

# California's Green Business Programs

*Achieving Results*  
*Measuring Performance*  
*Managing Tasks*  
*Communicating the Story*

Speakers:

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# Agenda

- What will we achieve today?
- Green Business Programs in California
- How the Programs work
- Partnerships and Funding
- Program Achievements
- Metrics and Management Database Project
- Resources



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# After this session you will...

- Understand basic goals & program structure of California GBPs
- Learn keys to program success & longevity:
  - Consistent voluntary participation
  - Successful interagency partnerships
  - Performance measurement
- See effective management & reporting tool
- Identify resources for implementation



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# Why are we talking to HHWIE?

- If we are not already in your area we are coming soon...
- We target small business, and we refer generators to your CESQG programs.
- In our experience the HHW programs are the most forward thinking group at the local government level, well tied with us ;)
  - We share similar goals, e.g. EPP, Product Stewardship, Recycled content in products
  - The three of us came from the HHW world...



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# How Do We go from this to ...

Save Money,  
Save Time,  
Increase Business.



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# To This...!!!

- California Green Business Program



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# CA Green Business Programs

- Why was this program started?
  - Improve environmental performance of businesses
    - Motivate & assist businesses to comply with regulation
    - Go “Beyond Compliance” to P2
  - Help the public “buy green”
  - Give tools to compliance staff to promote P2
  - Today: Help meet climate action plan goals
- Bay Area program began in Alameda County in 1996
- California Green Business Network formed in 2005-2006
- Now 16+ Programs, over 2,600 businesses certified



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# Establishment of California Green Business Programs



Save Money,  
Save Time,  
Increase Business.



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# Exponential Increase in Demand

- Demand due to popularity of “green”, market competition, and word of mouth of savings/benefit
- In some areas, enrollment skyrocketed with minimal recruitment efforts
- Waiting lists: demand outstripped staffing resources
  - Example: San Francisco GBP, begun in 2004
    - 170 currently Active Awarded Businesses
    - Actively working with 175 businesses
    - ~100 on waiting list (of unserved business sectors)
  - Example: Alameda County, begun in 1997
    - 450 current Certified Green Businesses
    - 200 new applications per year



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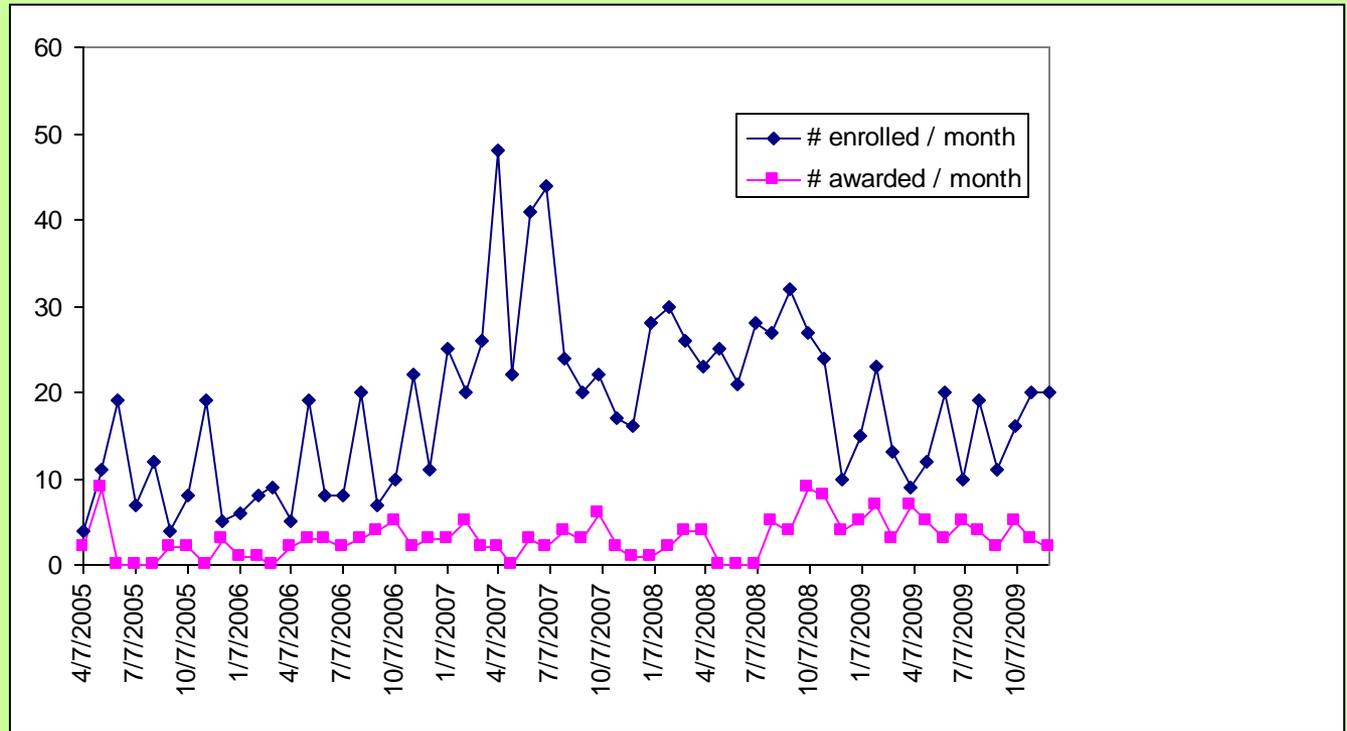


