



Legislation Details (With Text)

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Title: Receive a report, hold discussion and give staff direction regarding creation of Green Business Program.
Sponsors:
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Attachments: 1. 1. Green Business Program

Date	Ver.	Action By	Action	Result
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Agenda Information Sheet

DEPARTMENT: Environmental Services and Sustainability

CM/ ACM: Kenneth Banks

Date: April 3, 2017

SUBJECT

Receive a report, hold discussion and give staff direction regarding creation of Green Business Program.

BACKGROUND

The Committee on the Environment requested information about Green Business Programs. Staff has prepared the following outline to begin discussion with the COE. Staff is seeking direction from the COE about the suggested model and implementation. Are there other items we should look at, additional ideas for implementation?

Why Start the Program?

- It was a recommended strategy of the Simply Sustainable Plan (2012).
- It's a creative way to identify and recognize Denton community sustainable businesses.
- It increases sustainability education and awareness.
- It can provide a linkage for businesses to engage with residents, and vice versa.

Suggested Model

- Through a free application and evaluation processes, local businesses will be required to fill out our "Green Business Scorecard".

- They will then be rated based on their practices involving energy and water conservation, waste reduction, and pollution prevention.
- Businesses that meet the criteria will be recognized by the City through a webpage.
- We will offer educational resources and direct business owners to any applicable City rebates, incentives, and regulations that assist with their sustainability commitments.
- We will host an annual green business fair and coordinate seasonal challenges to engage the member base, recruit others to participate and recognize individual leaders for their accomplishments.
- Administration of the program will be assigned to the Conservation Program Coordinator

Implementation Actions

- Establish selection criteria for recognizing green businesses.
- Develop an application and evaluation process.
- Develop a logo and webpage for businesses to communicate recognition to citizens.
- Partner with Denton Chamber of Commerce to identify green businesses.

Supporting Examples

City of Austin

- Offers a Silver/Gold/Platinum Green Business leaders platform.
- To register, business fill out a Green Business Scorecard and are rated based responses.
- 186 Members, representing 30,000 employees and 13,500,000 sqft of commercial property.
- Coordinates an annual Green Cup competition to recognize top performing businesses.

Seattle Public Utilities

- Offer free tools and assistance to help businesses conserve resources and prevent pollution.
- Provides a Map platform to promote green businesses. If the business takes a minimum of five “green actions” than they can get listed on the map. Depending on the number of actions the business takes, their map icon will show up as Green/Greener/Greenest.
- They also push the City’s rebates, incentives, codes and regulations through the platform.

STRATEGIC PLAN RELATIONSHIP

The City of Denton’s Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

Related Key Focus Area: Sustainable & Environmental Stewardship
Related Goal: 3.3 Promote a business-friendly environment

EXHIBITS

1. Power Point

Respectfully submitted:
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