

October 5, 2015

CITY COUNCIL AGENDA MEMORANDUM

SUBJECT

Resolution No. 8980 authorizing execution of the Regional Green Business Program Memorandum of Agreement.

FISCAL IMPACT

This agreement will cost \$5,000 per year for three years and will be split evenly between the Planning and Community Development and Utilities department budgets. 2015-2016 contributions are accounted for in the current biennial budget and future year contributions will be proposed in the 2017-2018 budget process.

STAFF CONTACTS

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POLICY ISSUES

Should the City enter into a Memorandum of Agreement (MOA) with multiple regional jurisdictions and utilities to develop and implement a Regional Green Business Program (RGBP)?

Comprehensive Plan Policy Support:

- EN-8. Provide regional leadership on environmental issues that extend beyond Bellevue's boundaries and require regional cooperation.
- EN-9. Educate the public about environmental issues and illustrate how individual actions can have a cumulative effect to benefit the environment.
- EN-11. Support partnerships between the city and private landowners to steward private lands, streams, habitat and other natural resources for public benefit.

DIRECTION NEEDED FROM COUNCIL

X Action

BACKGROUND/ANALYSIS

As discussed with Council on September 14, the City has an opportunity to partner with ten regional jurisdictions and utilities, to develop a "Regional Green Business Program" under the brand "EnviroStars." The "EnviroStars" brand has been chosen to represent the collaborative identity as a regional program. A similar program was last supported in Bellevue in 2012 and received positive feedback from the business community. The intent of the program proposed by this MOA is to expand the number of businesses taking action to conserve resources - water, waste, energy, fuel, etc. - by providing useful resources through a one-stop web portal and broadening recognition opportunities under a recognized brand.

A pooled budget will be used to cover agreed upon program expenses related to management and administration, web platform development and support, and joint marketing, engagement and recognition tasks. Full details of the funding for the budget are provided in the Memorandum of Agreement (MOA).

As proposed, City of Bellevue would contribute \$5,000 annually for program development and management for the next 3 years. Sufficient funding exists to support this commitment, and costs would be split evenly between ESI program and Utilities Department budgets. Approximately .1 of a current ESI FTE's time will be used to support this program in Bellevue.

Green business programming has been strongly received within Bellevue and is a valuable tool to help the economic and environmental performance of local businesses. The Regional Green Business Program is being developed in partnership with the City's Economic Development team to enhance Business Retention and Recruitment efforts and support the growth of the clean energy and clean tech clusters.

A unified regional green business program aims to create streamlined, technology-friendly, cost-effective access to "green" services for businesses. Key features include a shared online access web portal, coordinated business outreach, and public relations under a common brand. The program is designed to make it easier for businesses and building owners to *engage* with existing city, county, and utility programs, *implement* green practices, and *receive* technical and financial assistance (a key attraction for businesses), recognition, and marketing support. A public-facing directory will allow residents to search for and support these green businesses. The website will serve many similar purposes as MyBuildingPermit.com, providing relevant information and resources based on a business' location and needs.

The program's governance structure includes a Steering Committee made up of representatives from each of the member organizations, and informed by technical expert subcommittees. An Executive Committee will be responsible for policy and strategic decision-making.

Business participation and recognition will include several tiers to encourage a path for continuous improvement. Verification of best practices by participating organizations will help to retain the integrity and credibility the existing certification program has achieved.

Common metrics will allow for several levels of benchmarking and reporting by agreed upon data sets including: facility, industry, city, county and region.

The Business Plan (Attachment 3) serves as an overview of the program, cultivated from years of agency evaluations, business and consumer surveys, and market research. Technical details on roles, responsibilities, and structure for the program can be found in the MOA.

EFFECTIVE DATE

If approved, this Resolution becomes effective immediately.

OPTIONS

1. Adopt the Resolution authorizing the City to enter into the regional MOA.
2. Do not adopt the Resolution and provide alternative direction to staff.

RECOMMENDATION

Option 1.

MOTION

Move to adopt Resolution No. 8980 authorizing the City to enter into the regional MOA to develop and implement the Regional Green Business Program

ATTACHMENTS

1. Memorandum of Agreement – Regional Green Business Program
2. EnviroStars Service Mark License Agreement
3. Regional Green Business Program Business Plan
4. Proposed Resolution No. 8980