



### **Proposal for CB3/ConEdison Settlement Fund 2011**

EcoBizNYC – Small business sustainability program  
Lower East Side Ecology Center

The Lower East Side Ecology Center is applying for a grant in the amount of \$121,498 to continue its EcoBizNYC program through 2012. EcoBizNYC works with small businesses to evaluate and help reduce their environmental impacts. The program has been running since late 2008 and has succeeded at helping 100 businesses (2/3 of which are in the settlement zone) to improve energy efficiency, reduce emissions, and lower operating costs. On average, businesses enrolled in the program have saved \$1,170 on their energy bills in the first year. These improvements to small businesses not only save business owners money but have also eliminated over 231,000 pounds of CO<sub>2</sub> annually (the equivalent of taking 20 cars off of the road).

### **Organization and Program Background**

EcoBizNYC is a program of the Lower East Side Ecology Center and was developed in response to the CB #3/Con Edison Settlement Fund priority of improving air quality in our community. The Lower East Side Ecology Center works toward a more sustainable New York City by providing community-based recycling and composting programs, developing local stewardship of green space, and increasing community awareness, involvement and youth development through educational programs.

The Ecology Center got its start in 1987 by offering innovative recycling drop-off centers for metal, glass, plastic and newspaper and continues that tradition of offering cutting edge programs by pioneering compost collection and education programs and an electronic waste recycling program. Simply put, the goal of the Ecology Center's programs is to give all New Yorkers opportunities to learn about environmental issues facing New York City and to take responsibility for solving those problems.

The EcoBizNYC program serves small businesses, a group that is prevalent in Community Board 3 but is both often overlooked and often does not have the resources to implement 'greening' initiatives, with guidance on sustainable business practices. The past year has brought about many significant changes to the program, resulting in a dramatic increase in business participation and significant sustainability changes. Through a more robust training program, clearly defined program elements, and accelerated pace, the program has performed exceptionally well. From a base of 25 businesses involved at the end of 2009, the program has ballooned to include 100 businesses by November 2011.

## **Program Process**

The EcoBizNYC program gathers information from business owners and uses that information to impart business-specific recommendations for improving environmental sustainability and reducing air quality impacts. The process is as follows:

- **Step 1:** EcoBizNYC representatives (interns and staff) meet business owners and explain the program process and intent
- **Step 2:** Businesses undergo a sustainability assessment, a series of questions concerning electricity, HVAC, waste, transportation, procurement, food, retail products, water, green space, and employee training/community outreach
- **Step 3:** Businesses undergo an energy assessment/audit
- **Step 4:** EcoBizNYC representatives and business owners review sustainability and energy assessments to develop a list of recommendations for greening the business and reducing costs through incentive programs
- **Step 5:** EcoBizNYC representatives and business owners develop a business profile to post on the EcoBizNYC section of the Ecology Center's website

In the past year, we have streamlined this process to make it clear, efficient, and manageable for both business owners and the interns. We are putting the greatest emphasis on the assessments and recommendations and have ensured that the interns go through a comprehensive training that prepares them for their important roles in the program. With careful oversight and clear direction, the interns have flourished and participation has increased.

## **Program Impacts**

Reducing air pollution has always been central to EcoBizNYC. Each part of the program is tied to helping small businesses operate in ways that reduce energy use and air pollution in the community, since small businesses represent a large source of emissions for the area. Negative environmental impacts from small businesses are twofold: first, use of energy generated at ConEd's East River Complex; second, transportation from trucks using diesel fuel to deliver products to the businesses and to pick up waste.

To address direct energy usage, EcoBizNYC helps businesses find ways to reduce their energy demand through equipment upgrades as well as operational modifications. Simple changes, such as using energy efficient lighting fixtures and preventing phantom energy draw by properly using power strips, have helped businesses reduce their energy use by 73% on average. This direct reduction of energy use has positive effects on air quality in the area, as it reduces the load on the ConEd plant supplying these businesses with electricity. The emissions reductions due to the decreased energy use of these businesses equates to more than 20 cars being taken off the road.

