TIER 2 CERTIFIED · 2026

Downtown SLO Goes Green — and Takes the Whole Downtown With Them

San Luis Obispo County Green Business Program · Office Sector

Why They Did It

Downtown SLO has been the heartbeat of San Luis Obispo's downtown district since 1975. As the organization behind beloved community staples like the Thursday Night Farmers' Market, they're already deeply woven into the fabric of local life. In 2026, they made it official — earning Tier 2 Green Business Certification through the San Luis Obispo County Green Business Program.

The motivation was both internal and outward-facing. For an organization whose whole mission is to support downtown vitality, leading by example felt like a natural next step.



BUSINESS PROFILE

LOCATION San Luis Obispo County, CA	SECTOR Office
ESTABLISHED 1975	CERTIFIED Tier 2 · 2026
KNOWN FOR Thursday Night Farmers' Market	

> *"Our office pursued Green Business certification to be more sustainable in our operations and set the standard for businesses within our Business Improvement Area district."*
>
> — Amy Moe, Farmers' Market Coordinator · Downtown SLO

The Numbers

3,399	6,948	198	2,267
kWh	gallons	lbs	$MTCO_2e$
ENERGY SAVED / YR	WATER SAVED / YR	WASTE DIVERTED	GHG REDUCTIONS

What They Changed

Downtown SLO came in already doing a lot right: nontoxic cleaners, a full LED retrofit, and ENERGY STAR appliances. Certification helped them go further.

THE STANDOUT WIN

Ditching the Keurig

Using the ECOSLO Reusables Rebate, they replaced their single-serve coffee machine with a simple drip maker, switching to compostable filters and composting all grounds and food waste. They also designated a clearly labeled bilingual (English & Spanish) hazardous waste bin, making responsible disposal accessible to staff, neighbors, and visitors alike.

2,250 PLASTIC PODS ELIMINATED / YR



Community Ripple Effect

Because Downtown SLO touches so much of the local business community, their certification didn't stay contained to their office walls. They featured the program in their weekly newsletter — reaching **6,300 subscribers** — and connected a local hospitality group to the program, resulting in two restaurants actively pursuing certification.

What's Next

Downtown SLO is now turning to the Thursday Night Farmers' Market — expanding composting stations throughout the event and encouraging vendors to move away from single-use plastic bags. Markets operate under different regulations, so this is voluntary leadership, which makes it all the more meaningful.

> *"The Sustainability Coordinator at ECOSLO, Nia, has helped me through the entire certification process and has made it feel so easy!"*
>
> **— Amy Moe, Farmers' Market Coordinator**

Downtown SLO
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GREEN CALIFORNIA GREEN BUSINESS NETWORK
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