

# THE GREEN ECONOMY STARTS HERE



## What do we do:

1. Provide technical assistance to business
2. Help municipalities reach their goals
3. Provide a green marketplace for consumers



**Why Green  
Business?**

**Start a Powerful  
Public/Private  
Partnership**

**to**

**Promote  
Energy Efficiency**

**with a**

**Green Business  
Program**

**SEEC Forum 2019**



**GREEN**

**CALIFORNIA  
GREEN BUSINESS  
NETWORK**

# SHOP GREEN

Vote with your dollars.

Certified California Green Businesses meet a verified set of standards that conserve resources and protect your community.

FOR MORE INFORMATION VISIT  
[greenbusinessca.org](http://greenbusinessca.org)



# We ARE IN GOOD COMPANY

- 38 programs
- Almost 4000 recognized businesses
- 2000+ interested businesses
- New programs in the Central Valley and Southern California



# OUR IMPACT 2018

Businesses that join our network conserve precious resources, prevent harmful pollution, and enhance their bottom-line.



**50 MILLION** kWh  
OF ENERGY SAVED



**64 MILION** GALLONS  
OF WATER SAVED



**33,000** METRIC TONS  
OF WASTE DIVERTED FROM LANDFILL



**110,000** METRIC TONS  
OF GHG REDUCTIONS



**7 MILLION** DOLLARS  
OF UTILITY BILL SAVINGS

**GREEN**

CALIFORNIA  
GREEN BUSINESS  
NETWORK



# CAGBN: Connected Nationwide

**GBENN**  
GREEN BUSINESS NETWORK

12,744 BUSINESSES IN 8 STATES HAVE BEEN GREEN CERTIFIED

WHO WE ARE  
Developed for the California Green Business Network in 2008, GreenBizCenter is a web-based software program that allows programs around the nation to track their Green Business and related metrics. It provides an easy-to-use framework for businesses to measure green and a way to add energy, water, waste, diversion, and other metrics to their savings. It's supported by the member partners of the California Green Business Network, the Environmental Protection Agency National Environmental Information Network, and the Washington State Department of Ecology. Most importantly, we are a business that has used the framework to operate more sustainably. We are certified Green Businesses.

CONTACT US | MORE ABOUT GBENN

START A PROGRAM IN YOUR REGION

WATCH THE VIDEO

CAGBN  
EPA NIEEN  
EnviroSTARS

WATCH THE VIDEO

GREEN BUSINESS LOCATIONS

**CERTIFIABLE GREENDENVER**

LOOK WHAT WE'VE ACHIEVED

GREENHOUSE GAS EMISSIONS SAVED

835,334 metric tons of CO<sub>2</sub>

\$3,083,277 total savings

44,143 acres of urban trees a year for ten years

208 Certified Green Businesses in Denver today

FIND A GREEN BUSINESS

APPLY TO BE A GREEN BUSINESS

WATCH THE VIDEO

GREEN BUSINESS LOCATIONS

**EnviroStars**

GOOD FOR BUSINESS. GOOD FOR WASHINGTON.

GREENHOUSE GAS EMISSIONS SAVED

835,334 metric tons of CO<sub>2</sub>

\$3,083,277 total savings

44,143 acres of urban trees a year for ten years

[3410] Number of EnviroStars Businesses in Washington Today

FIND A GREEN BUSINESS

APPLY TO BE A GREEN BUSINESS

WATCH THE VIDEO

FIND REBATES AND RESOURCES

# WHAT MAKES A GREEN BUSINESS?



**Reduced Water Use**  
Low flow toilets and auto-off faucets



**Conserve Energy**  
Upgrade lighting and equipment to save energy



**Commute Sustainably**  
Promote and incentivize alternative transportation for employees



**Prevent Pollution**  
Eliminate and/or properly dispose of harmful chemicals



**Use Non-Toxic Cleaners**  
Use safer, environmentally preferable cleaning chemicals



**Avoid Waste**  
Eliminate unnecessary packaging, printing, and purchasing



**Recycle Materials**  
Divert waste from the landfill through reuse, recycling and composting



**Hire Local Vendors**  
Working locally means less vehicle use

# Certification Process

**STEP 1** - Business Enrollment and Registration

**STEP 2** - Green Business Coordinator Initial Walk-Through and Consultation (Free Technical Assistance)

**STEP 3** - Audits from Partners (i.e. utilities and water districts)

**STEP 4** - Business Implementation of Measures

**STEP 5** - Final Site Visit and Verification

**STEP 6** - Certification and Business Promotion!

- 6 week certification cycles





# Strong Stakeholder Building



- Air districts
- Wastewater facilities  
(pretreatment programs)
- Stormwater programs
- Solid waste/  
recycling/reclamation facilities
- Water districts
- Business Groups (chambers,  
associations)
- Electric utilities
- Climate/GHG reduction groups
- Transportation agencies
- Environmental Health/CUPAs
- Public Works/Offices of  
Sustainability
- Economic Development
- Universities, Colleges, Green  
Job Training Programs

# Energy Efficiency Retrofits at SMBs



Put Businesses in touch with resources and rebates for energy efficiency retrofits.

\$500 rebate for anything not covered through utility or other 3rd parties provided by CAGBN

Lighting, HVAC, Time of Use and Demand Response, Controls, 100% renewable options.



# Energy Conservation

And Efficiency



— —

Pro-tip: Get Contractors on Speed Dial, familiarize yourself with available rebates, take free classes offered by your utility

# Regular → HVAC Maintenance



## At least 2x/year:

- Clean/replace filters
- Address leaks
- Check coils
- Maintain economizers







# Thermostats

Smart thermostats are rebated currently at around \$150.

These help businesses save money by having settings for when nobody is in the building and slightly higher settings for cooling and slightly lower for cooling. It adds up to a lot of savings.

These can also help with time of use controls.



# Energy-Efficient Lighting







# Lighting Calculator

Fill this out based on the NEW replacement fixture.

If you don't know what it is, look for the box it came in. Usually there will be a few in storage. If you can't find that, it will be listed on a spec or contract from the lighting retrofit.

If a new building already had LEDs, do not complete this. You're not taking credit for a retrofit.