To focus on indirect emissions, such as those resulting from product shipping and waste management, EcoBizNYC recommends using reusable instead of disposable products, using recycled content materials, and reducing consumption generally. Two thirds of businesses have changed their purchasing and cleaning habits, according to our recent survey, including switching to rags instead of paper towels, using recycled content paper products, and purchasing supplies locally. These steps help decrease the distance

materials are being shipped and help reduce the use of resources and waste, all of which help decrease overall emissions.

Lastly, to improve indoor air quality, EcoBizNYC recommends products that reduce chemical use (such as using green cleaning products) and also recommends adding an indoor plant to the business' space. At least one quarter of businesses have switched their cleaning products and over one third have added indoor plants. This directly benefits patrons as well as the employees of the businesses.

The program also encourages businesses to adopt a street tree outside their business, since healthy, well-maintained street trees contribute to better air quality in the community. So far, half of the businesses have adopted a tree (or requested a tree be planted) through the MillionTreesNYC stewardship program.

### **Program Development**

EcoBizNYC has hit its stride in recruiting businesses and will continue to maximize the program's positive impacts in the coming year.

In 2011, EcoBizNYC expanded its reach beyond the Settlement Zone (East 14<sup>th</sup> Street to East 6<sup>th</sup> Street and First Avenue to Avenue D) to a larger portion of Community Board 3. The program now reaches from Fourth Avenue to Avenue D, and from East 14<sup>th</sup> Street to Hester Street. This expansion has resulted in an increase in the number of businesses the program can serve and greater momentum to recruit businesses. While the focus of EcoBizNYC remains in Settlement Zone, the expansion to other areas has brought about a stronger community of program members and increases the overall impact of the program. EcoBizNYC will continue signing up new businesses throughout CB3, with a substantial focus on the Settlement Zone.

This year, EcoBizNYC awarded 18 grants to businesses, totaling over \$10,000. These grants incentivize businesses to continue reducing their environmental impacts through weatherization products, lighting upgrades, energy-efficient appliance purchases, green space creation, recycling bin purchases, and sustainable transportation projects. We have also utilized these grants as a way to highlight and celebrate the sustainable changes our businesses have made, hosting grant ceremonies that received recognition from local press and the community. In 2012, we anticipate awarding 25 grants of up to \$1,000, with the average grant amount being \$600.

EcoBizNYC has worked with 18 interns in 2011, including college students and mid-career professionals, to learn about and practice environmental consulting. The interns have enrolled businesses in the program, researched incentives that can help businesses operate in a more sustainable manner, created a blog, and assisted in the research to quantify the environmental impacts of the program. We will offer another 20 internships next year to continue our progress with EcoBizNYC.

As the number of businesses involved has grown, we have found that some businesses would benefit from more consistent, ongoing support to maximize the positive changes

towards more sustainable practices. In the coming year, we will systematize our communications with businesses to create a more efficient and productive sustainable small business community. We will connect with and facilitate communication between EcoBizNYC businesses online and will establish a regular schedule of check-ins with businesses in which we can assess their changes and provide ongoing support. These improvements will allow us to make a larger impact on each business, and keep the issue of sustainability at the forefront of their business practices.

Over the past year we have started working with the Go Green Lower East Side (GGLES) Model Block project, an initiative of the Manhattan Borough President's office to green all entities on East 4<sup>th</sup> Street between Second Avenue and the Bowery. As part of the GGLES coalition, EcoBizNYC is working with businesses along the block and has dedicated one intern to work exclusively with the project. We will continue to collaborate with GGLES and other business-related sustainability initiatives in the area to amplify the positive strides small businesses can undertake to green their community and at the same time their bottom line.

### **Partners**

EcoBizNYC has worked identifying strategic partnerships with a variety of programs and services. We also have and will continue to research numerous products and services that provide sustainable alternatives for business operations, including energy service providers, waste management services, and restaurant and janitorial supply companies carrying green products.

