City of Culver City

Staff Report

File #: 16-011, **Version:** 1   **Item #:** C-7.

CC - Authorization to Release a Request for Proposals for Consultant Services to Create and Implement a Sustainable Business Certification Program.

Meeting Date: July 11, 2016

Contact Person/Dept: Joe Susca/Public Works-Administration
Phone Number: 310-253-5636

Fiscal Impact: Yes [X]   No []   **General Fund:** Yes [X]   No []

Public Hearing: []   **Action Item:** []   **Attachments:** Yes [X]   No []

Commission Action Required: Yes []   No [X]   Date:
Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (07/05/2016); Arts Earth Partnership (07/05/2016); (E-Mail) the Following E-Mail Distribution List Subscribers: Sustainability / Environmental Issues, the Culver City Chamber of Commerce, and Public Notifications (07/05/2016); (E-Mail) the Downtown Business Association (07/06/16)

Department Approval: Charles D. Herbertson, Public Works Director/City Engineer (06/29/16)

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RECOMMENDATION

Staff recommends the City Council authorize the release of a Request for Proposals (RFP) for consultant services to create and implement a Sustainable Business Certification Program.

BACKGROUND

The City has a history of establishing policies that protect the environment and has implemented programs and completed projects that further its sustainability objectives.
On November 27, 2006 the City Council established a City Council Sustainability Subcommittee and approved submission of a $25,000 grant application with the American Institute of Architects to hire a Sustainable Design Assessment Team (SDAT) to participate in the development of guidelines to establish sustainable policies, programs and projects for the City (Guidelines). The grant was awarded and SDAT worked with staff and the Sustainability Subcommittee to prepare the Guidelines that were subsequently presented to the public through a series of community meetings to obtain their feedback. The purpose of the Guidelines is to steer policy decisions that consider the long-term

impacts to the natural environment and economic health of the community. The Guidelines include recycling, energy efficiency, pollution elimination, clean energy and the conservation of renewable and non-renewable resources.

Though the Guidelines have steered the City when considering projects, policies and programs, creating and implementing a Sustainable Business Certification Program (Certification Program) would be another step toward raising environmental consciousness, would create a template businesses may use to become more sustainable, and provides a mechanism to recognize the environmental achievements of the City's business community.

DISCUSSION

The RFP to hire a firm to create and implement a one-year Certification Program (with an option to extend for one additional year) includes the following scope of work:

1. Develop and implement a Certification Program that:
   a. Adheres to the guidelines and principles established by California's Green Business Network.
   b. Includes creation of a checklist that will be used to perform a sustainability audit of business operations.
   c. Develops an action plan that is based on the sustainability audit results for the business to implement as a condition to receiving their certification.
   d. Includes on-site verification that the action plan was implemented prior to awarding certification.
2. Determine (and include) a list of which business sectors the firm will target to participate in the Certification Program.
3. Estimate the number targeted businesses the firm anticipates will complete a sustainability audit and of those, how many will go on to become certified over the first year.
4. Develop and implement a marketing strategy in conjunction with City staff that reaches out to targeted local businesses, utilities, and professional associations to promote and highlight the merits of participating in the Certification Program.
5. Provide a range of cost the firm will charge each business to participate in the Certification Program.
6. Recommend incentives to encourage business to participate in the Certification Program such as subsidies, rebates and other recognition for the City to consider.
7. Create a "Certified Sustainable Business" seal in a digital format that certified businesses may use to post on their websites and in printed materials.
8. Provide the content for development of a webpage on the City's website to list the City's certified businesses and to acknowledge their sustainability efforts.
9. Prepare a press release announcing the launch of the Certification Program.
10. Enroll the Certification Program into the California Green Business Network database, once the Program is finalized.
11. Develop a proclamation that recognizes the achievements attained by a certified business that the City may use to publicly recognize a business that has become certified through its presentation at a City Council meeting.
12. Prepare and submit quarterly activity reports of Certification Program participation that include the number of sustainability audits completed and are under way, and the names of

businesses that have become certified.

Firms responding are asked to include an implementation schedule, a list of the firm's fees to complete the scope of work, to estimate the cost to provide incentives to businesses who participate (if recommended), and their cost to continue the Certification Program for one additional year.
Staff has identified a number of qualified firms that will receive the RFP.

FISCAL ANALYSIS

Due to the uncertainty of the cost, the Certification Program was not included in the City's Fiscal Year 2016/17 budget. A budget amendment will be recommended when a contract with the selected firm is approved.

ATTACHMENTS

1. Proposed Request for Proposals

RECOMMENDED MOTIONS

That the City Council:

Authorize the Release of a Request for Proposals for consultant services to create and implement a Sustainable Business Certification Program.