A screenshot of a web-based "Lighting Fixture Savings Calculator" form. The form is titled "Lighting Fixture Savings Calculator" and includes a close button (X) in the top right corner. It is divided into several sections: "Performed lighting retrofits in-house" with a "FACILITY BUILDING TYPE" dropdown menu (currently showing "Commercial - Other"); "REPLACEMENT FIXTURE" with a "Select..." dropdown menu; "EXISTING FIXTURE" with a text input field; "ENERGY SAVINGS (KWH)" with a text input field; "REPLACEMENT FIXTURE QUANTITY" with a text input field; "EXISTING FIXTURE QUANTITY" with a text input field; and "EXTERIOR" with a radio button. There is a red "ACTION" button with a minus sign on the right side and a green "SAVE" button at the bottom. The form is overlaid on a background that includes a "CERTIFIED INNOVATOR" logo and an "Upload" button.

# Computer and monitor auto shut-off

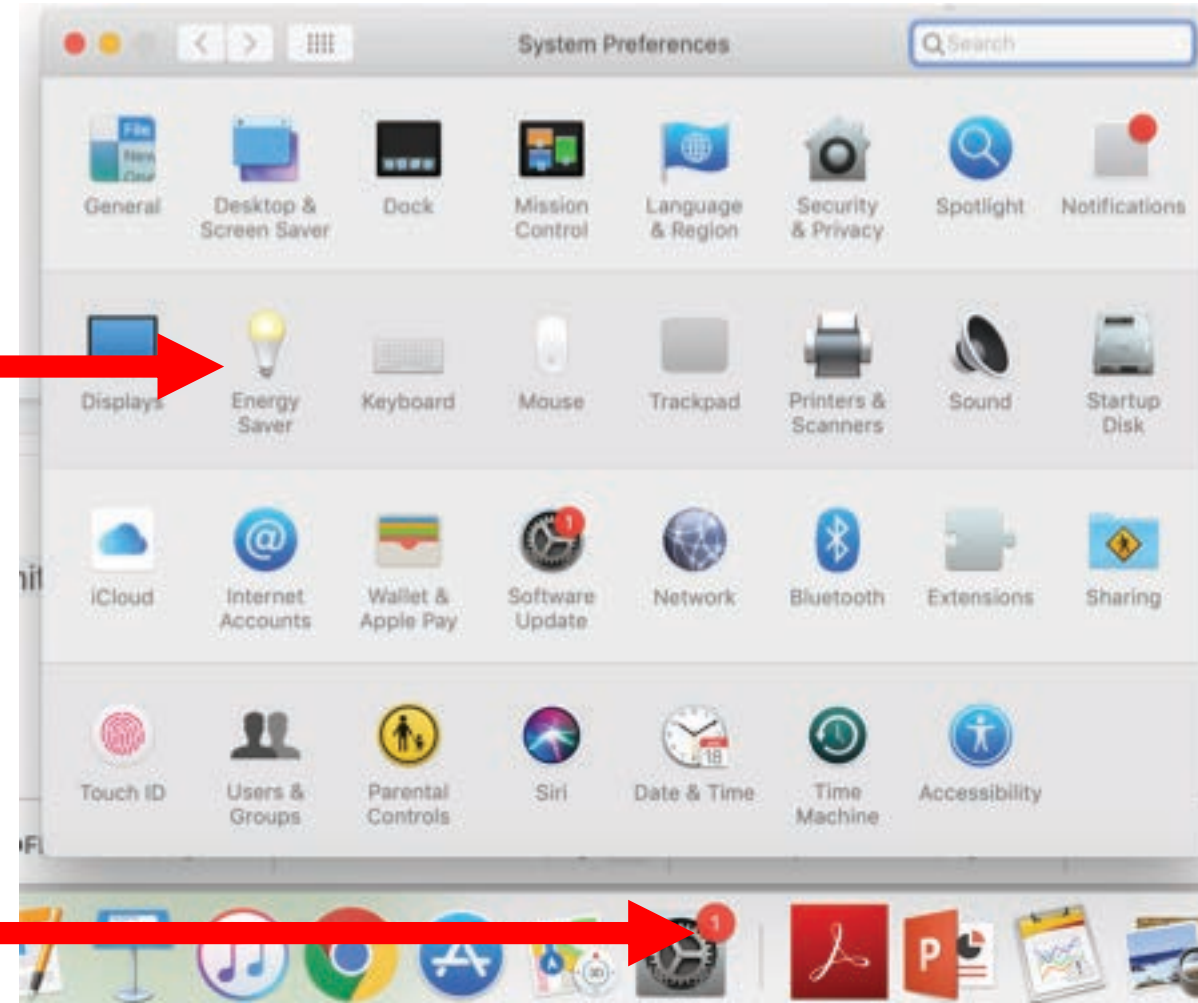
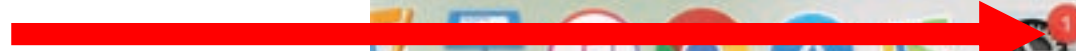


Turn off after 10 mins and sleep mode after 15 minutes.

Step 2:  
Energy Saver



Step 1:  
System Preferences



# Energy Star and EPEAT Equipment



— —  
New purchases only.

Do not get rid of equipment.  
This is for new purchases. See if  
they can get it into their  
purchasing policy of  
environmental policy.

Both websites have products  
listed.

