

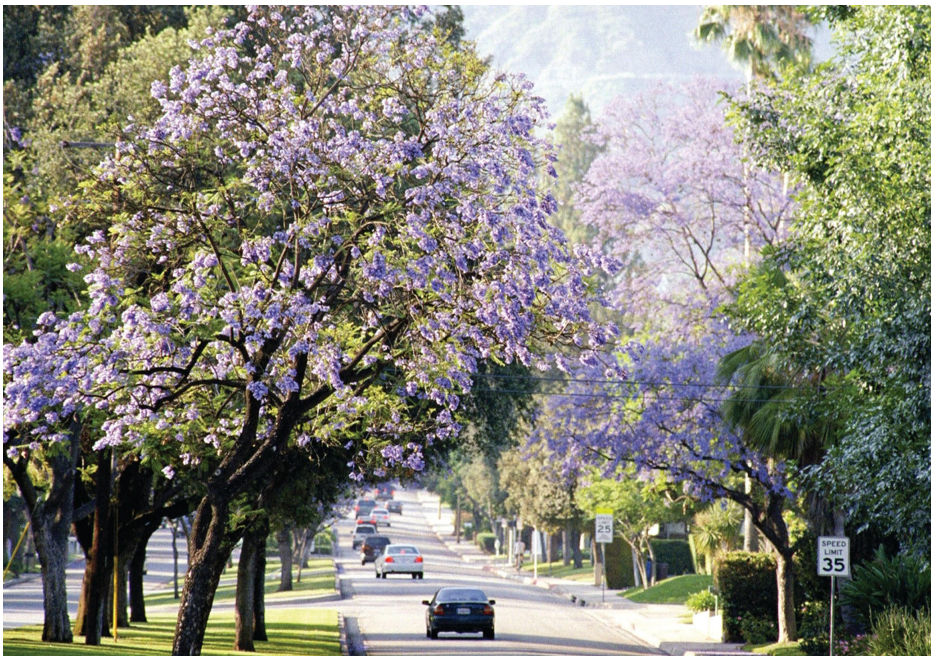


Engaging Local Businesses: Challenges & Opportunities

Marisa Creter
Assistant Executive Director
San Gabriel Valley Council of Governments
June 16, 2016

About the San Gabriel Valley:

- 200 square miles
- 2 million residents
- 31 cities
- Economically and ethnically diverse



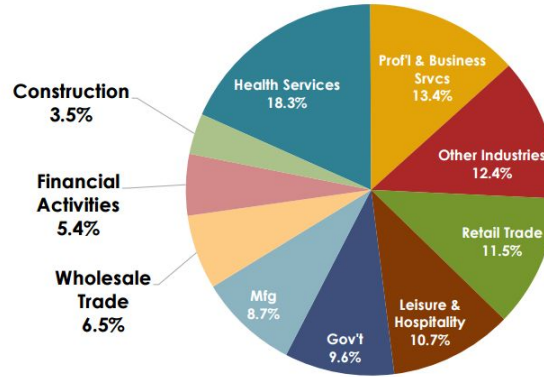
■ Hispanic ■ Asian
■ White ■ Black
■ Two or More Races ■ Other Race



