

**OPERATING GUIDELINES**  
**California Green Business Program Network**  
Last Updated October 29, 2013

**1.0 General**

This charter is meant to be a living document and to reflect changes in the California Green Business Program Network's mission, goals, membership and operating procedures. It shall be reviewed annually by the members and amended if necessary by a majority vote of Local Jurisdictions. The Chair will initiate this process as detailed in Section 5.2

**1.1 Background**

The California Green Business Program Network (Network) is a network of Green Business Programs (GBPs) located throughout the state. GBPs are voluntary business assistance programs operated by local government agencies that proactively assist businesses to attain full compliance with applicable environmental laws and provide businesses further assistance on pollution prevention, energy efficiency, water conservation and solid waste reduction and recycling. GBPs provide environmentally preferred options to businesses and help them develop solutions to reduce environmental impacts. GBPs are independently managed, operated and implemented by local agencies or entities. As of October 2012, there were 18 GBPs formally voted into the Network and four pending approval. See section 5.3 for a complete list of active GBPs.

**1.2 Mission Statement**

The California Green Business Program Network was formed to provide a forum for GBPs to share program information; encourage a level of consistency among GBPs throughout the state; and promote new and existing GBPs as a way to conserve resources and prevent pollution, enhance community health, and promote business economic vitality.

**2.0 Elements**

The Network defines a GBP as having the following seven program elements:

**2.1:** The GBP is both an environmental compliance and a "beyond compliance" program. A business cannot become a "Green Business" unless it is in compliance with environmental protection laws and regulations and has completed a minimum number of "beyond compliance" measures towards pollution prevention, waste reduction and resource conservation.

**2.2:** The GBP requires verification of environmental regulatory compliance, as well as "beyond compliance" performance through site visits by qualified staff, partners or designees as determined by the program's checklist and criteria.

**2.3:** After a pre-determined period to be set by the local program partners but not to exceed three (3) years, all participating businesses must undergo a renewal

and verification process in order to continue their Green Business status. If a business falls out of compliance, changes location, or changes ownership, it will be decertified until the newer operations can be verified.

**2.4:** The Network is committed to measuring the success of the program by measuring and tracking statewide metrics such as:

- **Number of new jurisdictions implementing GBPs**
- **Number of businesses becoming certified and/or recertified each year**
- Environmental outcomes from business operations that meet the green business criteria in the following categories: greenhouse gas emissions reductions, kW/hr saved, gallons of water saved, solid waste diverted, hazardous waste eliminated, and hazardous materials reduced.
- Economic outcomes for businesses relating to their implementation of green business practices.

**2.5:** The GBP is a voluntary program that can be free or can include a fee charged to participating businesses.

**2.6:** Essential Criteria (Attachment A) are the basic building blocks for all checklists used by a jurisdiction as determined by the Checklist Committee on an as needed basis.

**2.7:** The Green Business Program is either run by or formally (through a public governing body decree) approved by a local government or special district jurisdiction. A GBP may designate another entity to manage its program, provided that the local jurisdiction oversees the entity's work to ensure it remains consistent with Network criteria.

### **3.0 Goals**

**3.1** Strengthen the ability to implement successful GBPs by working together to implement the GBP's vision of greening businesses in California.

**3.2** Support GBPs by providing a forum for sharing new program ideas, keeping up on current activities at the local, state and federal levels, and creating solutions to program issues.

**3.3** Promote consistency among local GBPs while providing reasonable flexibility for each GBP.

**3.4** Share in the creating, updating and resolution of any other issues associated with program checklists.

**3.5** Provide a venue for coordination between local, agencies and California state and federal agencies.

## **4.0 Membership**

### **4.1 Organization**

Members of the Network must agree to abide by the definition of the Green Business Program as specified in Section 2.0 of this document. Network membership may include those entities actively participating in the implementation of a GBP. Recommendations on new membership shall be made by the Network Administration Committee to the Chair, with the Local Jurisdictions deciding on recommendations by consensus. New jurisdictions wishing to become members will submit answers to the questions in Attachment B to the Network Chair, so that the group may have information about their program prior to reaching a decision. All other Network members will ensure that these Operating Guidelines will be shared with and explained to prospective new members early on in the process.