Below are the programs we partner with most closely:

- ConEd Demand Side Management Program (operated by Converge)
  - Provides free lighting assessments and highly subsidized upgrades
  - This program has provided the businesses with a more than \$33,000 in upgrades, covering 93% of the total upgrade costs
- Green Hospitality Initiative (a program of the New York State Restaurant Association)
  - Provides free energy, water, and chemical assessments for restaurants and bars
- Go Green Lower East Side Model Block with Fourth Arts Block
  - A program of the Manhattan Borough President's Office, with the goal to green all entities (residences, businesses, etc.) on the East Fourth Street block between Second Avenue and the Bowery
- Lower East Side Business Improvement District
  - Organization serving the needs of the LES business community
- MillionTreesNYC
  - Runs "Adopt A Tree" and "Request a Tree" programs that businesses can participate in

**Staff**

EcoBizNYC program is run by two co-ordinators, Anjie Cho and Rebecca Krauss, since the fall of 2010. As former interns of the program, they have brought unique perspectives on the daily operations of the program and used their knowledge to redesign the intern experience as well as tailor the program to meet the needs of small businesses. Caroline Kruse, the Ecology Center's development director, manages the program's web-based elements, such as business profiles, blogs, and event listings and Christine Datz-Romero is responsible for the overall management and administration of the program.

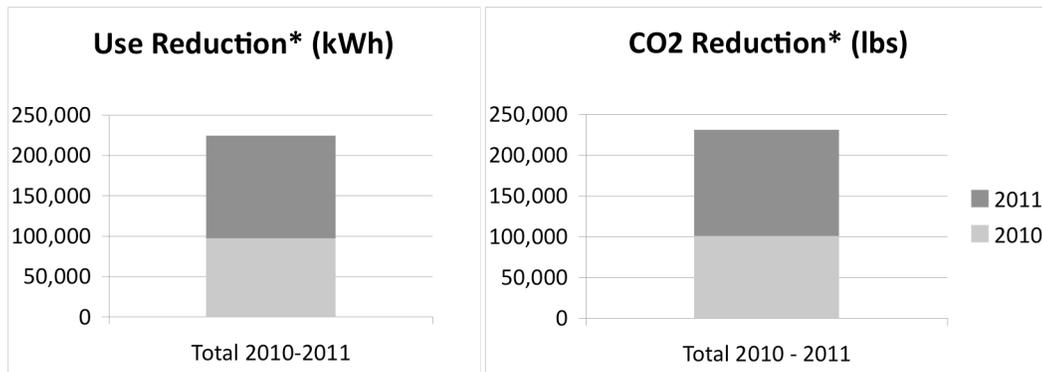
<b>Community Board 3 Con Edison Settlement Funding Request 2012</b>		
<b>Lower East Side Ecology Center</b>		
<b>Personnel</b>		
EcoBiz Project Manager	20 hrs @ \$25/hr 52 weeks	26,000
EcoBiz Outreach Co-ordinator	20 hrs @ \$25/hr 52 weeks	26,000
Web Development		7,500
Subtotal		59,500
Fringe Benefits @ 30%		17,850
<b>Total Personnel</b>		<b>77,350</b>
<b>OTPS</b>		
Printing & Marketing	Rack cards, stickers, signage	3,000
Sustainability Grants	25 grants of up to \$1,000 (\$600 average)	15,000
Stipends	20 College Interns @\$475	9,500
Supplies	Water conservation kits, light bulb samples	300
Events		500
<b>Total</b>		<b>28,300</b>
Personnel & OTPS		105,650
Administrative Overhead @ 15%		15,848
<b>Total Project Cost</b>		<b>\$121,498</b>
<b>Request from CB 3</b>		<b>\$121,498</b>

## Appendix A.

### Results from Fall 2011 Survey

In the fall of 2011, EcoBizNYC staff and interns conducted a survey of more than 90 enrolled businesses in an effort to track the impacts of the program. A total of 66 businesses responded to the survey with information about their cost savings, energy usage reduction, and other sustainability efforts. Below are the results of the survey.