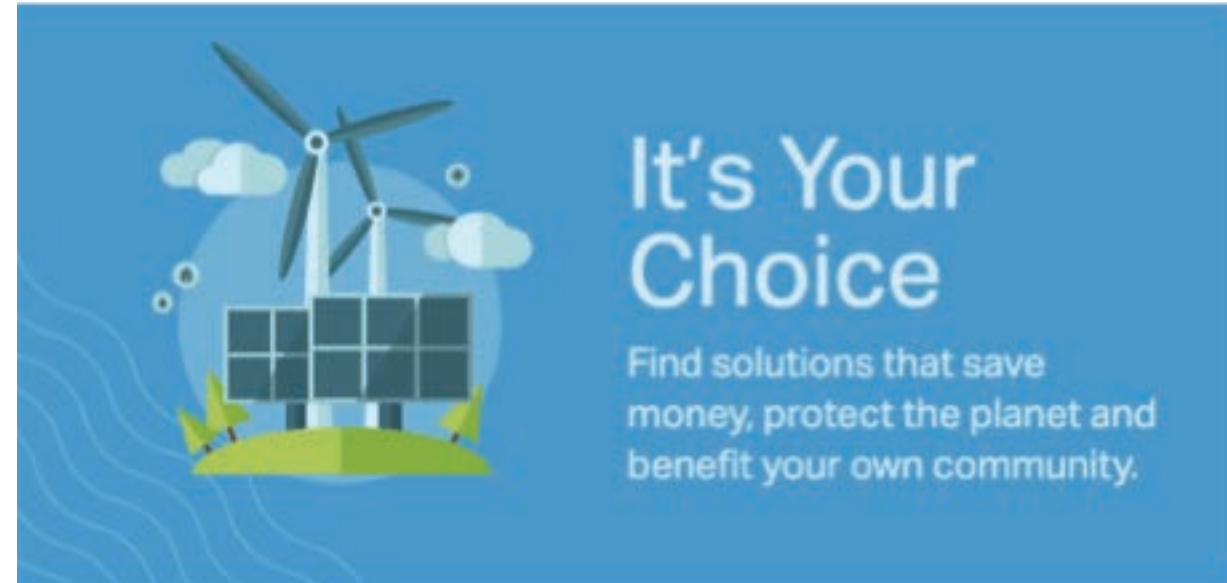




# 100% Clean Power Option



Where Programs have a CCE, we incentivize our businesses to purchase the 100% Clean Power or Renewable Energy Option.



# Why Start a Program and Join CAGBN?

- Meet City/County sustainability goals through GHG reductions, resource conservation mandates: Climate Action Plans, solid waste diversion targets, water conservation, etc.
- Better environmental compliance: Businesses adopt more "beyond compliance" measures
- Better stakeholder relationships: public, business, utilities, agencies
- ***\$30k in funding to start a program, waived member dues the first year, free access to all materials, marketing, and resources.***
- Plug and play systems to run a program



# CAGBN Helps Start New Programs


- Mentorship, Resources & Support
- 6 New Programs in 2018
- 5 New Programs in 2019 (maybe your region!)
- GreenBizTRACKER is a GBP in-a-box  
[www.greenbusinessca.org](http://www.greenbusinessca.org)
- Process for under-served communities
- The factory is built, we are ready to crank out Green Businesses!





- GreenBizTracker
- Branding and Marketing Materials
- Performance Standards
- Funding
- Business Rebates
- Training
- Peer Collaboration and Networking

## RESOURCES

A smiling man with a beard, wearing a dark apron over a light-colored t-shirt, stands with his arms crossed in a workshop. The background is filled with various tools and equipment, suggesting a craft or manufacturing environment.

**GREEN**

CALIFORNIA  
GREEN BUSINESS  
NETWORK

A smiling man in a blue jacket and beanie is in the foreground. In the background, a woman in a blue jacket is working at a computer. A sign on the computer monitor reads "YOUTH PROGRAM CHECK-UP".

# Marketing and Recruitment



# Leveraging Key Business Outlets





# Leveraging Key Business Outlets



# Leveraging Key Business Outlets



# Private Sector Champions

## FEATURED GREEN BUSINESSES



### Gino's Carco Santa Cruz: A Recruitment Champion!

If you've come to any Green Business events over the last 10+ years, you've likely had the pleasure of meeting Gino who owns Gino's Carco Santa Cruz. Gino has a contagious smile and it's hard not to feel inspired by his passion for the Green Business Program. On Earth Day 2004 at the Monterey Bay Area Green Business Program kick-off ceremony, Gino's was honored to be the only business of its kind (local and statewide) to receive the first Certified Green Business Award. Since then, he's been lighting the way for other local businesses to join the program by offering support and encouragement. Just in the last couple of months, Gino has single-handedly helped recruit 5 new businesses to the program! We recently got to talk with Gino about his motivation to join the program initially and what he would recommend to other business owners inspired to help recruit others to join the program.

#### **What first motivated you to become certified?**

In 2003 we welcomed being recognized and approached by the newly formed Monterey Bay Area Certified Green Business Program for our existing Sustainable Green Business Initiatives our Environmental Signs of Care and Track Record. It was evident the Program's intent and approach was to elevate environmental awareness and to advance our efforts to further reduce our carbon footprint for us that was and still is a perfect partnership.

#### **How have you been helping out recently to get other businesses certified?**

Shortly after becoming Certified we soon recognized the benefits and importance of the Program and have been encouraging businesses to join ever since. Now as a member of the Green Business Resource Development Committee I have been actively engaging with businesses owners and managers breaking down the barrier, allay their trepidation and explain the Program is incentive based and not regulatory in a one-on-one conversation in person, by telephone, email and from time to time at their request a site visit in an advisory capacity to offer suggestions to help pave the way towards Certification.

#### **What would you say to encourage another certified business owner to help recruit new businesses to the program?**

Simply start the conversation whether it be in person, by phone or email and recognize and compliment the potential Green Business signs of care however

# Directory on Website

Find  San Francisco, CA, USA  All Filters

- Arts, Entertainment & Recreation
- Business Support Services
- Computers, Science & Technology
- Education & Training
- Family, Personal & Pet Services
- Finance, Insurance & Real Estate
- Food & Drink**
- Health & Wellness
- Home & Building Maintenance
- Industry & Trade
- Media & Communications
- Organizations, Associations & Public Agencies
- Professional Services
- Shopping & Retail
- Transportation Sales & Services
- Travel & Tourism
- Waste Diversion & Utilities

## Results

Showing 1-20 of 294 items.