# SF GBP

Save Money,  
Save Time,  
Increase Business.



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# Philosophy

- Smaller businesses
- Constructive outreach
- On-site, personal contact
- Compliance + P2
- Multi-media
- No self-certification
- Standards based



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# Which Businesses Do We Target?

- Small to medium sized
- Locally owned & operated
- Those without environmental managers
- Those with a direct relationship to the public
- Significant number in business sector
- Those of interest to Partners
- Those business sectors requesting certification



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# Most GBPs certified:

- Auto Repair
- Auto Body
- Dental Practices
- Garment Cleaners
- Hotels
- Janitorial Services
- Landscapers
- Office/Retail
- Printers
- Remodelers
- Restaurants
- Schools
- Small Manufacturers
- Wineries

## Other categories

- Labs
- Laundromats
- Medical Facilities
- Painters
- Plumbers
- Salon/Beauty Shops

## New standards in progress:

- Property Managers, Multi-Family Dwellings and Commercial Buildings



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# Certification Process Elements

1. Business completes enrollment form online
2. Staff visits business
3. Business completes checklist online
4. Inspectors visit business for compliance
5. Auditors visit business to both verify and provide technical assistance to help business meet program standards
6. Business receives certification for 3 years



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# Certification Measures

- Checklists include voluntary resource & pollution prevention measures – not compliance requirements.
- Specific checklists developed for each business sector
  - Restaurants: Grease interceptors/traps, floor mat washing, recycling, food waste composting, janitorial chemicals, to-go containers
  - Auto Repair: Aqueous parts washers, brake washing, dry floor clean-up and hydrophobic mops, recycling, alternative chemicals
  - Landscaper: Integrated Pest Management, native plants, irrigation, bioswales, composting, mulching, exterior storage



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# Example Environmental Measures

Standards Area	MUST do	MAY Do
Solid Waste Reduction and Recycling	Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.	Use double-sided printing and draft paper
Energy Conservation	Replace incandescent bulbs with CFLs; replace T12 lamps with T8 or T5 lamps	Install timers or occupancy sensors in rooms
Water Conservation	Replace older toilets with high efficiency models	Use reclaimed water for irrigation
Pollution Prevention	Use less toxic cleaning products	Use low- or no VOC paint products



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# How Certification Helps CUPAs & their businesses

- Regulatory compliance is a baseline for certification
- Pollution Prevention
  - ❖ P2 measures are ‘beyond compliance’
  - ❖ Move businesses towards less or non-toxic chemicals and practices
  - ❖ Provide cutting edge information from researchers
  - ❖ Have businesses encourage other businesses to adopt new products and practices



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# Benefits of Cert. to Business

- Cost savings
- Recognized publicly in recognition ceremony
- Receives a marketing edge:
  - ❖ Receives program decal & certificate
  - ❖ May use logo in own promotions & website
  - ❖ Is listed in directories online
  - ❖ Promoted by programs – media, events, ads
- Employee morale improves
- Seen as leader in community



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# What Makes the GBP Work?

