Engaging Local Businesses: Challenges & Opportunities

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About the San Gabriel Valley:

- 200 square miles
- 2 million residents
- 31 cities
- Economically and ethnically diverse

Legend:
- Hispanic
- Asian
- White
- Black
- Two or More Races
- Other Race

San Gabriel Valley: Hispanic 45.5%, Asian 28.4%, White 20.5%, Black 3.5%, Two or More Races 1.6%, Other Race 0.6%
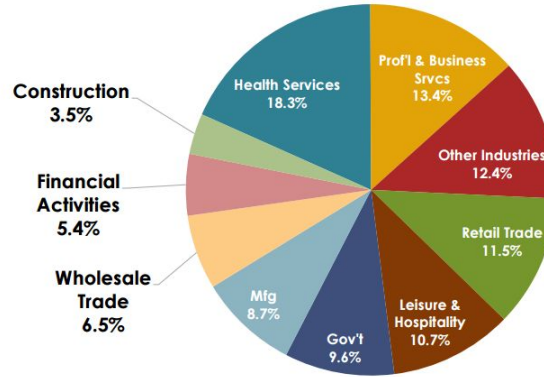
Profile of San Gabriel Valley Businesses

- Largest business sectors are trade, manufacturing, healthcare and hospitality
- Many cities have "traditional downtowns" as well as shopping centers/mini-malls
- Significant number of ethnic specialty stores
- Chambers of commerce have large participation from home-based businesses

Employment Distribution by Industry, 2015

- Health Services 18.3%
- Prof'l & Business Srvcs 13.4%
- Other Industries 12.4%
- Retail Trade 11.5%
- Leisure & Hospitality 10.7%
- Gov't 9.6%
- Mfg 8.7%
- Wholesale Trade 6.5%
- Financial Activities 5.4%
- Construction 3.5%

Business Revenues in the San Gabriel Valley

Ten Largest Industries by Revenue 2012
($ millions)

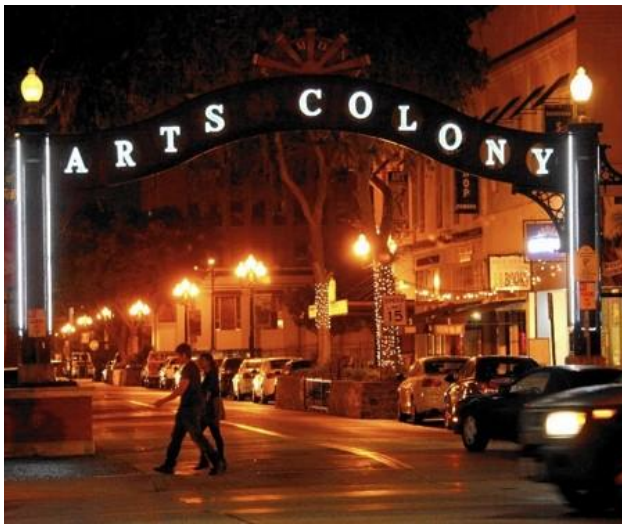| Industry	Revenue
Wholesale Trade	$30,941.6
Retail Trade	$21,686.0
Manufacturing	$15,425.4
Health Care Services	$10,266.2
Professional, Scientific & Technical Srvcs	$7,369.6
Leisure & Hospitality	$3,203.0
Administrative Support, Waste Mgmt Srvcs	$2,869.2
Other Services	$2,181.7
Transportation	$1,935.6
Real Estate Services	$1,485.0

SGVEWP Focus:
- Focus on small, independently owned businesses
- Engage established channels of communication
- Leverage existing resources

SGV Go Green Business Challenge

- Launched in May 2015
- Goals:
  - To help businesses integrate energy efficiency and environmental responsibility into their operations
  - To provide public recognition to businesses that show exemplary practices in energy efficiency and water conservation
- Low barrier to participation
- Encourages EE retrofits, behavior changes and benchmarking
- 3 levels of participation
- Checklists and information tailored to business sectors

Progress to date

- 10 businesses participating
- Variety of business types (hotel, food sector, commercial)
- Engagement of chambers and other local business groups

Challenges:
- Property owner/tenant issues
- Language and cultural barriers
- Engaging decision makers

Other Opportunities to Engage Businesses

- Partnering with direct install program
- Branding PACE as a tool for economic development
- Engaging economic development staff at cities
- Educating businesses and city staff on legislative and regulatory changes (i.e. benchmarking, net zero)