Profile of San Gabriel Valley Businesses

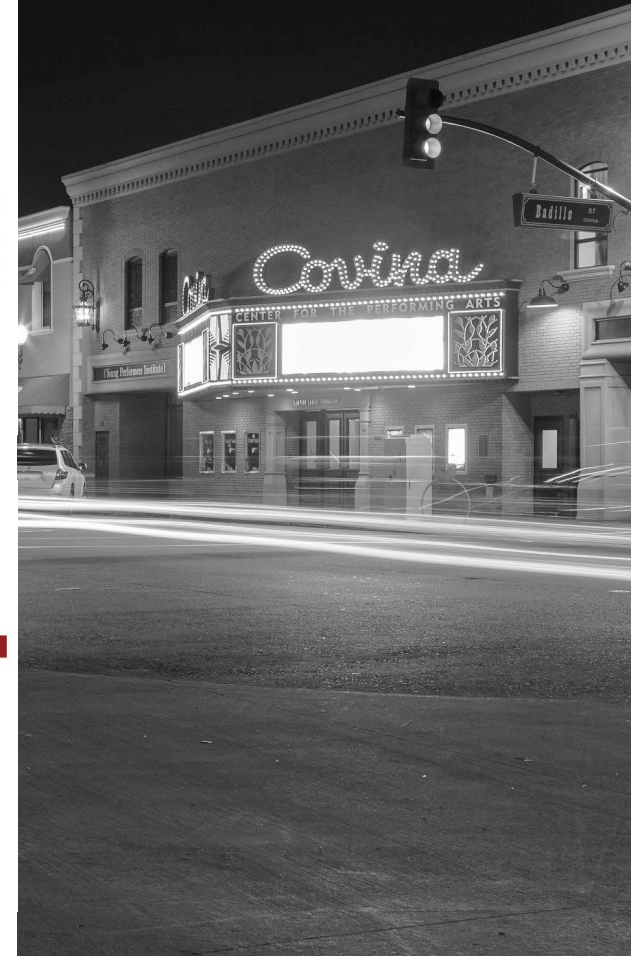
- Largest business sectors are trade, manufacturing, healthcare and hospitality
- Many cities have “traditional downtowns” as well as shopping centers/mini-malls
- Significant number of ethnic specialty stores
- Chambers of commerce have large participation from home-based businesses

Employment Distribution by Industry, 2015



Business Revenues in the San Gabriel Valley

Ten Largest Industries by Revenue 2012 (\$ millions)

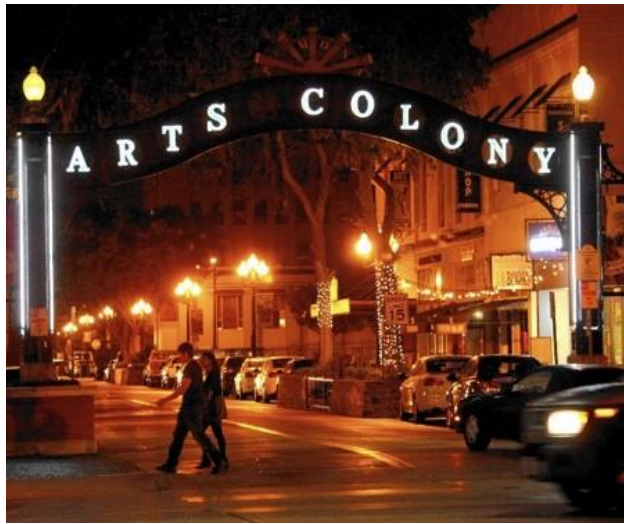




SGVEWP Focus:

- Focus on small, independently owned businesses
- Engage established channels of communication
- Leverage existing resources





SGV Go Green Business Challenge

- Launched in May 2015
- Goals:
 - To help businesses integrate energy efficiency and environmental responsibility into their operations
 - To provide public recognition to businesses that show exemplary practices in energy efficiency and water conservation
- Low barrier to participation
- Encourages EE retrofits, behavior changes and benchmarking
- 3 levels of participation
- Checklists and information tailored to business sectors



SELF-ASSESSMENT CHECKLIST

HOW TO USE YOUR CHECKLIST

Your self-assessment checklist will help you visualize the energy efficiency strategies you have already implemented in your business, can plan on for the future, or do not apply.

AREAS COVERED	LEGEND
BUILDING ENVELOPE Roof, insulation, windows, doors, etc.	 DONE! A strategy that has already been implemented or is practiced in your business.
HEATING & COOLING Heating, ventilation, and air conditioning	 TO DO! A strategy that you would like to plan on implementing in your business.
LIGHTING Light bulbs and lighting fixtures	N/A NOT APPLICABLE! This strategy does not apply or cannot be implemented in your business.
PROCUREMENT Appliance replacement and policies	
OFFICE EQUIPMENT	



Progress to date

- 10 businesses participating
- Variety of business types (hotel, food sector, commercial)
- Engagement of chambers and other local business groups



Challenges:

- **Property owner/tenant issues**
- **Language and cultural barriers**
- **Engaging decision makers**



Other Opportunities to Engage Businesses

- Partnering with direct install program
- Branding PACE as a tool for economic development
- Engaging economic development staff at cities
- Educating businesses and city staff on legislative and regulatory changes (i.e. benchmarking, net zero)