- Partnership:
  - Developing the partnership is crucial to your GBP's foundation
- Funding:
  - Free to local businesses (some programs charge)
- Credibility:
  - Transparent criteria, audited practices



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# Typical GBP partners:

- **County and City Governments**  
Environmental Health, CUPA, Public Works, Economic Development, Waste Reduction
- **Special District and Utility**  
Air, Wastewater, Water, PG&E
- **Regional Planning Entity**  
ABAG
- **Non-profit**  
Small Business Development Center, Santa Cruz Ecology Action
- **Consultants (under contract to government)**  
Environmental Innovations, Sustainable Works
- **Allies**  
Business Associations, individual business champions, Economic Development Agencies, schools, universities and colleges



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# Partner Roles

- Compliance inspections
- Audits – Waste, energy, water, P2
- Provide technical assistance & resources to businesses
- Help make policy decisions
- Help develop and update standards
- Provide business referrals
- Provide funding
- Get certified as a Green Business!



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# Value of GBP to Partners

- Helps *them* achieve *their* agency goals. (reducing GHGs, tracking conservation & waste reduction)
- Opens the door to cross-training among organizations. (P2 expertise added to source control or CUPA experience)
- Enhance agency relationships
- Increase interagency collaboration
- Allows them to develop *their* P2 expertise



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# Value of Partners to GBP

- Allows for a multi-media program
- Funding & in-kind commitments
- Program oversight
- Strategic planning & decision-making
- Need for business referrals
- Ability to grow the program
- Peer pressure for other local agencies to join/support program



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# GBP Budget Components

- Overhead/fiscal services
- Fiscal agent
- Consulting services/contractors
- Design & production of materials
- Website
- Promotions & advertising
- Events



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# Funding a Green Business Program

- Find a 'home' for program--& on-going funding
- On-going funding: partners
- Grants (start-up; special projects)
- Utilities, business service organizations, community groups
- Green Businesses:
  - Program is mostly free (thus far)
  - Difficult to cover full cost of program from businesses (staff, materials, advertising)



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# Measuring Results

No.	Implemented through GB?	Questions	Input	Unit	Savings	Unit	Annual Savings	Unit	Total Savings
<b>Pollution Prevention (Toxics Reduction/EPP)</b>									
<b>PAPER</b>									
							<b>6.2</b>		
							<b>1.6</b>		
<b>18a</b>	Yes	How many reams of office paper (bleached) do you buy annually/monthly?	0	reams/yr					
	Yes	Indicate recycled content amount	100%	% recycled content	0	lbs paper			Purchasing CO <sub>2</sub> (lbs/yr) <b>0</b>
							<b>11</b>		
<b>18b</b>	Yes	How many reams of unbleached or acid-free paper (PCF) do you buy annually?		reams/yr					
	Yes	Indicate recycled content amount	100%	% recycled content	0	lbs paper			
<b>COMPUTERS</b>									
							<b>0.1725</b>		
<b>19</b>	Yes	How many EPEAT CPUs have been purchased?	0	CPU			2723.3	kWh/CPU/yr	CO <sub>2</sub> (lbs) <b>0</b>
<b>20</b>	Yes	How many EPEAT CRTs have been purchased?	0	CRT			27233.3	kWh/CRT/yr	
<b>21</b>	Yes	How many EPEAT LCDs have been purchased?	0	LCD			22733.3	kWh/LCD/yr	
<b>TONER CARTRIDGES</b>									
							<b>22</b>		
<b>22</b>	Yes	How many RECYCLED Toner cartridges do you purchase each year?	10	cartridges	12	quarts of fuel/cartridge	30	gallons / year	CO <sub>2</sub> (lbs) <b>660</b>
<b>LAMPS</b>									
	Yes	Are you using low mercury fluorescent T-8 lamps?	Yes						mg Hg/lamp <b>0</b>
<b>23</b>		Brand name (GE Ecolux, Sylvania Ecologic, Philips Alto)							
		How many low mercury T-8 lamps do you use in your facility?							



