently developed a comprehensive toolkit that can walk you through the no-cost, low-cost and investment grade steps available to your business...

The guide helps business owners get started developing a sound business case: it is full of case studies of businesses from around Sonoma County...

The BEA has also developed a concise handout specifically for lodging properties looking for targeted measures for their businesses

(contd from previous column) urinal (0.125 gpf or less) from the SCWA Qualifying HEU Model List.

There is no application required, simply contact one of the Participating Plumbing Contractors to determine eligibility and program details.

Commercial laundry facilities: Nov 1st launch of Deemed Ozone Rebate Program from PG&E



Ozone water treatment systems increase the life of linens and reduce water use, natural gas consumption, and chemical and detergent costs.

Ozone is a colorless substance. It is a powerful oxidizer and a potent germicide that disinfects even more effectively than chlorine.

The Ozone Laundry product will now be offered in the downstream business rebate program to provide customers a quicker turn around time for their rebate.



SCEIP Fast Facts

SCEIP is a financing mechanism that provides you the upfront capital for your permanent energy or water efficient retrofits and is paid back through your property taxes.

A 7% Interest rate seems expensive: The loan is a lien on the property itself and NOT you personally. It may not compromise your personal or business debt capacity...

When you secure mortgage-lender consent, your bank should know: If you go into foreclosure on your property, you will only owe the SCEIP-related taxes that are in arrears...

What should I finance? The most feasible and cost-effective retrofits to finance are usually Cool Roofs, HVAC and solar-electric improvements...

How long before work can begin? Work can begin approximately 4-6 weeks after your application has been submitted: 15 business days required for approval...



Water Agency Sanitation District Customers: Install a Low Flow Toilet for Free

The Sonoma County Water Agency is offering free, direct installation of high-efficiency plumbing fixtures (toilets, urinals, faucet aerators, showerheads) for commercial customers located in eligible sanitation zone service areas.

The Program includes replacement of at least one high-flush toilet (2.0 gallons per flush or more) with a high-efficiency toilet (HET) (1.1 gpf or less) from the SCWA Qualifying HET Model List...

Which businesses are getting Green Certified? Keep up with your peers

P2

Solar Leaders' Circle of Sonoma County: Businesses to step up as environmental leaders

P2

In brief—How will AB1103 affect your commercial property? What is the CRRP?

P3

ROI Spotlight on Lodging Property retrofits

P4

## 8 More Local Businesses Get Green Certified at Board of Supervisors

**Keep up with your peers getting Green Certified** By Mara Hochman

On Tuesday, October 20<sup>th</sup>, 2009, the Board of Supervisors recognized 8 local businesses for achieving certification through the Sonoma Green Business Program.

The businesses receiving recognition included Circle Bank Santa Rosa, Circle Bank Petaluma, Environmental Science Associates, Rising Design & Construction, Preferred Sonoma Caterers, City of Sonoma Public Works Yard, Wright Engineered Plastics and Spaulding, McCullough & Tansil LLP. The landmark day included recognition of Sonoma's first remodeling firm, Rising Design & Construction, as well as its first manufacturer, Wright Engineered Plastics.

Wright Engineered Plastics, headed by Barbara Roberts, served as a pilot program for the Sonoma Green Business Program and became the first certified small manufacturer in all 9 Bay Area counties. The success of Wright's pilot program lead the Bay Area Green Business Program to adopt Sonoma's small manufacturing checklist and now certification is available to qualifying manufacturers throughout the Bay Area.

The Sonoma Green Business Program is part of the larger Bay Area Green Business Program and recognizes businesses for going above and beyond environmental compliance. It offers free assessments and technical assistance to businesses looking to implement more sustainable practices. The Economic Development Board has certified 75 businesses since adopting the program from the Department of Emergency Services in fall 2007.

How can you become a certified Sonoma Green Business? Mara Hochman: [sonomagreen@sonoma-county.org](mailto:sonomagreen@sonoma-county.org) or 565-6455. [www.sonomagreenbusiness.org](http://www.sonomagreenbusiness.org)

### **Solar Leaders' Circle of Sonoma County: Businesses to step up as environmental leaders**

The Solar Leaders' Circle of Sonoma County will challenge Sonoma County businesses to improve their energy efficiency and install solar photovoltaic generation. The initiative, a partnership of



*(left to right, back to front) Greg Spaulding (SMT), Mara Hochman (SGBP), Scott Kirk (SMT), Douglas Cover (ESA), Trent Hudson (City of Sonoma), Jim Balshaw (Preferred Sonoma Caterers), John Rising (RDC), Milenka Bates (City of Sonoma), Tabitha Harkin (Circle Bank), Supervisor Shirlee Zane and Barbara Wright (Wright Engineered Plastics).*

*(contd from previous column)* PG&E and Solar Sonoma County, is based on their goal to add 25 MW of new solar generation within the County through public and private partnerships by March 2011. The initiative has already installed 8.5MW as of September 2009.

