



Agenda Report

MEETING DATE: Tuesday, December 12, 2023

TO: City Council

FROM: PUBLIC WORKS & UTILITIES DIRECTOR LINDBERG
SR ENVIRONMENTAL PROJECTS ANALYST STOLZENTHALER

THROUGH: CITY MANAGER MENDEZ

SUBJECT: RESOLUTION APPROVING SOLE SOURCE VENDOR AND TWO-YEAR CONTRACT FOR CONSULTANT SERVICES WITH ENVIRONMENTAL INNOVATIONS, INC., A CORPORATION, FOR THE CITY'S GREEN BUSINESS SERVICES IN WATSONVILLE, IN AN AMOUNT NOT TO EXCEED \$209,050; AND AUTHORIZING CITY MAN

RECOMMENDED ACTION:

Staff recommends that the City Council adopt a resolution awarding a two-year contract between Environmental Innovations, Inc., and the City for a not to exceed amount of \$209,050 to continue the Green Business Certification & Services Program in Watsonville from January 1, 2024, through December 31, 2025.

BACKGROUND:

The Green Business Program supports statewide goals for greenhouse gas emission reduction, waste reduction mandates, water conservation and stormwater guidelines by assisting businesses in implementing conservation practices in their operations. Green Business Certification provides resiliency tools to the local business economy. Outcomes achieved through this program directly support the City's Climate Action and Adaptation Plan, SB 1383 waste reduction, and stormwater compliance.

DISCUSSION:

The City of Watsonville's free and voluntary Green Business Program assists businesses to achieve certification for having adopted sustainable business practices.

Environmental Innovations, Inc. has been serving the City of Watsonville for 16 years to certify Watsonville green business under a sole source provision (Subdivision (c) of § 3-5.210 of the Municipal Code). They are the only known professional providing green business certification in line with the goals set by the California Green Business Network. The Green Business Network Program is the only program that has been supported by the State of California for green business certification. Environmental Innovations staff also work for the California Green Business Network which makes them the most qualified

Green Business professionals in California. Therefore, it is in the best interest of the City for Green Business Program services to continue to be provided by Environmental Innovations, Inc.

Environmental Innovations is the sole consultant with the tools and experience to educate and document compliance with the City's waste reduction foodware municipal code chapter 6-6. For two years they have outreached to 150 local restaurants and food vendors in Spanish and English to gain compliance on the city's Environmental Packaging ordinance.

Green Business Programs are one of the more highly noted programs supporting greenhouse gas reductions in municipalities throughout California. Businesses who obtain a green certification reach full compliance with local sustainability ordinances and state mandates related to recycling, organic diversion, and stormwater. Certification appeals to businesses because they can reduce their electricity and water costs, maximize resource materials, enhance their productivity, and reduce their carbon footprint.

Furthermore, Environmental Innovations, Inc. helps ensure our program services reach minority and vulnerable businesses who historically have been marginalized from these types of programs. Recruitment and certification efforts will focus on food sector, schools, and Spanish-speaking business owners with the goal of half or more of new enrollments being BBIPOC-owned and/or Spanish speaking businesses.

Through this contract, Environmental Innovations, Inc. will continue Green Business certification and services for at least thirty businesses. One hundred fifty businesses will receive education on the city environmental packaging ordinance and compliance will be documented.

Nineteen percent of the contract is reserved as contingency for additional assistance with related environmental services. Contingent environmental services may include: provision of guidance and assistance on other business environmental compliance issues such as wastewater, stormwater or solid waste; identify mechanisms for stormwater management funding; or assisting with SB 1383 edible food recovery compliance.

CEQA:

The approval of this agreement is not subject to review under the California Environmental Quality Act (CEQA) pursuant to Public Resources Code Section 21000, et seq. and the CEQA Guidelines (14 Cal. Code Regs. §§ 15000 et. seq.), including without limitation, Public Resources Code section 21065 and California Code of Regulations 15378 as this is not a "project" that may cause a direct, or reasonably foreseeable indirect, physical change in the environment and because the action constitutes organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment. Additionally, even if a "project," the action would be exempt under the "common sense" exception (14 Cal. Code Regs. § 15061(b)(3)) because it can

be seen with certainty that there is no possibility that this action may have a significant effect on the environment.

STRATEGIC PLAN:

This project supports Strategic Plan Goal:

6 - Community Engagement & Well-Being.

FINANCIAL IMPACT:

The total cost of this contract agreement is \$209,050. over two years. This project is included in the current adopted fiscal year budget, which has sufficient funds in account 0710-540-7361.

ALTERNATIVE ACTION:

No reasonable alternatives are known at this time.

ATTACHMENTS AND/OR REFERENCES (If any):

None.