# Achieving Results: Santa Cruz County Annual 199 GBs

Waste Diverted from Landfill (cu. Ft.)	<b>242,000 or 360 Refuse Trucks</b>
Air Pollution Prevented (lbs)	<b>520,000</b>
Gallon of Water Conserved (gal)	<b>24.5 million</b>
Haz. Materials / Wastes Reduced (lbs)	<b>18,850 or 342 drums</b>
kWh Reduced	<b>5.4 million</b>
kW Reduced	<b>944</b>
Energy savings equivalent to powering x homes	<b>almost 1,000 homes</b>
CO <sub>2</sub> Saved (lbs./yr)	<b>Almost 6 million</b>
Dollars saved after conservation efforts annually	<b>\$707,500</b>

# Achieving Results: San Francisco

Name of Green Business	GHG Reductions (lbs/yr)	Energy Saved (KWH/yr)	Water Saved (gal/yr)	Hazmat Reduced (gal/yr)	Paper Recycled (lbs/wk)
3 Degrees Group	11860	12964	13666	2	0
Barkley Court Reporters	115454	1955	16727	---	---
BAAQMD	11824	0	577283	42	---
Bite Communications	23683	1876	---	---	---
Citigate Cunnigham	31070	0	0	5	63
Cliff's Variety	15343	16405	19319	---	---
Coblentz, Patch, Duffy & Bass	116853	64956	153861	42	---
Cole Hardware	34759	10297	13193	---	---
David Baker & Partners	76871	23951	16729	2	144
Eth-No-Tec	8406	4628	4006	1	34
Farallon Geographics	11796	478	4948	2	90
Green Squared Consulting	6104	5394	942	---	17
Guttman & Blaevot Consulting	10681	0	29454	5	23
Made Green	15	0	943	0	0
NBS	1708	0	1649	0	11
Nature Trip	4186	3294	20497	1	0
Organic Architect	51568	8706	6833	1	34
Roughstock Studios	1920	919	1178	0	11
Residents Apparel Gallery	7125	1955	4477	0	18
Saatchi and Saatchi S	43625	15808	41941	5	86
Sherwood Design Engineers	56973	18803	18850	0	101
SMWM (enrolled only, not yet recognized)	39688	9754	---	---	---
Solem & Associates	39851	2522	6833	2	0
TheGreenOffice.com	22482	10210	6362	1	14
Wattbott	2049	3176	1649	1	---
Woodshanti	2003	2994	4006	4	0
Yokomizo Associates	15307	3142	6644	0	65
<b>TOTAL</b>	<b>763205</b>	<b>224188</b>	<b>971993</b>	<b>116</b>	<b>709</b>



- 25 Green Businesses save a total of:
  - 224,188 KWH energy per year,
  - 971,993 gallons of water per year
  - 116 hazardous materials per year
  - 382 tons of greenhouse gases (or 763,205 pounds) / year
  - Recycle over 700 pounds of paper per week.



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- Three enrolled hotels made extensive energy efficiency retrofits AND are reducing 50 tons/year of GHG per year.

# Tracking & Metrics Database:

- Calculate outcomes automatically for any criteria linked to a metric (specific data entered by region).
  - Replacing one incandescent light bulb with a CFL saves x kW/hr
  - Replacing a 3 gallon flushing toilet with a 1.2 gallon/flush with x employees saves x gallons of water.
- Paperless tracking mechanism for certifying a business
- Is available to all California programs now - future potential to serve other regions



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# Metrics Database

- Cal EPA DTSC provided funding
- San Francisco Department of Environment has led the project
- CAGBN members participated in design, programming, metrics collection and funding
- Online system now available to CAGBN programs at [www.greenbusinessca.org](http://www.greenbusinessca.org).