**ACTUAL CAFE**  
**RESTAURANTS & CAFES**

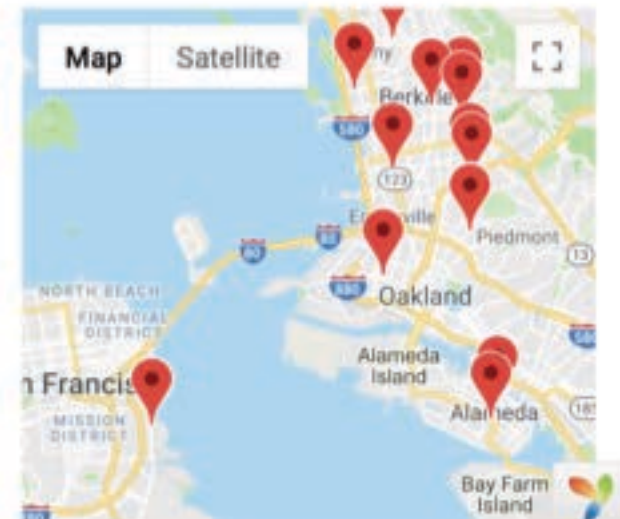
8.9 mi

6334 San Pablo Ave  
Oakland California 94608

(510) 653-8386

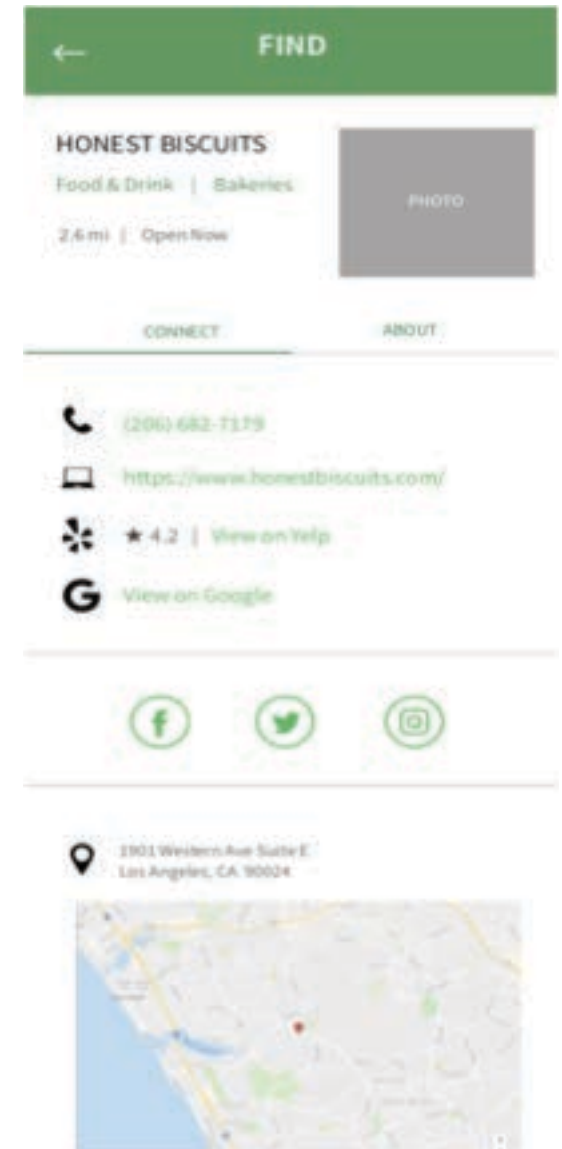
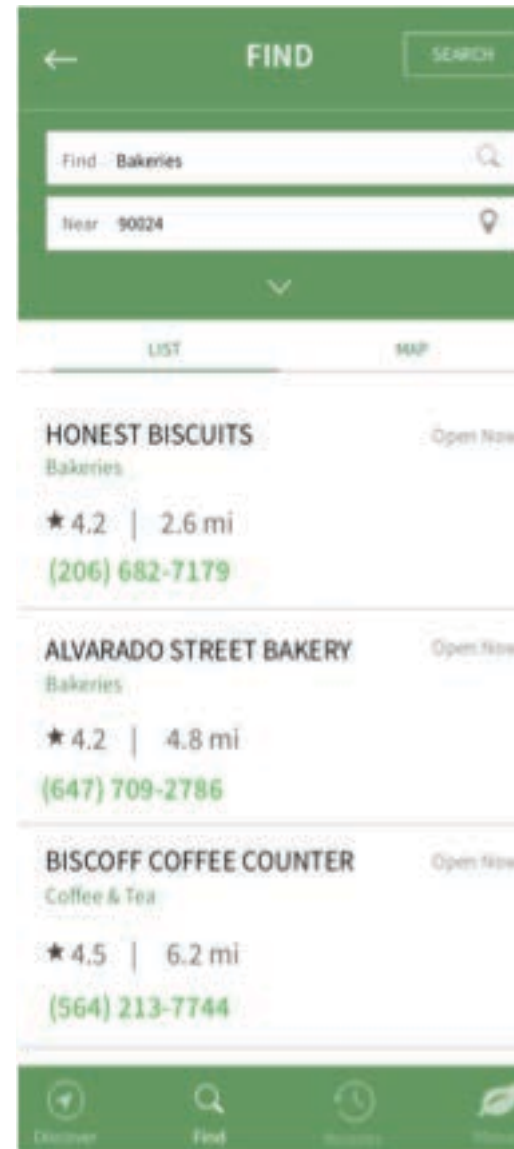
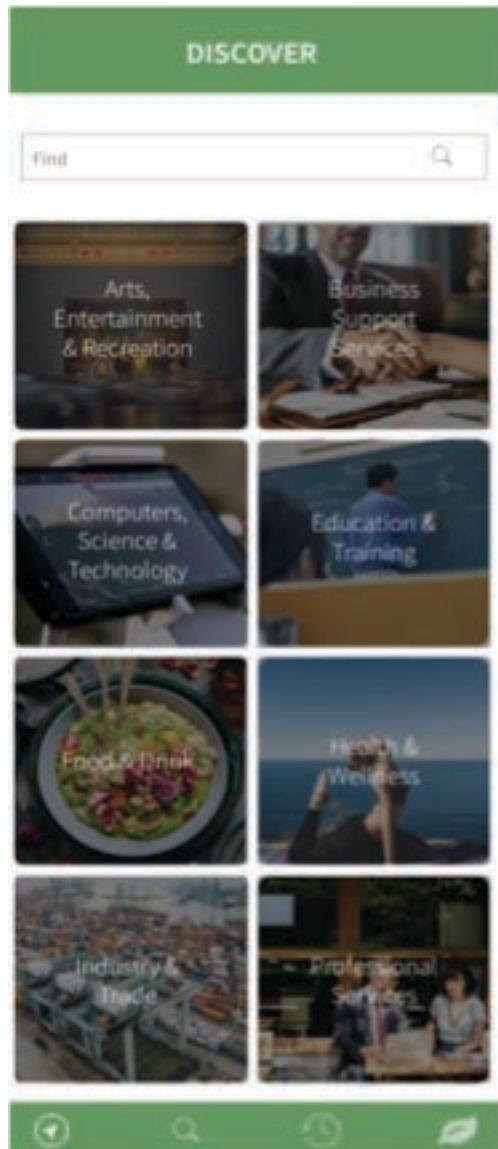
[www.actualcafe.com](http://www.actualcafe.com)

Actual Cafe is a welcoming, neighborhood-minded gathering place that serves simple, unpretentious and affordable food and drink made from the best locally sourced ingredients. Our extensive and varied vegan and gluten-free selection means that all diners can come in and leave satisfied. We spend every dollar that we can on local staff, local vendors, and local producers, because we think that a thriving independent local economy builds real and sustainable solutions.





