



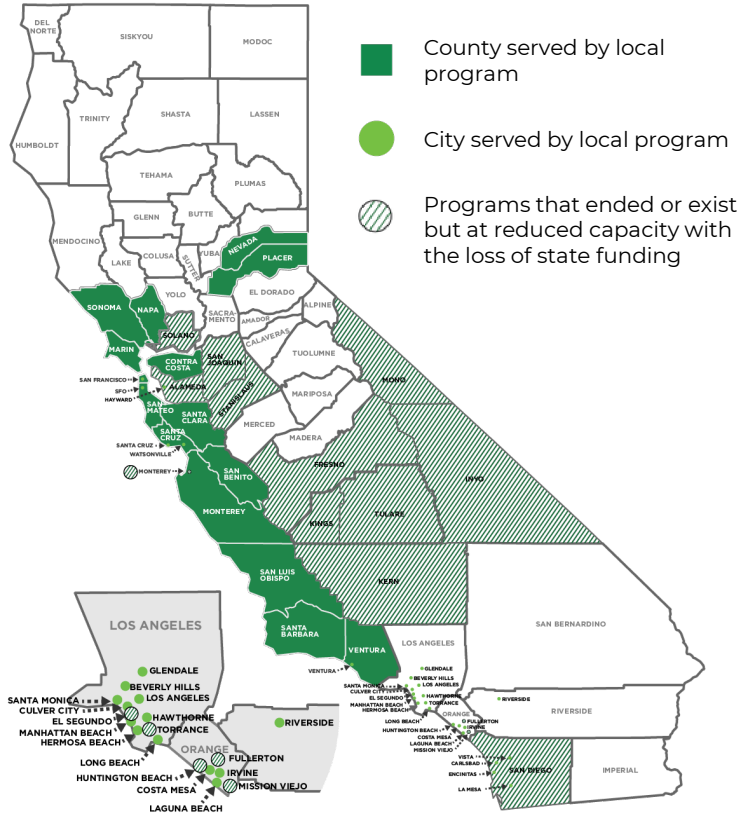
- WELCOME -

City of Watsonville Green Business Awards

Tam i Stolzen thaler, Senior Environmental Projects Analyst
Public Works and Utilities Department, City of Watsonville

Jakki Castorena-Davila, Bilingual Programs Manager
California Green Business Network





What we do:

- Bilingual technical assistance
- User-friendly framework
- Business recognition and promotion
- Green marketplace
- Regulation inspection and compliance

How?

- CA Green Business Network
 - 46 individual programs
 - 32+ sectors served
- Regional partnership

What Makes a Green Business?



Reduced Water Use

Low flow toilets and auto-off faucets.



Conserve Energy

Upgrade lighting and equipment to save energy.



Commute Sustainably

Promote and incentivize alternative transportation for employees.



Prevent Pollution

Eliminate and/or properly dispose of harmful chemicals.



Use Non-Toxic Cleaners

Use safer, environmentally preferable cleaning chemicals.



Avoid Waste

Eliminate unnecessary packaging, printing, and purchasing.



Recycle Materials

Divert waste from the landfill through reuse, recycling, and composting.



Hire Local Vendors

Working locally means less vehicle use.

Meet State & Local Mandates

Foodware Watsonville Muni Code § 6-6.1, CA SB 54

- Fiberware in preparation for strict SB 54 requirements

Solid Waste Watsonville Muni Code § 6-10.1, § 6-3.6, CA AB 341, SB 1383, AB 1826

- Food Recovery, Reuse, Organics, Recycling

Stormwater Watsonville Muni Code § 6-6, CA SB 205 (2019)

- Less toxic alternatives

Water Conservation Watsonville Municipal Code § 6-3 & § 6-3.8

- Conservation devices and landscaping

Climate Action Plan CA AB 32 & SB 375, SB 253, SB 261

- Reduce transportation and improve air quality, waste reduction



Technical Assistance in Schools

School Compliance (SB 1383)

- Student education for required waste reduction
- Infrastructure for organics, food recovery, recycling
- Compliance evaluation
- Food recovery inspection
- Custodial and staff training

3 levels of compliance:

Level 1- Schools have green carts

Level 2- Kitchen staff sort organics

Level 3- Students sort organics

*All schools within City limits are Level 2 or above



Technical Assistance in Schools

2025 at a glimpse:

- School Infrastructure Assessments
- PVUSD Green Team
- Engaging high school students

Certified:

- Starlight Elementary
- WASC Adult School

In-process:

- Pajaro Valley Unified School District (PVUSD)
- Watsonville High
- Pajaro Valley High



Ordinance Assistance for Food Facilities

Provide ordinance inspections, education, technical assistance, and resources to businesses who package food within City limits.

2025 Focus:

- Food facilities including restaurants, food trucks, markets, etc.
- Events
 - Strawberry Festival Outreach
- Event organizers



Welcome!



GREEN

CALIFORNIA
GREEN BUSINESS
NETWORK
MONTEREY BAY AREA

¡Bienvenida!