# Features of Online Database

- Allows paperless management system for program coordinators, with automation of some tasks
- Receives enrollment form from businesses
- Online process for business to complete checklist and auditors to enter audit results and pass/fail
- Locates Green Businesses in statewide searchable database
- Provides environmental report cards to businesses
- Provides transparency in metric development
- Provides overall tangible results on performance results of the Green Business Program.



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Contact Information (for program use only)

Business Name\*:

Address of Facility to be Recognized\*:

City\*:

County\*:

State\*:

Zip Code\*:

Business Phone number\*:

Fax Number:

Contact Name\*:

Title:

Contact Phone Number\*:

Contact Email Address\*:

Confirm E-Mail Address\*:

Sector\*:

(If your county is not listed, it does not participate in the Green Business Certification Program. Please contact your county directly for more information.)

Description of services/products provided by the business:

(250 character maximum)

Describe how your business is greener than your competition:

(250 character maximum)

Facility Information

Number of employees onsite\*:

Square footage of business\*:

Building ownership\*:



Applicant Name:  Phone:   or [Delete](#) this application [View](#) report card

Contact Person:  Cell Phone:  [View](#) report card

Title:  Email:

Address:  Status:

City:  Sector:

Program Notes:  [Send URL via email](#)

Enrollment Form	Enrollment: 01/05/2010	
Checklist	Completed: 01/28/2010	Status: <input type="text" value="Passed"/> <a href="#">Checklist Detail</a>

Measures	Complete	Pending	Total Needed
<a href="#">Solid Waste</a>	0	12	22
<a href="#">Energy</a>	26	0	14
<a href="#">Water</a>	18	0	13
<a href="#">Pollution Prevention</a>	0	14	21
<a href="#">Wastewater</a>	7	0	6
<a href="#">General</a>	2	0	4

Applicant Notes:

Directory Information	Completed:	Status: <input type="text" value="Applicant Action Required"/>
Background Checks	Completed: 01/28/2010	Status: <input type="text" value="Passed"/>
Phone Consult	Completed: 01/28/2010	Status: <input type="text" value="Passed"/>
Site Visit	Completed:	Status: <input type="text" value="Pending"/>
Audit(s)	Completed:	Status: <input type="text" value="Pending"/>
Compliance Checks	Completed:	Status: <input type="text" value="Pending"/>
Recognition Tasks	Completed:	Status: <input type="text" value="Pending"/>
Renewals	Renewal Due <input type="text"/>	



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Enrollment Form	Enrollment: 01/21/2010	
Checklist	Completed:	Status: Applicant Action Required <a href="#">Checklist Detail</a>
Directory Information	Completed:	Status: Applicant Action Required
Background Checks	Completed:	Status: Pending
Phone Consult	Completed:	Status: Pending
Site Visit	Completed:	Status: Pending
Audit(s)	Completed:	Status: Pending
Compliance Checks	Completed:	Status: Pending

	Status	Ready Date	Completion Date	Compliance Organization <a href="#">add new</a>	Inspector
Air:	Not Ready				
Hazardous Materials:	Not Ready				
Hazardous Waste:	Not Ready				
Storm Water:	Not Ready				
Waste Water:	Not Ready				
Food Safety:	Not Ready				
Fire Code:	Not Ready				
Underground Storage Tanks:	Not Ready				
Aboveground Storage Tanks:	Not Ready				
Pool And Spa Safety:	Not Ready				
District Attorney:	Not Ready				
National Parks Service:	Not Ready				
Fda:	Not Ready				
Other:	Not Ready				

Program Notes:

submit

Recognition Tasks	Completed:	Status: Pending
Renewals	Renewal Due	<input type="text"/>



