



DATE: June 8, 2015

AGENDA ITEM # 5

TO: Environmental Commission
FROM: J. Logan, Staff Liaison
SUBJECT: Green Business Practices

RECOMMENDATION:

Receive report on green business practices

BACKGROUND

In 2013/14, the City Council was interested in encouraging green business practices in Los Altos. An Environmental Commission project was to investigate the applicability of green business initiative program for Los Altos businesses. The subcommittee was also to investigate if the City could get green business certification.

The project is under study and discussion and endeavors to find ways to encourage greener purchasing and operational practices by Los Altos businesses. Subcommittee members are Lei Yan and Chair Hedden.

DISCUSSION

The Subcommittee will present its report on the Green Business Forum to be held on June 25, 2015 at the First Republic Bank, 400 S. San Antonio Road, Los Altos, CA from 8 am – 9:30 am. The Forum is co-sponsored by the City of Los Altos Environmental Commission, the Los Altos Chamber of Commerce, The Los Altos Village Association, GreenTown Los Altos and Santa Clara County Green Business. A presentation by representatives of Santa Clara Green Business will discuss the advantages of becoming a green business: 1) marketing edge among conscientious consumers; 2) be a leader and good neighbor; 3) access to the green business online marketing tools; 4) green business logo for windows and website; 5) significant savings with green business standards in electricity, water, waste removal, referrals to rebate programs and other energy efficient resources. The Forum invites all businesses including retail, restaurant, services and home-based establishments to attend. The Forum will encourage attendees and all businesses to start the application process online at www.greenbusiness.org

Attachment:

A. Green Business Forum flyer

GREEN business FORUM

JUNE 25TH

8:00AM-9:30AM

FIRST REPUBLIC BANK

400 S San Antonio Rd, Los Altos

PRESENTATION BY:

Santa Clara Green Business

RSVP: julie@losaltoschamber.org
650.948.1455

BAY AREA GREEN BUSINESS CERTIFICATION

why:

- Marketing edge among conscientious consumers
- Be a leader and a good neighbor
- Access to the green business online marketing tools
- Green business logo for your window and website
- Significant savings with green business standards in Electricity, water, waste removal, referrals to rebate programs and other energy efficient resources

who:

All businesses:
retail
restaurant
services
home based

how:

Start application online at
www.greenbusinessca.org/welcome
Full information at
www.greenbusinessca.org
Call: 408.282.3180

