

Vision

What are the long-term objectives for this Committee? (3-5 years)

1. Promote sustainability in business through outreach, education, networking, publications
2. Provide training/education on green business practices/ resources/ expertise to business,
3. Advise/ vet policy recommendations to the SRCC Board
4. Increase the number of certifications, legal structures, and reported metrics for green businesses
5. Promote collaboration between the chamber, the City, educational and community groups



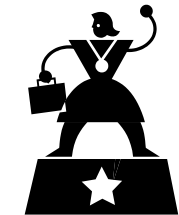
Mission

Why does this committee or task force exist?

The San Rafael Chamber of Commerce Green Business Committee exists to connect the voice of sustainable business with the Chamber, its members and greater business community, in order to help all these groups gain awareness and progress towards a more sustainable future.

Who are the Board Champions (Board Members on the Committee)?

- Bob Herbst, SR Airport; Beau Blanchard, CFI



Accomplishments

Last Year's (2015) Accomplishments

- Launched Green Briefs, a Quarterly series of expert briefings on best green biz practices
- Achieved Zero Waste (or near) @ all these committee events and Showcase
- GreenUP! – 1700 circulation (22% increase)
- Increased regular new attendees on this committee (15 ave at meetings) + brought in new Chamber members
- Led Green Biz of the Year nominating/selection + promoting all of the nominees
- SmartLights energy efficiency outreach to chamber members
- Collaborated with the City on energy, waste, water, and climate change awareness and action



Goals

What are the specific goals for this committee? (Limit to one sentence)

- Increase chamber membership and green business practices/commitment by members and bus community
- Promote sustainability through training/ education/accessible content
- Recognize green champions, organizations
- Drive City/County/Bus Networks adoption of green bus incentives, preferred buying, recognition
- Leverage partnerships with like mission groups



Strategies

What is the work to be done? List activity, who will be responsible, when will it happen, and what is the budget impact. (See operating plan pages for detail)

- Monthly meetings to coordinate activities and develop policy recommendations
- Develop and execute one signature Green event per year
- *GreenUp!* production – quarterly, committee contributing content
- Co-host educational events, mixers, with Green Chambers, other SRCC committees, Sustainable groups in cities and county; Marin Environmental Forum, CFI, etc.
- Make at least one presentation to the Chamber's Board of Directors to adopt/support a local/state policy/legislation that would encourage profitable green strategies.

