

Sept. 2015

To: Culver City Sustainability Committee

From: Arts Earth Partnership Team

Dear Committee,

Thank you for the opportunity to re-submit proposals to A) design an actionable Comprehensive Sustainability Plan for Culver City with clear benchmarks, indicators and targets and informed by best practices, previous City plans, past and current sustainability-centered projects, and comprehensive multi-stakeholder input. And B) design, complete and help administer a customized sustainable business certification program for Culver City.

As discussed, the development of a Sustainability Plan for Culver City can help inform and be integrated into the upcoming update of the City's Comprehensive General Plan. An aspirational Sustainability Plan can also help set the stage for the City's fast approaching Centennial Celebrations by transparently outlining Culver City's vision of the future.

Implementing a green business certification program is crucial to beginning the shift to a truly sustainable city now and into the future. With each business that achieves certification comes measurable data, improved awareness and real stories and profiles that can be shared and used to inspire more into positive action.

Simply put the goal of these proposals is to assist city staff, residents, businesses and elected representatives improve the quality of life and well being of every resident, business and visitor to Culver City. Not only in the short term but well into the future. In a region that is beset with a multitude of environmental and social challenges including rising energy costs, record drought, traffic congestion and cost of living it is imperative to have a sustainable city plan with clear deliverables and benchmarks as well as establishing a clear set of baseline data from which to measure improvement in all areas.

AEP believes in a positive future. And that creative civic engagement through a well articulated sustainability plan is a key element in making it a reality. AEP spends quality time working with all stakeholders in dialogue, envisioning the Culver City of 10, 20 and even 50 years from now in order to understand what we are all striving for and why. When residents and business owners can share a vision of a safer, healthier, cleaner and more efficient city, they can grasp the economic and social benefits that come along with it and work collectively to make it happen.

Ideally, with the implementation of both proposals, Culver City will be celebrating its first 100 years in January 2017 with a clearly articulated sustainable city plan and at least 10-12 certified businesses and be well on their way to that positive future.

Arts Earth Partnership (AEP)

AEP is a state and federal recognized 501c3 non-profit founded in 2004 as a grass roots arts and planet advocacy organization. Understanding the many serious challenges of climate change and the current fossil fuel energy paradigm we set out to educate the public and facilitate the shift to more sustainable practices within cultural facilities large and small, all throughout Southern California. The thinking was simple, arts organizations are found in almost every neighborhood and they are where people congregate for a collective experience. If we could leverage this unique geography and access to people by modeling sustainability at their cultural venues, it might demonstrate and inspire those audience and visitors to make changes in their own homes and businesses. Meanwhile, working with arts organizations to streamline their operations and operate more efficiently has not only saved them valuable resources through cost savings, and more efficient operations, but given them tools, data and a branding to help them go out and raise funds through non-traditional sources.

AEP created its own sustainable business certification checklist for the Arts & Cultural sector which has since been accepted and approved by the California Green Business Network in Sacramento and by signing MOU's with the cities of Los Angeles (June 2013) and Santa Monica (August 2011) became the first and only sustainable business certification for the Arts in the world. Currently AEP has over 60 member organizations with a collective reach of over 3 million Angelenos a year.

Our experience working closely with municipalities and their various departments, boards, representatives and commissions has been invaluable in helping us understand the coordination necessary between public and private sectors in order to make any sustainability program succeed.

With a wealth of experience, contacts and resources throughout Southern California and our relationship with CAGBN we feel very confident in assisting municipalities with their sustainability programs, services and plans. As an added benefit, our access to a broad range of artists and extensive experience with producing community events large and small only brings more tools and options to raise awareness, promote programs and celebrate successes.

PROPOSAL**Sustainable Business Certification Program for Culver City****A Summary of Proposed Deliverables & Fees**

| Scope of Work | Fee Proposal |
|--|---------------------|
| A.) Creation of custom Culver City Sustainable Business Checklist. <ul style="list-style-type: none"> • Informed by two in-person stakeholder meetings and City staff. • Approved by California Green Business Network. • Includes \$3,500 FEE for enrollment in California Green Business Network (CAGBN) database. | \$8,500 |
| B.) Creation of program benefits, web portal & certification seal. <ul style="list-style-type: none"> • Informed by detailed discussion(s) with stakeholders & City staff. • Basic Sustainable Business Certification Page linked to current environment page on Culver City website. | \$5,000 |
| C.) Administration of assessments and certification program <ul style="list-style-type: none"> • Scheduling, follow-ups, customer service & assistance. • Data collection & aggregation. • On-Line Annual Report & business profiles. | \$15,500 |
| Touch 100 business | |
| Certify 10-12* businesses | |
| <i>Sub-Total:</i> | \$29,000 |
| D.) OPTIONAL: Incentive fund for 40 business sustainability assessments. | \$20,000 |
| <i>Total:</i> | \$49,000 |

Time Frame: The scope of this proposal covers 12 months from start date. *10-12 is the target number of completed certifications.

Breakdown on Fees:**A) Creation of custom Culver City Sustainable Business Checklist. (\$8,500)**

- a. Produce two in-person stakeholder meetings.
 - i. Organize and publicize meetings with stakeholders including staff, public, Chamber of Commerce & local business owners.
 - ii. Discuss local measures and parameters of program.
 - iii. Aggregate input from meetings and present to relevant City staff and representatives.

- b. Create Culver City Sustainable Business Certification checklist.*
 - i. Circulate draft to relevant stakeholders for comment.*
 - ii. Submit checklist to California Green Business Network for approval.*
 - iii. Publish approved checklist.*
 - iv. Submission of checklist to CAGBN and 1st year enrollment fee of \$3,500*

\$8,500 will cover all costs associated with the development of the checklist as outlined above, including stakeholder meetings, gathering and disseminating input from meetings. Interface with CAGBN for checklist approval.