#### **4.1.1 Members**

1. Local Jurisdictions: A GBP operated by a county, city, special district or Joint Powers Authority that has been accepted as a member of the Network. Each local jurisdiction gets to vote once on Network decisions that require a vote.
2. Partners: local, regional, state and federal agencies or NGO's that assist the network in such activities as implementing, planning, or marketing the program. These members do not vote.
3. Affiliates: Local government – operated environmental recognition programs that do not meet all the conditions in Section 2.0. Those local jurisdictions whose GBPs have been determined to no longer qualify per Section 2.0 can become Affiliates. Affiliates will not be able to use the Database, to market themselves as a California Green Business Program, vote on Network matters, or be able to use the same program logo. However, they are welcome to participate in CAGBN Network meetings and discussions.
4. Contractors: Commercial contractors are not involved in the decision-making process for the Network, nor are they able to participate in these meetings.

### **4.2 Decision-Making**

Decisions shall be made by consensus. Consensus means that everyone agrees with the decision or is willing to live with the results. If consensus cannot be achieved, then the decision will be made by at least 67% of all members. For decision-making purposes, each Local Jurisdiction shall have one vote.

At the call of the Chair, votes are taken among Local Jurisdictions present at Network meetings, including those joining by web or teleconference. Those that do not attend meetings shall concede their vote to those in attendance.

### **4.3 New Local Jurisdictions**

GBPs from new jurisdictions may apply to become Local Jurisdiction members if their program elements meet the requirements of Section 2.0, and their agency and involvement is as listed in Section 4.1.

4.3.1 Proposed new Local Jurisdiction Members shall send a letter to the current Chair with a description of their program and how it meets the requirements of Section 2.0. They will submit answers to the questions in Attachment B to the current Chair so that the Network Administration Committee may have information on their program prior to making a recommendation to the Chair who will present it to the Local Jurisdiction members for a decision. Access to the database may be granted prior to becoming an approved Local Jurisdiction member but they will not be able to actively certify businesses on the database or use a GBP logo until they are voted in as members. New members will be asked to agree to the Operating Guidelines and meet the essential criteria and sign to that effect (Attachment B). Prospective Members will be informed of this during the initial training on the database and by whoever first recruits them into the program (generally the DTSC).

4.3.2 Affiliates shall send a letter to the current Chair with a description of their program, describing what portion of Section 2.0 it currently meets and providing information on future plans to meet the conditions of Section 2.0.

4.3.3 The Network Administration Committee shall review applications and make recommendations to the Network at its next scheduled meeting. If a more timely decision is needed, an email vote can take place if the Network Administration Committee is in agreement.

4.3.4 Use of a Green Business Program Logo: The GBP does not currently have a statewide logo. New GBPs may develop their own logos or seek permission to use a logo that was developed by another GBP. Logos developed and/or used by other GBPs may not be used without authorization from the originating GBP.

## **5.0 Operations**

### **5.1 Meetings**

The Network shall meet at least twice a year. Meetings may be in person or via Internet or teleconference. The location and type of each meeting shall be determined by the members attending the previous meeting. Meeting dates will be discussed and scheduled for the calendar year, then distributed with the minutes from that meeting. Committee meetings shall be arranged as needed and attended by appropriate committee members.

## **5.2 Officers and Elections**

The Network shall have three officers: Chair, Vice Chair and Secretary. The Chair is responsible for receiving inquiries and requests from members or other parties regarding Network operations and policies, ensuring Operating Guidelines are current, developing and distributing the meeting agenda, reviewing the minutes and leading meetings. The Vice Chair is responsible for serving as Chair when necessary. The Secretary is responsible for taking the minutes and delivering them to the Chair in a timely manner. Other positions may be added by the members as needed. Officers shall serve one-year terms, from January 1 through December 31.

## **5.3 Selection of Officers**

Officer positions shall be held by Local Jurisdictions. The initial order of Chairing was established by lottery. New jurisdictions shall be assigned to the end of the rotation. The Local Jurisdiction will serve as Chair in the year identified at the end of these Procedures. Two years before this they will act as Secretary. One year before this, they will act as Vice-Chair.

Members shall reserve the right to decline any position with cause. In such cases, the member must provide at least six months notice prior to the beginning of the assigned term, and must state when he or she expects to re-enter the rotation.