# Shop Green App



# Search Your App Store!



**SHOP GREEN**

**ShopGreen**  
California Green Business Network  
★★★★★

The  
**Sustainable  
Economy**  
is here.

**GREEN**  
CALIFORNIA  
GREEN BUSINESS  
NETWORK

The advertisement features a dark green background. At the top left is the 'SHOP GREEN' logo, which consists of the word 'SHOP' in green with a red location pin icon over the 'O', and 'GREEN' in green below it. To the right of this logo is the text 'ShopGreen' in a large, bold, white font, followed by 'California Green Business Network' in a smaller white font and five white stars. In the center is a black smartphone with the 'SHOP GREEN' logo on its screen. To the right of the phone is the text 'The Sustainable Economy is here.' in white, with 'Sustainable Economy' in a larger, bold font. In the bottom right corner is a small white box with the word 'GREEN' in bold green letters, and 'CALIFORNIA GREEN BUSINESS NETWORK' in smaller black letters below it.

# Newsletter

**GREEN**  
CALIFORNIA  
GREEN BUSINESS  
NETWORK

[greenbusinessca.org](http://greenbusinessca.org)

**YOU'RE IN GOOD COMPANY**  
GREEN BUSINESS NETWORK NEWS

**In This Issue**

- Climate-friendly Menus
- 1st Certified Food Manufacturer
- Sneak Peek: Business Promotion Toolkit
- New Innovator Business

**Did You Know?**

The USDA and CEC offer grants to help businesses buy efficient food manufacturing equipment. Details here. Help spread the word!

**Keep Up With Us**

-  Facebook
-  Website
-  LinkedIn

## Climate-friendly Menus



# Rack Cards

**SAVE MONEY.  
BE A GREEN LEADER.  
INCREASE BUSINESS.**

Become a Green Business!



**GREEN**  
CALIFORNIA  
GREEN BUSINESS  
NETWORK  
[greenbusinessca.org](http://greenbusinessca.org)

## GO GREEN.

**Become an innovator.** Join a network of over 4000 prominent and highly respected businesses in your community and across California.



#### Get Noticed

Your business will appear in our expansive Green Business directory that will be seen by local consumers looking for your products and services. The certification includes free marketing and promotional support that will get you noticed.



#### Be Supported

Certification includes free on-site green technical assistance. Receive recognition as an environmental leader by customers and your County Board of Supervisors and/or City Council and State.



#### Join Us Today!

Be part of a growing business community that is conserving California's valuable resources and protecting the environment.



Register online:  
[greenbusinessca.org](http://greenbusinessca.org)



# Google Ad Grants



Google Ads

# Business Promotional Toolkit

Logo Usage | Facebook | Instagram | Twitter | LinkedIn | Email |  
Print



# Co-Branding



**SMALL BUSINESS SATURDAY**

**15% OFF CLASSES**

*Grace Yoga*

**25% OFF APPAREL**

#ShopGreen and #ShopSmall

**NOVEMBER 24**



# Award Events



Mammoth 2019



# Recruitment | Events



Monterey Bay Area Green Business Program added an event.

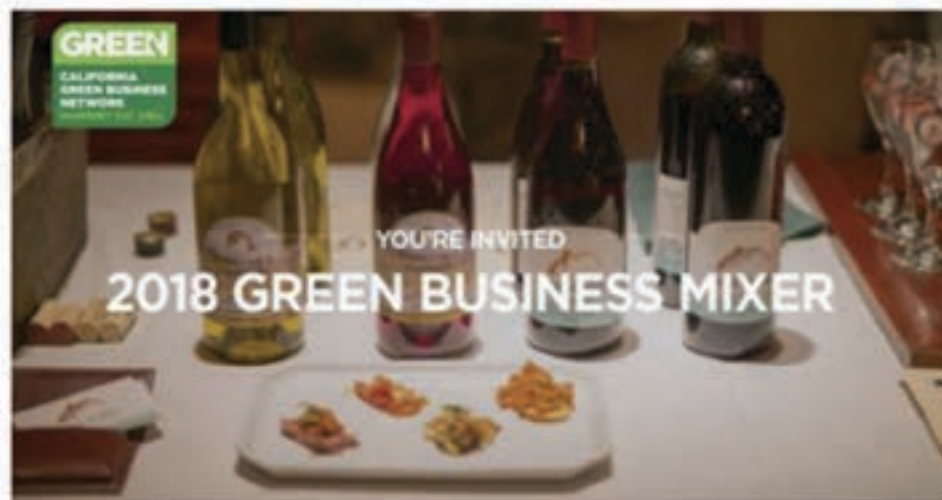
January 5 · 🌐

Join us at the 2018 Spring Green Business Mixer at the beautiful CruzioWorks space! Refreshments and networking begin at 5:30 pm, the program will kick-off at 6:00 pm.

--Activities--

Complimentary Refreshments

Green Trivia... [See More](#)



APR  
11

**Spring Green Business Mixer**

Wed 5:30 PM · Cruzio Internet · Santa Cruz

Tickets available · Networking · 52 people

✓ Interested ▾

- **Green Business Mixers**
- **Business Association Events (chambers, trades, etc)**
- **Business Expos – go booth to booth, vs. buy a booth**



Questions?



