

ITEM 6 ATTACHMENT  
MEMO

DATE: March 13, 2017  
TO: Calabasas City Council  
FROM: Environmental Commission - Green Office Sub Committee  
RE: Incentivizing Local Businesses to "Go Green"

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Dear Calabasas City Councilmembers:

The Environmental Commission's Green Business Sub-Committee has been working for several months to develop a program that would educate and incentivize business owners to be more environmentally conscious.

We would like to receive permission to partner with the Calabasas Chamber of Commerce. Chamber President Pamela Kissel has agreed to support our program by including it in Chamber email blasts. We may be able to do more with the Chamber as we develop the program fully. But for now, we are looking for council's guidance on working with the Chamber, just to be sure there are no conflicts with that approach.

In addition, following is the background and thoughts as they stand today regarding the program. We are not yet ready to submit for final council approval, but would appreciate feedback, comments and direction.

Throughout the investigations of established programs of other cities and online, we have encountered numerous staffing and funding hurdles with the various programs that already exist. Some of the biggest hurdles are that different businesses have very different needs. For example, a dentist's business has very different environmental impacts from an accountant's office. A large restaurant is very different from a car repair shop. Many of these businesses already must meet Federal, State and County goals. Burdening the City of Calabasas with

knowing how to do the job one of those entities already does is onerous and actually unsustainable because our staff simply don't have the knowledge or time.

Thus, we have devised a program that any business can learn from and receive recognition from: GO! Calabasas – Green Office Program

Every business has an office of some sort. It might be the corner of the repair shop where the owner reconciles books or be run by a salaried Office Manager in a publicly traded company. Here are our thoughts so far:

- Business owners and office managers will be approached by phone (commissioner calls), mail, and email from the Calabasas Chamber of Commerce and invited to participate in the program.
- Over the period of one year, we will ask participants to attend four (4) meetings of not more than one hour at either the Chamber of Commerce office, an office at City Hall or Founder's Hall.
- At each meeting, one or more environmental goals will be presented and discussed by either an 'expert' (invited to speak by the Commission) or by one of the Commission's members. Participants will then be asked to take those ideas back to their offices for implementation.
- At the following meeting, participants will report on their successes and failures so that everyone can learn from both.
- After the fourth and final meeting, participants who have attended each meeting and attempted and reviewed environmental goals will receive recognition in the following ways:

Window Cling to promote their accomplishments to customers/clients  
Recognition at City Council Meeting with Plaque/Certificate presentation  
Inclusion in one Acorn ad describing the program.

This program can repeat every year.

It is also expandable – if a business wishes to go even further, we could present Silver, Gold and Platinum awards

The Chamber of Commerce will support this program within its email outreach and may be able to host one or more meetings at their offices.

The cost of the program can be counted in coffee cups, coffee, use of meeting space, and purchases of window clings and plaques/certificates. The commissioners volunteer their time as will any invited guest speakers.

This program is specifically intended to provide education and recognition to those who make environmentally conscious business office decisions.

In addition, the recognition of participants will be publicly disseminated via window clings, Acorn ads, Council meeting recognition and Chamber of Commerce participation.

Our hope is that customers will choose to patronize businesses that reflect their own environmental concerns.

Please approve our request to work with the Calabasas Chamber of Commerce on this possible program and give us further direction.

Thank you

Julie Shy-Sobol and Martha Fritz  
Environmental Commission Members