### **Order of Network Chairs:**

2006: Santa Cruz County  
2007: Contra Costa County  
2008: Marin County  
2009: Santa Clara County  
2010: Alameda County  
2011: Napa County  
2012: City of Santa Monica  
2013: San Francisco City & County  
2014: Sonoma County  
2015: Santa Barbara County  
2016: City of Los Angeles  
2017: City of Thousand Oaks  
2018: Humboldt County  
2019: San Mateo County  
2020: Solano County  
2021: City of Santa Cruz  
2022: County of Monterey  
2023: County of San Benito

Pending Approval Jurisdictions:  
City of Ventura

#### **5.4 Agenda/Minutes Distribution**

Minutes from any Network and Committee meetings shall be distributed to all Network members for review and comment within thirty (30) days. Comments and revisions of the meeting minutes from the previous meeting shall be made at the start of each meeting. If the Chair receives no response, concurrence shall be assumed. Any requested revisions shall be incorporated into the minutes and the revised minutes redistributed within 30 days.

Members wishing to bring forth issues, goals, presentation requests, committee or agenda items shall contact the Chair in order to have the item included on the agenda for discussion at the next regularly scheduled meeting. At least ten (10) days prior to the next meeting, the agenda shall be distributed to all members. Final meeting minutes shall be archived to Yahoo groups files or other on-line message board.

#### **5.5 Committees**

Committees shall be formed as needed and shall be in effect for the duration of the intended task for which they were established. These committees will report back to the CAGBN on actionable items and timelines for implementation of Green Business enhancements at regularly scheduled meetings.

5.5.1 Standing Committees shall include CAGBN Chair and Vice-Chair and volunteers from members and partners. Following are existing committees that are operating. Ad hoc committees may be formed on an as-needed basis. See Attachment C for details on current Committees and their Chair.

- Executive Committee: Covers program coordination, budget/workplan oversight, setting agendas and coordinating meetings, eligibility of members and assisting with new members, consistency of programs, coordination with agencies and partners on current trend/technologies, planning and funding issues. This committee will also set the governance structure for the group.
- Steering and Policy Committee: Ensure engagement of agencies and stakeholders throughout the state and find funding for program delivery. This committee provides oversight for other special committees that are formed for specific projects.
- Data and Technology: Ensures communication to members about Database needs and planning for operations of database. Plans for future technology needs of the program. Research new and update existing metrics.
- Program Standards Committee: Includes standards and measures of the checklist applications, and metrics: See Section 6.1.

- Program Impact and Reach: This committee addresses planning for new programs and businesses. This committee will add some foresight to the group so that CAGBN can anticipate growth and competition.
- Marketing and Branding: This committee works on ideas to market the program to the public.
- Sustainable Funding: This committee works on developing potential funding sources and generating material to solicit those funds.

5.5.2 New committees shall be formed for the purposes of managing a project, research, tasks or other on-going needs of the Network. The Steering and Policy Committee will oversee these groups.

## **6.0 Program Standards**

### **6.1 Checklists**

The Network's standing Checklist Committee shall review and make recommendations on whether any checklists need to be updated for consistency, or be revised due to changes in best management practices, new technologies or changes to regulations.

### **6.2 New Checklists**

New checklists shall be generated and developed by the Green Business Programs on an as-needed basis. Such checklists shall be made available to all Network members. The Checklist Committee shall review and make comments in a timely manner.

### **6.3 Business Types Served**

Not all business types are currently suitable for the California Green Business program due to size, complexity, general industry compliance concerns or the need for additional technical study to address issues of concern. Examples include nail salons, hospitals and automotive manufacturing. The Checklist committee will raise such concerns to the CAGBN and the Network may determine that a new business sector is not appropriate for certification.

**Attachment A**

**Approved Essential Criteria (pdf)**

## Attachment B

### Required Questions and Items for the California Green Business Program Network Applicants

- I. **Questions:** Please provide DETAILED answers and refer to the Operating Guidelines for specifics. Please attach your essential criteria (the basic checklist that will apply to all businesses) and any other documents that you feel are necessary.
  - A. **Green Business Certification Entity**
    1. Who is the Green Business Program (GBP) local government certification entity? Are you a city, county, special district or joint powers authority?
    2. If you are a designee engaged by the GBP certification entity to manage the Program, are you a non-profit, business, or utility? Please provide detailed information about your organization, and documentation of your agreement with the GBP certification entity.
    3. Who is the coordinator for your GBP? If your GBP is managed by a designee, please identify and provide contact information for the GBP coordinator at the certification entity and the designee organization.
    4. How do you fund the GBP?
    5. How much funding and staff does your program currently have and what funding do you reasonably expect in the future?
    6. How will you contribute to the costs of the Green Business Database? (It is expected that a minimum of \$3,000 annual subscription be contributed).
    7. Will there be a charge for the certification, if yes, how much?
    8. Who are your stakeholder and partners/affiliates?
    9. How will you be piloting your GBP? What business sectors are you starting your certification program with? How will you recruit businesses to participate in your GBP?
    10. How do you plan on measuring the success of your program?