Those businesses with the greatest potential for energy efficient upgrades, and solar generation will receive an invitation to attend a kickoff event (late January 2010), which will include a review of the initiative, available financing opportunities, and the opportunity to secure a free energy analysis and solar site inspection.

The program has been modeled after the San Francisco's Mayor's Founders Circle. All City mayors and County supervisors in Sonoma County are currently being invited to cosponsor the challenge.

### **Making the business case for energy efficiency: LED Lighting technology**

LED technology has been around since the 60's but is only now starting to gain traction in the residential and commercial markets with bright full spectrum products that fit into virtually any existing fluorescent fixture.

Green Ray Corporation, a Santa Rosa, CA-based manufacturer of LED

*(contd from previous column)* lighting products, is one of the first to offer commercial grade, full spectrum lamps that are up to 80 percent more efficient than its fluorescent predecessors.

ENERGY STAR reports that "qualified commercial LED lighting offers an unprecedented opportunity to save energy, maintenance and cooling costs and is a natural fit for cutting-edge renovation, new construction projects, or easy retrofits". LED lighting is most effective where brightness, visibility and long life are important. Qualified commercial products can last 50,000 hours: 35 times longer than incandescent lighting, and 2-6 times longer than Fluorescent lamps.

Unlike fluorescent lights, LEDs contain no mercury, start instantly, emit no UV, do not flicker or buzz and provide directional distribution of light, which makes them appropriate for interior task lighting.

The apparent advantages of LED afford a critical eye to the life-cycle cost of lighting. "Especially in hard economic times, consumers tend to focus on how much they pay for a light bulb when they should be factoring in the cost of energy, maintenance and the impact on the environment", said Gene Quisisem, Green Ray's Western Regional Director.

The implications for energy efficiency retrofits also clarify the business case for implementing energy efficiency meas-

(Contd from page 2) -ures at a macro-scale throughout the economy, and more specifically on a micro scale in individual businesses.

A recent report produced by McKinsey & Co., “Unlocking energy efficiency in the U.S. economy” draws front and center the compelling economics of energy efficiency, especially given that technology, like LED lighting, is available and proven. In the context of the ‘loading order’, i.e. the projects we should tackle to mitigate GHGs organized in order of NPV priority, certainly lighting, (especially in a commercial or industrial setting) is an easy opportunity that can put dollars in the pockets of businesses immediately.

Dave Brennan, regional climate protection coordinator for the Sonoma County Transportation Authority, seemed to argue for as much when he was describing the SCTA’s countywide building-retrofit program (see following article) at last month’s NBBJ Going Green Conference; “what we’re trying to do is bring qualifications to certain levels for building retrofits and the scope of work based on standard practice for identifying and creating a ‘building order’ to show if certain improvements get done then you will get ROI in a short period and if you do others you will get a longer return...hopefully we will create a building retrofit plan that pays for itself”.

Energy efficiency has larger strategic implications for communities too. “Climate Prosperity”, a report produced for the Joint Venture, Silicon Valley Network, cites the local economic benefits- the green dividend - that accrues to businesses and communities who realize savings from energy efficiency technologies and direct them towards local interests of personal spending and commercial re-investment, rather than foreign energy providers. To the extent that the goal is to retain

(contd from previous column) as much value within Sonoma County as possible, certainly energy efficiency is the right place to begin.

### In brief—How will AB1103 affect your commercial property?

The California Energy Commission has proposed a three-year phase-in period, starting with the largest buildings in July 2010., requiring nonresidential building owners or operators to disclose their energy consumption data for the most recent 12-month period to prospective buyers, lessees, or lenders. AB531 enables electric and/or gas utilities to upload, with consent of the owner or operator, all of the energy consumption data to the US EPA’s ENERGY STAR Portfolio manager, which will aggregate the benchmark data and ratings.

In Sonoma County, the commercial building sector is very competitive. Under AB1103, commercial buildings with high Energy Star ratings will have the advantage of offering tenants energy-efficient office environments in order to improve occupancy rates.

As vacancy rates continue to rise, consumers of commercial real estate will increasingly have leverage to discriminate among locations.

In 2008, Commercial properties were responsible for more than 20% of GHG emissions in Sonoma County, as well as 10.3% and 5.2% of our energy and natural gas consumption respectively (Climate Protection Campaign, 2008). Not only will AB1103 help building owners leverage a competitive economic asset, but it will aid in the overall reduction of county greenhouse gas emissions.

While Title 24 has incorporated

(contd from previous column) increasingly rigorous standards for energy efficiency in new buildings since 1978, existing buildings have remained a challenge. Though improvements to the buildings are not technically necessary under AB1103, the rating requirement will likely serve to create incentives for owners and operators to make various energy efficiency improvements in the interest of being competitive in the real estate leasing and sales market.

### In brief—Countywide Retrofit and Renewables Program

The Regional Climate Protection Coordinating body (Sonoma County Transportation Authority) is presently completing contracts with the consultant team Bevilacqua-Knight, Inc (BKI), and contract manager/program facilitator Climate Protection Campaign (CPC) for the countywide renewables and retrofit program.