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providers to use safer alternatives to potentially harmful products. Require your janitorial service company to use only low toxic cleaning products such as those that are SF Approved ([www.sfenvironment.org/sfapproved](http://www.sfenvironment.org/sfapproved)) or that meet Green Seal certification standards ([www.greenseal.org](http://www.greenseal.org)) in your facility. Provide an inventory (that includes manufacturer name, product name and application, ingredients) of all products purchased and used in the facility

*Additional Measures*

1. Do business with other green vendors or services, such as recognized Bay Area Green Businesses (listings at [www.greenbiz.ca.gov](http://www.greenbiz.ca.gov)). Provide examples.
2. Use one or a few low-toxicity multipurpose cleaners, rather than many special-purpose cleaners.
3. Replace standard fluorescent lights with low mercury fluorescent lights. Approved models can be found at [www.sfenvironment.org/sfapproved](http://www.sfenvironment.org/sfapproved).

How many low mercury T8 lamps do you use in your facility?

4. Obtain a battery recharger for the office. Use rechargeable (instead of disposable) batteries for flashlights, radios, remote controls, etc.
5. Use recycled oil for vehicles/equipment.

6. Use unbleached and/or chlorine-free paper products (copy paper, paper towels, napkins, coffee filters, etc.).

How many reams of PCF paper do you buy annually?

7. Replace toxic permanent ink markers/pens with water-based ones.
8. Print promotional materials with vegetable or other low-VOC inks.
9. Use low- or no-VOC paint products.

10. Use recycled or remanufactured laser and copier toner cartridges.

How many remanufactured toner cartridges do you purchase for use every year?

11. Use natural or low emissions building materials, carpet, or furniture.
12. When painting or polishing, use products with low VOCs, low or no formaldehyde, and the highest recycled content possible in non-aerosol packaging. Products can include paint, paint removal products, furniture and casework. See [www.builditgreen.org](http://www.builditgreen.org).

13. Become a fragrance free or chemical free facility by eliminating chemical and aerosolized air fresheners/deodorizers. To freshen air, open windows or adjust fan speed in restrooms and kitchens.

14. Purchase Electronic Product Environmental Assessment Tool (EPEAT) registered desktop computers, notebooks & monitors. EPEAT certified products are energy efficient and use fewer hazardous constituents.

How many EPEAT CPUs does your business use?

How many EPEAT CRTs does your business use?

How many EPEAT LCDs does your business use?

	NA	Complete Pre-Enrollment	Pending	Complete Post-Enrollment
	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
1. Do business with other green vendors or services, such as recognized Bay Area Green Businesses (listings at <a href="http://www.greenbiz.ca.gov">www.greenbiz.ca.gov</a> ). Provide examples.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Use one or a few low-toxicity multipurpose cleaners, rather than many special-purpose cleaners.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Replace standard fluorescent lights with low mercury fluorescent lights. Approved models can be found at <a href="http://www.sfenvironment.org/sfapproved">www.sfenvironment.org/sfapproved</a> .	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How many low mercury T8 lamps do you use in your facility? <input type="text"/>				
4. Obtain a battery recharger for the office. Use rechargeable (instead of disposable) batteries for flashlights, radios, remote controls, etc.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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9. Use low- or no-VOC paint products.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Use recycled or remanufactured laser and copier toner cartridges.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How many remanufactured toner cartridges do you purchase for use every year? <input type="text"/>				
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How many EPEAT CPUs does your business use? <input type="text"/>				
How many EPEAT CRTs does your business use? <input type="text"/>				
How many EPEAT LCDs does your business use? <input type="text"/>				



# GBP Resources

- California Green Business Network:  
[www.greenbusinessca.org](http://www.greenbusinessca.org)
- Cal EPA – DTSC – Statewide assistance for new and established Green Business Programs:  
[www.dtsc.ca.gov](http://www.dtsc.ca.gov)
- WSPPN Website lists Green Business initiatives nationally: <http://wsppn.org/resources.cfm>



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