Figures 1 and 2:



\*Reductions based on Comverge's calculated projections if businesses adopted energy audit recommendations, not actual recorded savings. All businesses adopted their recommendations, which means the projections should approximate reality.

Figure 1 shows the total reduction in energy use by EcoBizNYC enrolled businesses and Figure 2 shows the resulting reductions in CO<sub>2</sub> emissions. Energy usage was reduced in 2010 by 97,643 kWh and in 2011 by 126,929 kWh for a total reduction of 224,572 kWh. CO<sub>2</sub> emissions were reduced by 100,572 pounds in 2010 and by 130,737 pounds in 2011 for a total reduction of 231,310 pounds.

Figure 3:

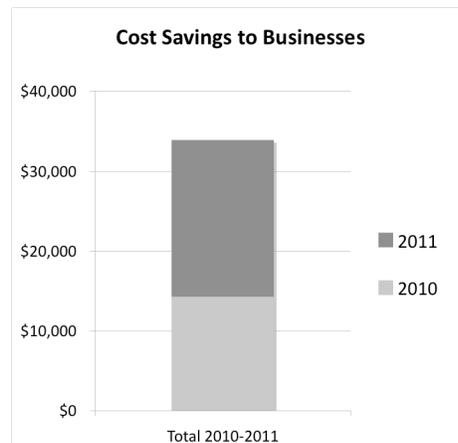


Figure 3 shows the cost savings to businesses in their first year of enrollment in EcoBizNYC. Businesses saved \$14,281 and \$19,623 in 2010 and 2011, respectively. The total savings to businesses is \$33,904 or an average of \$1,170 per business.

## Appendix B.

### List of all Enrolled EcoBizNYC Businesses (November 2011)

#### Restaurants

7A, Bronze, 109 Ave A  
Arcane, Silver, 111 Ave C  
B-Side, Gold, 204 Ave B  
Back Forty, Silver, 190 Ave B  
Brown Café (Green Orange Brown), Silver,  
61 Hester St  
Butter Lane, Bronze, 123 E 7th St  
Caracas Arepa Bar, Bronze, 93 1/2 E 7th St  
Caravan of Dreams, Platinum, 405 E 6th St  
Ciao For Now, Gold, 531 E 12th St  
The Crooked Tree, Silver, 110 Saint Mark's Pl  
El Camion, Silver, 194 Ave A  
FAB Café, Platinum, 75 E 4th St  
Flowers Café, Silver, 355 Grand St  
HiFi Bar, Bronze, 169 Ave A  
High Vibe, Gold, 138 E 3rd St  
Housing Works Catering, Gold, 743 E 9th St  
Hype Lounge, Silver, 234 E 14th St  
In Vino Wine Bar, Bronze, 215 E 4th St  
The Juice Press, Silver, 70 E 1st St  
John's Italian Restaurant, Gold, 302 E 12th St  
Kumo Sushi, Bronze, 214 First Ave  
Luca Bar, Bronze, 119 Saint Mark's Pl  
Mamani, Bronze, 151 Ave A  
Mosaic Café, Bronze, 153 Ave C  
Ost Café, Silver, 441 E 12th St  
Physical Graffiti, Silver, 96 Saint Mark's Pl  
Quintessence, Silver, 263 E 10th St  
Rawvolution, Gold, 504 E 12th St  
Resto Leon, Platinum, 351 E 12th St  
Roots and Vines, Bronze, 409 Grand St  
Rosario Pizza, Bronze, 173 Orchard St  
Sugar Sweet Sunshine, Silver, 126 Rivington St  
Tuck Shop, Bronze, 68 E 1st St  
Vie en France, Bronze, 96 Orchard St  
Vinny Vincenz, Bronze, 213 First Ave  
Wacky Wok, Gold, 129 Ave D  
Westville E, Bronze, 173 Ave A  
Xoom, Gold, 244 E 14th St  
Zum Schneider, Silver, 107 Ave C