**B. Compliance and Auditing**

1. How will you verify environmental regulatory compliance for your certifying sectors? Please provide evidence of commitment from regulatory partners to provide verification and/or site inspection services.
2. How will you verify beyond regulatory compliance for each of the program elements: pollution prevention, solid waste reduction, energy conservation, and water conservation? Please specify who and/or what agency will be conducting verification audits for each program element.
3. What entities will be the auditing bodies for your program and how are they qualified? Please provide evidence of their commitment to provide these services.

**C. GBP Database**

1. Will you use checklists that are available in the GBP database or use modified version of the database checklists? (If you use modified versions, these must meet AT LEAST the essential criteria in Attachment A.)
2. Will you be able to collect the datasets currently included in GBP checklists? Are there other measurable metrics that are of value to you?
3. Will you be able to financially support the GBP database maintenance? *(It is recommended that every jurisdiction pay a minimum subscription of \$3,000/year to maintain the database. If additional training or technical support is required, it will be a fee for service.)*

**II. Required Items**

- 1 A statement that the program will assess and ensure businesses seeking certification are in compliance with all applicable environmental laws and regulations, compliance check must have been within the previous 12 months.
- 2 A statement that the program will have an on-site verification process.
- 3 A description of the program structure including all roles/responsibilities/agreements with partnering agencies who will ensure all checklist measures are met before certification.
- 4 A list of the specific business sectors that will be offered for certification.
- 5 Copies of the checklists developed for each of the sectors.

- 6 A list of staff and their contact information for the entire program.
- 7 A narrative describing your program intent and how the program will meet CAGBN standards/requirements.
- 8 A statement about how you intend to use/support the database metrics collection. Will you be collecting fees to support this effort or paying an annual subscription?
- 9 A schedule for developing/implementing your program.
  
- 10 I have read the California Green Business Program Operating Guideline and agree to meet the minimum requirements of the program by adopting and implementing the Essential Criteria.

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Name

Program Location

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Title, Agency

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Signature

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Date

### Attachment C: CAGBN Committees 2013

<b>Committee Name</b>	<b>Task</b>	<b>Chair</b>	<b>Members</b>
Executive Committee	Covers program coordination, eligibility of members and assisting with new members, budget oversight, consistency of programs, coordination with agencies and partners on current trend/technologies, planning and funding issues. This committee also ensures the larger group's collaborative governance.	Anna Frankel	Karl Bruskotter, Anna Frankel, Pam Evans, Danielle Schmitz
Steering and Policy Committee	Ensure engagement of agencies and stakeholders throughout the state and find funding for program delivery. This committee also is responsible for the determination and vehicle for collecting fees from businesses and/or member agencies.	Kirsten Liske	Kirsten Liske, Pam Evans, John Brooks, Anna Frankel, Jo Fleming, George Payba
Database and Technology Committee	Ensures communication to members Database needs and planning for operations of database. Reviews proposed changes and ensures adequate prioritization of work based on funding availability. Ensures that the program leverages technology and is driven by accurate and current performance data	Jo Fleming	Sue Sherrin, Ana Maria Rebelo, Tabetha Willmon Agnes Topp, Danielle Schmitz, Kevin Kumataka Wendy
Program Standards Committee and Checklist Committee	Sets essential criteria for the entire network, researches potential new criteria, and periodically reviews and approves local jurisdiction checklists. Ensure the GBP maintains high and consistent performance standards.	Karl Bruskotter	Karl Bruskotter, Pam Evans, Ana Maria Rebelo, Danielle Schmitz, Claudia Pingatore

Marketing and Branding Committee	Ensure that the GBP develops and implements effective marketing and branding for certified green businesses.	Courtney Lindberg	Courtney Lindberg, Sue Sherrin Mary Lindemuth George Payba
Sustainable Funding Committee	Ensure that the program attracts sustainable, reliable funding.	Kevin Kumataka	Carolina Miranda Agnes Topp Wendy Kevin Kumataka, Jo Fleming, Ana Maria Rebelo, John Brooks, Anthony Santarelli,
Program Reach and Impact Committee	Ensure the GBP continually expands the program impact and reach.	Donna Walden	Donna Walden, Kirsten Liske