**Thanks!**

– California Green Business Network –

# CONTACT

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info@greenbusinessca.org Office: (831) 706-7384

Shawn Orgel-Olson, Marketing and Performance Standards  
Director, [sorgelolson@environmentalin.com](mailto:sorgelolson@environmentalin.com) Office: (831) 429-  
1364





# City of Long Beach Green Business Program



# City of Long Beach Green Business Program

- Soft launch May 2018
  - Outreach and email
- Press event official launch
- Established partnerships
  - Economic Development
  - Water Department
  - Environmental Services
  - Planning Bureau
  - SoCal Edison
  - Health Department





# Reaching Businesses

- COBA and LBSBN
- Email newsletters
- Social Media
- Outreach with United Cambodian Community
- Coordinated outreach with partners
- Planning for cohorts this year

**SAVE MONEY.  
BE A GREEN LEADER.  
INCREASE BUSINESS.**

Become a Green Business!



[greenbusinessca.org](http://greenbusinessca.org)

# Coordinated Outreach

- Outreach with partners to Long Beach BIDs
- Integration of resources from other programs
- Integration of other certification/recognition programs
  - Blue Certified Restaurants
  - Foam Free Restaurants

**LONG BEACH CERTIFIED BLUE RESTAURANT**  
COURTESY: CBRP - WCCB

## Certified Blue Restaurant Program

The Certified Blue Restaurant (CBR) program supports and recognizes the outstanding Long Beach restaurants that achieve exceptional water efficiency in our community. Interested restaurants can enroll below to receive a no-cost, on-site efficiency survey, free water efficient devices (if eligible), and an assessment for other possible rebates.

[Enroll Today!](#)

**FOAM FreeLB**  
The City of Long Beach wants to thank and recognize businesses for going Foam Free and helping us become a sustainable city. Find out how your business can apply and receive a Foam Free Kit.

[Learn More](#)

**GREEN**  
CALIFORNIA GREEN BUSINESS NETWORK  
Join the Green Business Program and get recognized for your environmentally friendly business practices through this FREE certification!

[Learn More](#)





# Certifying City Facilities

- Provides a framework to give recognition to City facilities for improving sustainability
- The City can set an example, walking the walk
- Opportunity to create or improve policies



# Support from CAGBN



- Standard checklists
- Platform features and updates
- New coordinator training
- Marketing resources
- Network meetings and online discussions



# Benefits of a Green Business Program

- Connections and coordination across departments
  - Including coordinated outreach and cross promotion
  - Constantly updated about other business-facing programs
- Closer connection to the business community
- New way to engage businesses to help meet City goals on climate
- High visibility program to raise awareness about sustainability





# Energy Efficiency

- Educational opportunity with businesses
- Connect to rebates and other resources
- Refer directly to Edison programs
- CAGBN rebate



# Successes and Challenges

- Successes

- Press event – official launch
- Lunch and Learn
- Coordinated outreach with partners
- First annual Recognition event
- Volunteer intern program

- Challenges

- Time constraints to follow up with businesses and continue outreach
- Doing everything for the first time
- Learning and judgement calls





# Questions?

Courtney Chatterson  
Long Beach Green Business Program  
[Courtney.Chatterson@longbeach.gov](mailto:Courtney.Chatterson@longbeach.gov)  
562-570-6396



# Huntington Beach Sustainable Business Program



**CITY OF HUNTINGTON BEACH**  
**Certified Sustainable Business**

There was a demand for sustainable business practices from consumers. The City's certification has helped our business grow.

We reduced our overall waste from 18 to 2 cubic yards per week and now donate excess soap to developing nations.

- Primal Elements



**ELEMENTS**



# We Partner Closely with EUC



California Green Business Network

Published by Khalid Kaldi (T) - January 21 at 12:00 PM · 🌐

Today is a chance to remember and reflect on the extraordinary life and leadership of Dr. King. May we all find ways to incorporate the tenets of Dr. King's philosophy of nonviolence into our own acts of resistance, into our own work for justice. There is much that the life of Dr. King can teach us about the conflicts of our time. May today be our chance to tap into that deep well of knowledge.

#MLKDay

Sponsored by: ... See More



**Everyone has the power for greatness. Not for fame but greatness, because greatness is determined by service.**

**MARTIN LUTHER KING JR.**

★ **SMALL BUSINESS SATURDAY** ★

**NOVEMBER 24**



**Make the good list this year.**



Save energy with [energyupgradeca.org](http://energyupgradeca.org)



Give your world the gift of sustainability.



Save the planet with [greenbusinessca.org](http://greenbusinessca.org)



# A PATH TO ENERGY EFFICIENCY

HELPING CALIFORNIA MEET ITS ENERGY GOALS





# WHAT IS ENERGY UPGRADE CALIFORNIA?

We are a statewide initiative committed to helping Californians take action to save energy, conserve and preserve natural resources, reduce demand on the energy grid, and make informed choices about their energy use at home and at work.

## Our Mission

Encourage every Californian (all 39.5 million of us) to be more energy efficient.

## Our Objective

Rally Californians around a shared mission to rewire people's conception of energy and help every resident discover that they have the power to make a difference with small actions.

Our Message For  
All Californians:

# KEEP IT GOLDEN

Learn what you can do to  
become an energy steward!





On September 18, 2008, the CPUC adopted the state’s first Long Term Energy Efficiency Strategic Plan, a roadmap to maximum energy savings across California from 2009-2020.

**Energy Upgrade California is a statewide initiative to achieve the goals in SB350:**

- 33% of electricity from renewables by 2030
- Reduce GHG emissions in the state by 40% by 2040
- **Behavioral change** around the **use** of energy by all Californians, and **when** we use energy.

2013	2015	2017	2019
<p><b>Energy Upgrade California® Home Upgrade</b></p> <p>A comprehensive, “whole house” approach to energy efficiency, offering Californians financial incentives for installing approved energy upgrades in their homes.</p>	<p><b>SB350</b></p> <p>California sets ambitious energy goals, including doubling energy efficiency, moving a third of the grid to renewable energy, &amp; reducing greenhouse gases by 40% by 2030.</p>	<p><b>EUC Relaunches: Do Your Thing™</b></p> <p>Energy Upgrade California becomes a state educational initiative to help Californians save energy and conserve natural resources through small behavioral changes.</p>	<p><b>Stay Golden</b></p> <p>Energy Upgrade California motivates and educates residents to adopt energy-efficient habits. The campaign also focuses on Time of Use, scheduling energy use during times of greener energy and away from “peak hours.”</p>



# HOW ENERGY UPGRADE CALIFORNIA WORKS

We provide inspiration and guidance on better energy management by:

- **Partnering** on events: movie nights, sustainability fairs, educational programs, holidays and more.
- **Providing** materials, including palm cards, factsheets, co-branded materials, and giveaways for public events.
- **Outreach** through digital products, social media, newsletters, op-eds and more.
- **Educating** residents and businesses about the Energy Upgrade California program and materials.
- **Promoting** Energy Upgrade California by partnering with CBOs in your community.
- **Nominating** Energy Heroes to be showcased on our site.



