



Mayor Marty Blum

Engaging Your Business Community

City of Santa Barbara

November 1, 2007



Overview

- ◆ Discuss City of Santa Barbara's climate protection activities
- ◆ Review City's efforts to assist local businesses in climate protection
- ◆ Share lessons learned

- ◆ City of Santa Barbara is leading by example



Sustainable Santa Barbara
2007 Annual Report



Sustainable
**Santa
Barbara**

City Climate Protection Activities



- ◆ Use of B20 Biodiesel fuel in City fleet
- ◆ Purchase alternative fuel vehicles

City Climate Protection Activities



- ◆ Employees are encouraged to walk, ride a City bicycle, or carpool to attend meetings and run errands



City Climate Protection Activities

- ◆ Green Building Policy adopted for City facilities
- ◆ New Energy Ordinance introduced for new construction in the community
- ◆ Santa Barbara was 1st Southern California city to certify greenhouse gas emissions

City Climate Protection Activities

- ◆ Wastewater Treatment Plant converts methane to energy





City Climate Protection Activities

Planned Renewable Energy Projects

- ◆ Solar installation for City offices
- ◆ Reactivation of hydroelectric plant
- ◆ Solid waste conversion technology

Assistance to Businesses



- ◆ Sustainability Kits distributed at State of the City

Assistance to Businesses

- ◆ Saving water saves energy
 - Free water check-ups
 - Landscape irrigation evaluations
 - Green Gardener training





Assistance to Businesses

- ◆ Energy Partnership
 - Conducts exchange events for lamps, holiday lights, refrigerators, and freezers
 - Provides free energy audits
 - Replaces inefficient lighting worth up to \$5,000 per business



Feedback from Local Businesses

- ◆ Business owners don't have time for energy efficiency
- ◆ Many business owners are tenants and don't want to invest in the building
- ◆ Encourage use of renewable energy:
 - Renew tax credits
 - Renew Direct Access so businesses can purchase renewable energy



Lessons Learned

- ◆ Sense of urgency
- ◆ Learning curve for staff, elected officials, and public
- ◆ Significant policy questions:
 - Concept of carbon neutrality
 - Local government as a test site
 - Demonstrating financial feasibility

Questions and Comments