B) Creation of program benefits, web portal & certification seal. (\$5,000)

- a. Meet with relevant stakeholders & staff to:*
 - i. Discuss benefits for businesses and city branding.*
 - ii. Discuss web portal presence and content.*
 - iii. Discuss Certification Seal and prepare for designer.*
 - iv. Discuss marketing and advertising of program.*
- b. Create, populate and publish program web portal.*

C) Administration of assessments and certification program. (\$15,500)

- a. \$250 per week (10 hours @ \$25/hr) fee for service x 52 weeks = \$13,000*
- b. \$2,500 for data collection, aggregation and publication of on-line report.*

D) OPTIONAL: Incentive fund for 40 business sustainability assessments. (\$20,000)

Why Incentive Fees?:

The biggest hurdle to sustainable business certification is the 1st costs associated with retrofitting of old, inefficient HVAC systems, plumbing fixtures and lighting. AEP has resources that can help with financing and sourcing products, but the business should expect some costs associated with meeting certification standards.

Thus, the most successful certification programs incentivize participation by covering the cost of the initial sustainability assessment.

These costs vary almost directly with the size and scale of the business being assessed. For example Sony Entertainment would have a higher assessment cost than a one-room art gallery. Keeping these costs free or very low is an effective tool for engaging the business with the program.

Education plays a large role in the process of the assessment. Once facility managers and employees are made aware of the impacts of their behavior on their businesses, their bottom line and their community and understand the many benefits of making sustainable changes, they become enthusiastic ambassadors for that change. This has a profound effect on their audience, visitors and customers.

The free or low-cost assessment and consultation that comes with it, vastly improve the chance that a business will complete the measures required for full certification and achieve city and state recognition. They can also receive a cost payback analysis, which they can share with their board or shareholders.

AEP assessment fees range from \$300-\$750 (For 500-30k sq. ft.) Businesses that utilize more than 30,000 sq. ft can range as high as \$2500. AEP suggests an initial assessment incentive fund of \$20,000 to be used specifically to cover assessment costs (40 assessments at an average of \$500 per assessment). Though we can not guarantee an assessed business will complete its certification we feel that a goal of 1/3 of assessed businesses to complete certification is possible.

AEP FEE SCHEDULE:

Businesses under 10,000 Sq. ft. = \$300

Businesses between 10k-20k Sq. ft. = \$500

Businesses between 20k – 30k Sq. ft = \$750

Businesses over 30k Sq. ft. = TBD.

This incentive fund is “OPTIONAL” because we can implement the program without this fund and simply charge the fees as listed above. Again, it is our experience that creating an incentive fund program greatly increases participation in the program, especially as it is ramping up.

Purpose:

AEP believes that by implementing a sound sustainable business certification program, Culver City will be creating a key tool in improving the quality of life for the people who live, work and visit this great city. Certified businesses create healthier, safer more efficient workplaces that allow for higher productivity, cost savings and happier patrons

and employees. The positive externality of this shift within the business sector is raised consciousness and a sense of being part of a pro-active community with a clear vision for its sustainable economic and environmental future. Once in place both Culver City and certified businesses can market their goals and achievements and champion this state recognized program.

Metrics:

With every certified business comes data in terms of immediate and projected savings in energy, water, waste and dollars. Good certification programs collect, aggregate, organize and disseminate this data in annual impact reports that become incredibly powerful tools in helping to secure grant funding, meet established sustainability goals and benchmarks, demonstrate efficacy in the programs and track actual environmental and social changes.

Multi-Sector Approach:

Not all businesses or municipalities are alike. A customized, hands-on, multi-sector approach is the most effective in recruiting businesses and changing behaviors because it offers sustainability measures more appropriate and applicable for each sector. AEP breaks businesses down into three sectors;

- 1) Arts & Culture (museums, theaters, art galleries, dance studios, movie theaters, media production offices & art support organizations)
- 2) General Business (retail, general office, restaurants, bars and garages)
- 3) Lodgings (hotels, motels & B&B's).

AEP proposes to use its existing, state approved checklist for Culver City arts & cultural businesses while using feedback from stakeholder sessions with local businesses and staff to create a customized checklist for the general business certification. (If at some point Culver City decides it wants a lodging certification we can add it.) By directly engaging stakeholders and using certification checklists and programs tailored to different industries, it allows for easier participation, adaptation and enrollment.

For the customized checklist, AEP will cull its measures from over 2000 measures established as part of the California Green Business Network in Sacramento and all custom checklists will be approved and recognized by this statewide organization. Being a part of the CAGBN will also allow for electronic assessments and easier data collection.

The Culver City Sustainable Business Certification program as developed by AEP will cover all aspects of business operations and include mandatory and elective measures in categories such as:

- Energy efficiency

- Water efficiency
- Resource Reduction and Waste Management
- Sustainable Procurement / Purchasing
- Sustainable Landscaping
- Sustainable Transportation
- Workplace Well Being / Safety
- Pest Control

Extending Certification Program Administration Services:

If Culver City is pleased with the work and AEP has met the goals and deliverables of the proposal we can extend the program moving forward for an additional year at the same rates. **(\$15,500)**

- 1) \$250 per week x 52 weeks = \$13,000 to cover administration
- 2) \$2,500 for data aggregation and publication of on-line annual report.

AEP is also willing to produce an annual event celebrating the successes and awarding local businesses and stakeholders for their participation in the program. This would be an additional fee beyond the scope of this proposal.