**ENERGY UPGRADE CALIFORNIA**

Energy Upgrade California® is a statewide initiative committed to uniting Californians to strive toward reaching our state's energy goals. That's why we're inviting you to Do Your Thing™—to help increase energy efficiency for the future of California and make sure we remain leaders in energy conservation.

**HERE ARE A FEW EASY THINGS TO GET YOU STARTED:**

- ADJUST YOUR THERMOSTAT**  
Save up to 10% percent on heating costs by lowering your furnace thermostat by 3 to 5 degrees.
- AUDIT YOUR HOME TO FIND EFFICIENCIES**  
The average household wastes \$150 per year in energy costs just from holes and cracks in their home.
- SKIP THE DRY CYCLE**  
Letting your dishes air-dry in your dishwasher can save up to \$4 per year.
- WASH CLOTHES ON THE COLD CYCLE**  
Approximately 90% of the energy used for washing clothes is used to heat the water.
- UPGRADE HOUSEHOLD APPLIANCES**  
By using energy-efficient appliances, California has saved more than 10,000 gigawatt-hours of electricity since 2003. That's enough to power 2 million homes for one year.



**Rancho Cucamonga**

# REPORTER

Volume 14, Issue 3  
Fall 2018

**"Do Your Thing" to Save Energy This Summer**

The City of Rancho Cucamonga and Energy Upgrade California are teaming up to encourage you to "Do Your Thing" for energy efficiency. The goal of the campaign is to promote energy efficient practices and simple behavior changes that encourage energy conservation among residents and businesses. This statewide effort sets the pace for smarter energy use by providing examples of simple actions that can save energy. Some practices include using energy efficient devices, unplugging home electronics when not in use, and lowering the air conditioner during hotter months.

The "Do Your Thing" campaign complements Rancho Cucamonga's Healthy BC Initiative and aligns with the City's Sustainable Community Action Plan, which helps us to strive for a greener and cleaner Rancho Cucamonga. Please remember to take part all summer long and "Do Your Thing" for energy efficiency!

**It's Your Turn**

You can get involved in creating a welcoming and unified environment for everyone! Take action and share your eRefrigerator story & tag us on social media. You can also participate by sharing your compassionate stories, becoming part of the planning committee, or getting involved as a volunteer. Contact us at [HealthyBC@CityofRC.us](mailto:HealthyBC@CityofRC.us) or (909) 714-3043, or visit [HealthyBC.com](http://HealthyBC.com) for more information.



# ENERGY UPGRADE CALIFORNIA MATERIALS

## ENERGY UPGRADE CALIFORNIA



Energy Upgrade California® es una iniciativa estatal con el propósito de unificar a los californianos en la lucha por alcanzar los objetivos energéticos de nuestro estado. Haz lo Tuyo es nuestra invitación para que entre todos aumentemos la eficiencia energética por el futuro de California y sigamos siendo líderes en conservación de energía.


**ESTAS SON ALGUNAS COSAS QUE PUEDES HACER PARA EMPEZAR:**

- CAMBIA LAS BOMBILLAS DE LUZ**  
Las bombillas LED duran 25 veces más y usan al menos un 75% menos de energía.
- REVISÁ TU CASA PARA ENCONTRAR ALTERNATIVAS EFICIENTES**  
El hogar promedio desperdicia \$150 al año en costos de energía debido a agujeros y grietas.
- DESCONECTA TUS EQUIPOS ELECTRÓNICOS**  
El 23% de la electricidad utilizada para alimentar los equipos electrónicos domésticos, se consume mientras estos están apagados.
- UTILIZA EL CICLO DE AGUA FRÍA**  
Aproximadamente el 90% de la energía utilizada para lavar la ropa se gasta calentando el agua.
- ACTUALIZA LOS ELECTRODOMÉSTICOS**  
Mediante el uso de electrodomésticos de bajo consumo energético, California ha ahorrado más de 10,000 gigavatios por hora en electricidad desde el 2003. Esto es suficiente para proveerles energía a 2 millones de hogares durante un año.



Energy Efficiency

## WHAT'S THE DEAL WITH TIME-OF-USE PLANS?



In recent years, Californians have done a great job managing energy and becoming more energy efficient. But in order to meet the state's goal to become a zero-carbon electricity state by 2045, we need to do more. How can we take the next step?

It turns out that when electricity is used matters as much as how much electricity is used.

### WHY DOES THE TIME OF DAY MATTER?

- During the day, the sun is out and wind is blowing, so renewable sources like solar energy and wind energy are plentiful. Most of this power cannot be stored and saved for later.
- There is also typically less demand during the day because of natural lighting and people leaving home for work or other destinations.
- Energy demand peaks from 4 p.m. to 9 p.m. as people return home and use electricity and gas to light and heat or cool their homes at night.


### LOCAL ENERGY PROVIDERS ARE OFFERING TIME-OF-USE PLANS

- A law was passed in 2015 ordering California's investor-owned utilities to transition customers to time-of-use rate plans.
- SDG&E will be the first to transition customers to TOU plans in 2019. PG&E and SCE will begin transitioning customers in late 2020.
- Under these plans, energy prices will be lower during the day and higher in the late afternoon and early evening to encourage consumers to manage energy.

It doesn't take much to make a difference. Being mindful of the time of day and using energy accordingly is all you need to start.

Here are a few things you can do:

- TURN OFF** indoor and outdoor lights when not in use.
- ADJUST** thermostat settings.
- USE** energy-efficient appliances.
- DRINK** tap water.
- WASH** clothes in cold water.