Three Waves Coffee



Watsonville Wetlands Watch



Granite Construction
- Headquarters



JD Wireless

Green Business Impact



2,336,861 lbs of waste total \$ savings of \$156,920



That's the equivalent of **145** garbage trucks worth of diverted waste



5,089,298 kWh total \$ savings of \$515,648



That's the equivalent of powering **467** houses for an entire year



2,758,946 lbs of CO2 total \$ savings of \$4,690



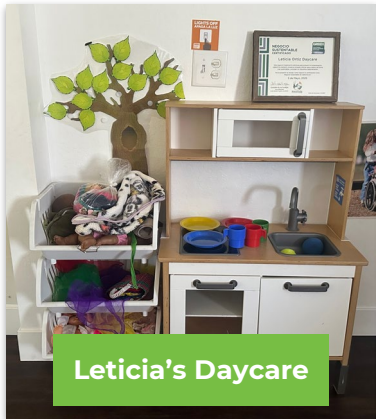
That's the equivalent of planting **4,288** acres of urban trees



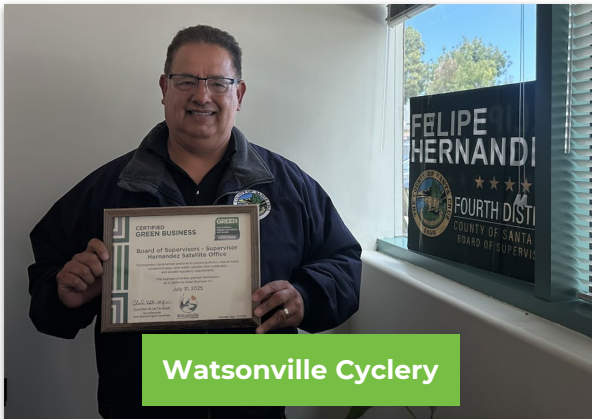
9,007,342 gallons of water total \$ savings of \$28,328



That's the equivalent of **214,455** bathtubs of fresh drinking water



Leticia's Daycare



Watsonville Cyclery



Watsonville Municipal Airport



Fruition Brewing

Green Business Impact



1,757 gallons of hazardous waste reduced total \$ savings of \$1,120



That's the equivalent of **31 fifty-five gallon drums** of hazardous waste



707 of volatile organic compounds (VOCs)



That's the equivalent of **707 lbs** of volatile organic compounds (vocs) prevented from contributing to ground level



1,002 gallons of fuel total \$ savings of \$3,849



That's the equivalent of **removing 1 cars** off the road



41,533 therms of natural gas per year total \$ savings of \$38,626



That's the equivalent of **heating 1,597 homes** for an entire year

Promotions

- Marketing
 - Green Business toolkit
 - Social Media promotions

- Recognition Events
 - City Council Recognition
 - Board of Supervisors Awards
 - Green Business Mixers



CITY OF WATSONVILLE
GREEN BUSINESS MIXER

You're invited to the 2025 Green Business Mixer!
Connect with fellow Green Businesses, exchange ideas, and enjoy complimentary food and drinks in a fun, collaborative setting.



Date:
Thursday, November 13, 2025
Time:
6 PM - 8 PM
Host:
Somos: café & community center
112 E Beach St.
Watsonville, CA 95076

Questions? Contact:



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Watsonville Green Business Community!

- My Mom's Mole
- My Mom's Mole (Home Office)
- **Goodwood Products from Summit Views LLC**
- Omni Health Medicine
- Dos Hermanos Pupuseria
- El Pájaro Community Development Corporation (CDC)
- Freedom Centre Chiropractic
- Centro Familiar Vero
- Central Coast Pack and Ship
- A&A Organic Farms, Corp.
- Rebeca's Bakery
- El Pueblo Market
- Bay Federal Credit Union - Watsonville
- The Hook Outlet
- Kitchen Incubator - El Pajaro Community Development Corp
- Mi Ranchito Supermercado
- Oasis Beauty Salon
- Bibi's Threading Salon
- Bay Federal Credit Union - Freedom
- TBH Studio
- Roselin's Jewelry
- Slice Project
- Revive Hair Salon
- "La Misma" Taqueria, Cenaduria y Mas!
- Watsonville Senior Center
- Starlight Elementary School
- Valery's Crafts
- Yeye's Clothing
- Lucy's Fashion
- Hernandez & J Sports
- Hernandez Toys & Gift Shop
- Tropicana Travel - CSI Services
- Bonita's Fashion
- Foreverfly Skate

Watsonville Green Business Community!

- City of Watsonville - Administrative Offices
- Zapateria LILI's
- Queen's Shoes & More
- Nutri Natural
- Freedom Tax Services
- Pajaro Valley Travel & CSI Services
- Regeneración - Pajaro Valley Climate Action
- Salgado Daycare
- JC Jewelers & Designer
- California Coast Landscaping
- Salinas Beauty Supply #2
- Ana Vasquez Guarderia
- L.A. Men's Wear LLC
- Morales Daycare
- Belmontes Daycare
- Sandra's Daycare
- Lorena Vasquez Daycare
- Maria Lopez Daycare
- Exclusive Painting and Decorating
- Mid Valley Supply
- Jimenez Daycare
- Fruteria Quetzal
- Second Harvest Food Bank Santa Cruz County
- S. Martinelli & Co. Sales Office
- S. Martinelli & Co. West Beach
- Morenos Daycare
- Digital NEST of Watsonville
- Pajaro Valley Loaves and Fishes, Inc.
- Pajaro Valley Pride
- City of Watsonville - Water Resources Center
- Olivia's Daycare
- GreenWaste Recovery, LLC
- Raices y Cariño
- Watsonville Cyclery
- Santa Cruz Cider Company

Today's Recognized Green Businesses!

- Santa Cruz Cider Company
- Mary's Gift Shop
- Watsonville Wetlands Watch
- Fruition Brewing
- Leticia Ortiz Daycare
- JD WIRELESS
- Supervisor Felipe Hernandez
Satellite Office
- Granite Construction -
Headquarters
- Slice Project at The Hangar
- Three Waves Coffee
- WASC Adult Education
- City of Watsonville Airport

Thank you! If you have any more questions, feel free to reach out.



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