#### Services

Addiction Ink, Silver, 120 Saint Mark's Pl  
East Side Ink, Silver, 97 Ave B  
Hair Design, Bronze, 418 E 14th St  
KEHaas Salon, Silver, 40 Clinton St  
Le Salon d' Art, Silver, 90 Stanton St  
Little Hair Shoppe, Silver, 54 E 4th St  
Pigments Salon, Silver, 516 E 11th St  
Pimps & Pin-up, Silver, 101 Stanton St  
Platinum Salon, Silver, 105 Rivington St  
Studio Mohair, Bronze, 243 E 13th St  
Swing Hair Salon, Platinum, 280 E 10th St  
Unleashed Pet Spa, Bronze, 218 Ave B  
Michael Mut Gallery, Gold, 97 Ave C  
East Yoga, Silver, 212 Ave B

The Three Jewels, Gold, 61 Fourth Ave  
Fourth Arts Block, Platinum, 75 E 4th St  
Neighborhood Preservation Center, Bronze,  
232 E 11th St  
Hewitt Realty, Gold, 34 E 1st St  
Loho Realty, Bronze, 563 Grand St  
A-1 Records, Bronze, 439 E 6th St  
Big City Records, Gold, 521 E 12th St  
Norman's Sound & Vision, Bronze, 67 Cooper Sq  
Turntable Lab, Bronze, 120 E 7th St  
Anthony Aiden Opticians, Bronze, 42 St. Mark's Pl

#### Boutiques/Stores

##### FASHION

AuH2O, Silver, 84 E 7th St  
Cobblestones, Silver, 314 E 9th St  
Dusty Buttons, Platinum, 441 E 9th St  
Fab 208, Bronze, 75 E 7th St  
Gallery Vercon, Gold, 332 E 9th St  
Rena Reborn, Silver, 117 E 7th St  
TEICH, Gold, 84 E 7th St  
Tokyo Rebel, Bronze, 170 Ave B  
Tuttitrendy, Bronze, 321 E 9th St  
Vampire Freaks, Silver, 189 Ave A  
Wendigo Productions, Silver, 183 Ave B  
Bond St Chocolate, Silver, 63 E 4th St  
The Chocolate Library, Silver, 111 Saint Marks Pl

##### CHILDREN

Dinosaur Hill, Gold, 306 E 9th St  
Jane's Exchange, Silver, 191 E 3rd St  
Discovery Wines, Silver, 16 Ave B  
Good Beer, Gold, 422 E 9th St  
Seward Park Liquors, Silver, 393 Grand St  
September Wines, Silver, 100 Stanton St

##### SPECIALTY

Continuum Cycles, Gold, 199 Ave B  
Downtown Yarns, Silver, 45 Ave A  
Excel Art & Framing, Silver, 38 Third Ave  
Flower Power, Gold, 406 E 9th St  
Green Depot, Platinum, 222 Bowery  
New York Central Art Supply, Silver, 62 Third Ave  
10,000 Steps Bookstore, Bronze, 545 E 12th St  
The Open Pantry, Silver, 184 Second Ave  
Ramos Botanica & Variety, Silver, 166 Rivington St

##### GIFTS

Himalayan Vision, Silver, 127 Second Ave  
Love Shine, Bronze, 543 E 6th St  
Pink Olive, Silver, 439 E 9th St  
Surma, Silver, 7 E 7th St  
Sustainable NYC, Platinum, 139 Ave A  
White Furniture, Silver, 43 Ave A  
Postal, Bronze, 75 E 4th St  
The Source Unltd Copy Shop, Gold, 331 E 9th St  
East Village Florist, Bronze, 247 E 10th St  
Flowers on Essex, Bronze, 365 Grand St