They will tackle the challenging program design and implementation for the Community Climate Action Plan (CCAP) goal of retrofitting 80% of the buildings in Sonoma County to a minimum average of a 30% reduction in energy usage. This program will completely address the building retrofit portion of the Community Climate Action Plan, should there be full participation by all jurisdictions in Sonoma County.

The BKI team includes Build It Green, KEMA Services, Heschong-Mahone Group and the Davis Energy Group, which will help address the challenges of designing a successful comprehensive program set to debut for stakeholders and community members on December 3<sup>rd</sup> at the Santa Rosa Finley Center.

## How are Sonoma County Businesses doing?

The BEA presented the 2009 Best Practices Report to the Board of Supervisors on October 20th, 2009.

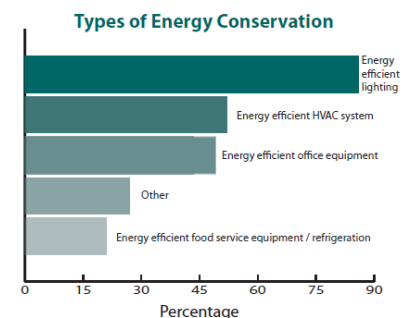
We continue to see that waste (single stream recycling, and e-waste disposal) and energy (lighting and HVAC retrofits) programs are the most popular. The business community’s role here continues to be very important; business energy consumption and waste production were 50% and 35% of the County total respectively in 2008.

Water savings programs were gen-

erally less widespread despite the shortage we have faced in the last few years; only 21% of respondents underwent a voluntary water audit.

As of November 1st, 2009 Businesses can now enroll in the Sonoma County Green Business Program for either or all of the previously required audits (water, energy, waste). The aim is to be to deliver resource-use evaluations to as many businesses as possible while retaining the integrity of the certification for those businesses who complete an evaluation and retrofit plan for all three areas to meet the Green Busi-

ness Standard. Enrollment is simple. Enroll today to schedule your free water, waste and/or energy evaluation. Call Mara Hochman (707) 565 6455 sonoma-green@sonoma-county.org



## Lodging ROI Spotlight: Find more in the Lodging Toolkit Online

Recently, the BEA compiled a Guide for Lodging Properties in partnership with PG&E, Sonoma County Water Agency, Santa Rosa Water Conservation, NorthBay Corp and iReuse.

The goal is to help lodging properties optimize resource utilization in order to preserve and even grow the guest experience while using less water, less energy and producing less waste to do so.

Jeff Slye, Senior Hospitality Consultant with iReuse, shared with the BEA that the focus is primarily on the business benefit with a very important environmental component that addresses the scarcity of our resources, the long term viability of the industry and our shared desire to the preserve the quality of life in Sonoma County, which attracts people here in the first place.

Implementing a strategy to optimize your resource use and communicating that message effectively to your guests can give you a competitive advantage with a growing customer base of Green con

(contd from previous column) sumers. These strategies can allow you to tap into this market, and save money running your business e.g.

“Business Travelers Go Green on the Road, Have Specific Expectations of Hotels” (May ‘08) – Deloitte Consulting

**38%:** *Researched green lodging (online/friends/family)*

**34%:** *“Seek out hotels that are environmentally friendly”*

**10%:** *“Will pay more to stay in a green lodging facility”*

We’ve included savings highlights here for efficient lighting and showerhead retrofits, as well as Ozone Technology for commercial laundry system with a simple payback of less than 12 months. Visit [www.sonomabea.org](http://www.sonomabea.org) for the full guide.

### 1. Lighting Savings Summary

Quantity	KW Saved	Annual kWh Saved	Annual \$ saved	Monthly Savings	Total project cost
407	12.605	107,999	<b>\$14,279.84</b>	\$1439.99	\$29,265.00
				<b>Total Incentive</b>	<b>\$14,039.87</b>
				<b>Customer Cost</b>	<b>\$15,225.13</b>
				<b>Simple Payback</b>	<b>11 months</b>

### 2. Ozone Laundry Technology Savings Summary

Annual Total Savings (water, natural gas only)	\$32,220.67
Complete Ozone System	\$16,500.00
Estimated Rebates Available (PG&E, Water retailer, SCWA)	\$14,430.17
<b>Cost of System after Estimated Rebate</b>	<b>\$2,069.83</b>
<b>Simple Payback</b>	<b>&lt;1 month</b>

### 3. Showerhead Savings Summary (100 rooms)

Total Gallons Saved	591,300
Total Saved (water/sewage, energy (hot water))	\$21,878
Cost to install luxury showerhead (\$70ea)	\$7000
<b>Net Savings</b>	<b>\$14,878</b>
<b>Simple Payback</b>	<b>6 Months</b>



Enroll to schedule your free water, waste and/or energy evaluation (707) 565 6455

[sonoma-green@sonoma-county.org](mailto:sonoma-green@sonoma-county.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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U.S. Green Building Council

Windsor Chamber of Commerce



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