Marketing Your Green Business Program

How to simultaneously attract new businesses while providing benefits to your existing participants

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## Green Business Programs

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<td>Green wash/latest fad</td>
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<td>Enrollment</td>
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<td>Participation</td>
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<td>Technical assistance</td>
<td>Value add</td>
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<td>Follow up</td>
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**So now what?**
Refine & Re-engage

Work harder smarter.
Become a Chula Vista CLEAN Business.

We are a part of the San Diego regional energy efficiency and sustainability effort, spearheaded by San Diego Gas & Electric® and the Climate Collaborative. We help businesses save money by saving energy and resources. We are your green team, delivering free marketing, free efficiency tools, rebates, sustainability program incentives, and community recognition for your environmental leadership.

Do good. Get noticed. Here’s how.

Contact us.
Our local team of experts is ready to help your business.

Meet us.
Get your FREE personalized energy evaluation.

Start working smarter.
Stand out: FREE marketing and ongoing CLEAN Business support. Save money: FREE energy-saving tools, plus rebates, training and upgrades.

(619) 409-1975
clean@chulavistaca.gov
www.chulavistaca.gov/clean
facebook.com/cvclean @chulavistaclean

Make this year count.
We can’t wait to see what you do.

By offering technical, educational, financial and marketing support, the Chula Vista CLEAN Business Program supports real action in:

- Energy efficiency
- Sustainable business practices
- Air quality
- Sustainable development
- Waste reduction
- Water conservation

In year one, we had savings of about 22-25% and then we were able to increase that to a savings of an additional 7% a year in year two. If you want to see bottom-line oriented results, this is a great way to do it.

— Todd Roberts, Vice President, Marine Group Boat Works

The CLEAN Business Program is a part of the San Diego regional Climate Collaborative, which works to inspire regional leadership and ensure a vibrant economy and healthy environment. The Collaborative’s goals are to address and prevent the harmful effects of climate change, promote a high quality of life for the San Diego region, and foster a green and growing economy. This program is funded by California utility customers and administered by San Diego Gas & Electric (SDG&E) under the auspices of the California Public Utilities Commission. The trademarks used herein are the property of their respective owners.
Service

- Cost savings through improved efficiency & waste reduction
- Technical assistance ("Sustainability Coach")
- Office Depot kits
- Community recognition
- Track progress over year
Challenge

Over 90% improved their sustainability score

57% was average percent improvement in scores

• 76% Employee Education
• 52% Pollution Prevention
• 38% Energy Efficiency
• 32% Water Conservation
• 60% Waste Reduction
• 30% All 5 Categories
Chula Vista CLEAN Business Program Survey Results
Conclusions and Recommendations

MESSAGING AND MARKETING

CONCLUSION: Participating businesses are motivated by saving energy, helping the environment and improving the community and their business image. Non-participating businesses seem to be motivated by saving money and receiving advertising benefits.

SUPPORT: When asked why they participate in the CLEAN Business Program, the top themes were: environment, community and self-promotion. The words “money” and “cost” were hardly mentioned.

SUPPORT: The majority of non-participating businesses skipped questions that mentioned energy or environmental goals. Interestingly, they answered the question about free advertising and marketing with 73% saying they would be interested in this benefit.

SUPPORT: Eighty percent of non-participating businesses said they have goals to reduce utility costs and increase operational efficiencies, showing their desire to minimize expenses.

SUPPORT: Non-participating businesses which said they are interested in participating stated the same reasons as the participating businesses (e.g., community and energy), suggesting that those who are interested in the CLEAN Business Program care about the same topics.

RECOMMENDATION: Create different messages for participating and non-participating businesses, weaving in language which appeals to and motivates the two groups.
Manage Expectations

http://www.youtube.com/user/CityofChulaVista

Over 1,400 TV & radio spots

Over 2,000,000 “impressions”
Recognition

LIVE GREEN, SHOP GREEN
Support Chula Vista CLEAN Businesses! www.chulavistaca.gov/clean

Congratulations to our Newest CLEAN Businesses!

- Alvarez Bookkeeping Services
- BullChicks
- Calumet Auto Wrecking
- Chula Vista Auto Body, Inc.
- Diamond Jims
- Dresser Rand
- D’Volada Café
- Eastlake Rug Gallery
- H&A Electric Motors
- JP MotorSports
- Lang-Lab San Diego
- Montessori Explorer
- Mossy Nissan of Chula Vista
- Pick Up Stitches by Mercedes
- San Diego Orthopedics
- Toyota Chula Vista
- Unyeway, Inc.
- Vega Caffe

Become a CLEAN Business and Shop CLEAN Businesses!

For more information, visit www.chulavistaca.gov/clean or call (619) 409-1975

The Chula Vista Local Government Partnership is funded by California Utility customers under the auspices of the California Public Utilities Commission.
Awards

2012 AWARDS & RECOGNITION BREAKFAST

PROGRAM

7:00 am  Breakfast and Networking

7:30 am  Welcome and Opening Remarks
        Breece Reed, City of Chula Vista
        Mayor Cheryl Cox, City of Chula Vista

7:40 am  Chula Vista Green Business Challenge
         2012 Achievements
         Molly Phillips, Office Depot
         Michelle Castagnola, City of Chula Vista

8:00 am  Special Achievement Awards
         Mayor Cheryl Cox, City of Chula Vista

8:45 am  Closing Remarks
         Lynn France, City of Chula Vista

8:55 am  Networking and Goodbyes

AWARDS

Allied Waste Services           Best Overall: Services Sector
Bonita Point 76                  Best Overall: Automotive Sector
EastLake Tavern & Bowl           Best Overall: Restaurant Sector
El Primero Boutique Hotel        Best Overall: Lodging Sector
Living Coast Discovery Center   Best Overall: Non-Profit Sector
Profil Institute for Clinical Research
Spirit Printing Services, Inc.
Zytech LED US
ARYA Cleaners                   Most Innovative
Algert Engineering              Most Improved
Walmart                         Overall Highest Achievement

PARTICIPANTS

Algert Engineering
Allied Waste Services
Anytime Signs
Apple Tree Market
ARYA Cleaners
Beautiful Image With Lucy Salon
Belmont Imports
Best Buy
Best Buy
Bonita Point 76
Border Leaffier
Boys & Girls Clubs of South County
Chase Bank
Chula Vista Chamber of Commerce
Chula Vista Yacht Club
Concordia Church & School
Doctors Express of Bonita
EastLake Tavern & Bowl
Ecology Auto Parts
El Primero Boutique Hotel
First Bank
Fuller Ford Honda Kia
Hitachi Home Electronics
La Kajita Flora
La Quinta Hotel
Levitan
Living Coast Discovery Center
Marine Group Boat Works
Otab Water District
Pacific Sales
Paws & Whiskers Grooming
Performance Bikes
Preferred One Insurance
Profil Institute for Clinical Research
Randolph Del Rey Orthodontics
Red Lobster
SDG&E
Skovinsky & Skovinsky
South Bay Family YMCA
South Bay Fish & Grill
Spirit Printing Services, Inc.
Springfield Financial Services
Sweetwater Authority
Triton Power Wash
U.S. Olympic Training Center
Union Auto Repair
VMG Motoring & Auto Service
Walmart
Zytech LED US

Congratulations!

Thank You!
• Community Partners
• Recruitment and Engagement
• Competition
• Evaluation
• Refine
• Manage expectations
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