Learn about the energy-saving actions you can take to reduce a single family in California. @EnergyUpgradeCA.org

Time-of-Use

# OUR COMMUNITY

The Energy Upgrade California community prioritizes reaching marginalized groups, and we do so with the help of our ever-growing member network. To date, we have over 270 members from across the state, including:

- Cities, Counties, & Elected Officials
- Economically Disadvantaged Organizations
- Educational Groups
- Environmental Groups
- Faith-Based Groups
- Minority/Cultural Groups
- Small Businesses
- State Based/Civic Organizations



# SOME NOTABLE COMMUNITY MEMBERS HAVE JOINED US



CALIFORNIA BLACK CHAMBER OF COMMERCE  
Dedicated To Economic Empowerment



Los Angeles  
Urban League

*Empowering communities.  
Changing lives.*



CALIFORNIA  
HISPANIC  
CHAMBERS OF COMMERCE



SustainableWorks  
Environmental Education and Action





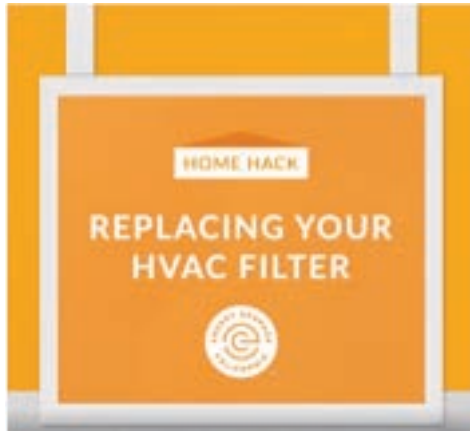
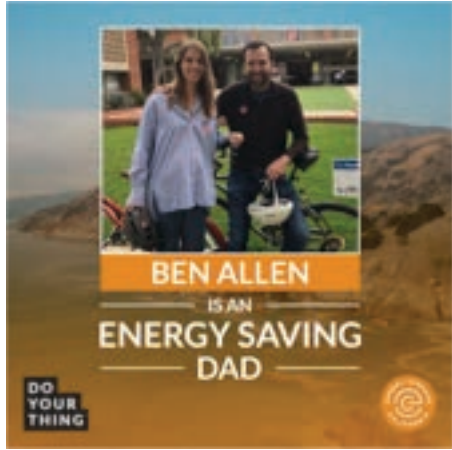
# SOME NOTABLE GOVERNMENTAL MEMBERS HAVE JOINED US

- California State Senate
- League of California Cities
- CA Contract Cities Assoc.
- County of Los Angeles
- City of Alhambra
- City of Bellflower
- City of Berkeley
- City of Beverly Hills
- City of Calabasas
- City of Culver City
- City of Daly City
- City of Eureka
- City of Fontana
- City of Fremont
- City of Fresno
- City of La Cañada Flintridge
- City of La Habra Heights
- City of La Puente
- City of Lancaster
- City of Long Beach
- City of Los Angeles

- City of Lynwood
- City of Malibu
- City of Manhattan Beach
- City of Menlo Park
- City of Oxnard
- City of Paramount
- City of Rancho Cucamonga
- City of Redondo Beach
- City of Riverside
- City of Rolling Hills
- City of Rolling Hills Estates
- City of Rosemead
- City of Salinas
- City of San Carlos
- City of San Diego
- City of Santa Monica
- City of South Gate
- City of Ukiah
- City of Walnut
- City of West Hollywood
- City of Westminster



# HOW WE SHARE NEWS AND CONTENT WITH OUR COMMUNITIES





Energy Upgrade CA ☀️ Retweeted

 **Rep. Ted Lieu** @RepTedLieu · 1h

Californians are famous for setting high standards & refusing to settle. That's why we're ranked #1 in the country for energy efficiency! Make sure to check out @EnergyUpgradeCA at [energyupgradeca.org](http://energyupgradeca.org) for tips on how you too can take action to save energy. #DoYourThing

 **Get Inspired to Save Energy | Energy Upgrade Calif...**

Energy Upgrade California® is a statewide initiative teaching Californians how to be more energy efficient and reduce greenhouse gas emissions.

[energyupgradeca.org](http://energyupgradeca.org)

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**SENATOR HOLLY J. MITCHELL**  
REPRESENTING THE 30TH DISTRICT

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Resources - Energy Upgrade California Overview

**Energy Upgrade California Overview**

**Energy Upgrade California: Do Your Thing™ for a Cleaner California**

In 2015, California once again proved it is a leader in energy efficiency by putting in place stabilizing new clean energy targets. The goal is to reduce greenhouse gas emissions to 1990 levels and double statewide energy savings, all by 2030. Ambitious, yes, but California is already a leader in energy conservation. We're already on track to getting 33% of our electricity from renewable resources by 2030, so we know that achieving these goals is possible if every Californian and small business join the effort and take a stand for the environment and our Golden State.

That's why the California Public Utilities Commission launched Energy Upgrade California: a statewide initiative encouraging all Californians and small businesses to join the state's mission and ensure they have the tools needed to make strides toward a cleaner, healthier, more prosperous state. Supported by local governments, the State of California, non-profits, government agencies, and utility companies, Energy Upgrade California is committed to empowering Californians and small businesses to become champions of energy conservation.

Tweets from @HollyMitchell

Holly J. Mitchell Retweeted

**WOMENUNPLUG** @WOMENUNPLUG

"We're not going to hold women to different standards than men. You can talk about how I look and what I'm wearing when you do the same thing with my male counterparts. What about how many times they've used that stuff? Or how ugly that is?" @HollyMitchell



TODAY IS A GOOD DAY TO UNPLUG TURN OFF SHUTDOWN




**ENERGY UPGRADE CALIFORNIA**

Mayor R. Rox Parr in Community Spotlight

**Leading a City to Zero Net Energy**

★ **SMALL BUSINESS SATURDAY** ★

**NOVEMBER 24**




Restaurants & Cafes



# SPECIAL EVENTS WITH OUR PARTNERS





# Join the Energy Upgrade California movement!

- City Proclamation joining the EUC initiative/Sign up online
    - Partner on events/presentations/trainings
  - Distribute EUC collateral like fact sheets, palm cards & FAQs as needed
  - Share ready made social media content on your social accounts
- Become a part of the solution and help save energy!**

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