

FOR IMMEDIATE RELEASE

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62 LOCAL CERTIFIED GREEN BUSINESSES HONORED DURING BOARD OF SUPERVISORS MEETING

December 5, 2023 — Santa Cruz, CA — The County of Santa Cruz’s Department of Community Development & Infrastructure and Environmental Innovation announced that businesses that achieved green certification in the current year were recognized in a ceremony by the Board of Supervisors in their respective districts during the December 5 Board of Supervisors Meeting.

This ceremony falls on the heels of the Green Business Program’s 20th anniversary of the Green Business Program’s inception into the county – a testament of the county’s ongoing commitment to environmental stewardship and advocacy among residents and businesses alike.

The Santa Cruz County Green Business Program is a leading member of the California Green Business Network (CAGBN), which includes program coordinators from different counties and cities throughout the state. Members of the CAGBN created a database which helps manage the green businesses, and tracks resource savings generated by the programs through verified metrics. Grants from the Environmental Protection Agency have enabled CAGBN to reach out to several underserved communities in the state, and to expand the Green Business model to five additional states. Close to 4000 certified green businesses are now recognized statewide. Please see the end of the business listing for estimated savings from the changes these businesses have implemented.

For more information on the Green Business Program and how to become a certified Green Business, please contact Claudia Villalta-Mejia, Santa Cruz County Green Business Coordinator, at (831) 359-9277 or enroll at greenbusinessca.org.

Green Business certificates were awarded to the following Santa Cruz County businesses:

Santa Cruz County Sanitation District
2750 Lode Street
Santa Cruz, CA 95062

Deborah Lindsay Company
425 34th Avenue
Santa Cruz, CA 95062

Monterey Bay Mortgage
2601 41st Avenue, Suite C
Soquel, CA 95073

Main Street Elementary School
3400 N. Main Street
Soquel, CA 95073

Catalpa Street Garage LLC
2844 Soquel Avenue, #2
Santa Cruz, CA 95062

Harbor Health Center
4450 Capitola Road, Suite 105
Capitola, CA 95010

Mountain Elementary School District
3042 Old San Jose Road
Soquel, CA 95073

Discretion Brewing
2703 41st Avenue, Suite A
Soquel, CA 95073

Capitola Veterinary Hospital
1220-H 41st Avenue
Capitola, CA 95010

Two Birds Books
881 41st Avenue
Santa Cruz, CA 95062

Extraordinary Construction
1515 Capitola Road, Suite M
Santa Cruz, CA 95062

AdManor, Inc.
260 Rio Del Mar Blvd., #17
Aptos, CA 95003

Wild Beauty Cosmetics
4630 Soquel Drive, Suite 1
Soquel, CA 95073

The Penny Ice Creamery
820 41st Avenue
Santa Cruz, CA 95062

Ethos Santa Cruz
101 Capitola Avenue
Capitola, CA 95010

Kickback
201 Monterey Avenue, Suite B
Capitola, CA 95010

El Vaquero Winery
2901 Freedom Blvd
Corralitos, CA 95076

The Penny Ice Creamery
141 Aptos Village Way, Suite 2
Aptos, CA 95003

The Maynard Group
7010 Soquel Drive, Suite 100
Aptos, CA 95003

Davenport Resource Service Center
150 Church Street
Davenport, CA 95017

Coastal Watershed Council
107 Dakota Avenue, #4
Santa Cruz, CA 95060

Shoppers Corner, Inc.
622 Soquel Avenue
Santa Cruz, CA 95060

Sockshop & Shoe Company
1515 Pacific Avenue
Santa Cruz, CA 95060

Kind Peoples Santa Cruz
533 Ocean Street
Santa Cruz, CA 95060

Environmental Innovations
307 Laguna Street
Santa Cruz, CA 95060

Braid.Work, LLC
111 Cypress Park
Santa Cruz, CA 95060

Liljax
1040 River Street, #201
Santa Cruz, CA 95060

Alta Coffee
2712 Mission Street
Santa Cruz, CA 95060

UCSC Fleet
1156 High Street
Santa Cruz, CA 95064

Gazelle Bicycles
415 Swift Street, #61
Santa Cruz, CA 95060

Stacey Mitchell, Realtor
110 Nevada Street
Santa Cruz, CA 95060

Mount Madonna Center & Institute
445 Summit Road
Watsonville, CA 95076

Bibi's Threading Salon
409 Union Street
Watsonville, CA 95076

Slice Project
300 Main Street
Watsonville, CA 95076

Starlight Elementary School
225 Hammer Drive
Watsonville, CA 95076

TBH Studio
1044 East Lake Avenue
Watsonville, CA 95076

Revive Hair Salon
55 Crestview Drive
Watsonville, CA 95076

Oasis Beauty Salon
302 East Lake Avenue, #103
Watsonville, CA 95076

Roselin's Jewellery
1418 Freedom Blvd.
Watsonville, CA 95076

Tropicana Travel – CSI Services
1412 Freedom Blvd.
Watsonville, CA 95076

Watsonville Senior Center
114 E. 5th Street
Watsonville, CA 95076

Hernandez & J Sports
347 Rodriguez Street, Space S-3
Watsonville, CA 95076

Hernandez Toys & Gift Shop
347 Rodriguez Street, Space E-2
Watsonville, CA 95076

Valery's Crafts
347 Rodriguez Street, Space F-2
Watsonville, CA 95076

Yeye's Clothing
347 Rodriguez Street, Space ET-3
Watsonville, CA 95076

Lucy's Fashion
346 Rodriguez Street
Watsonville, CA 95076

Foreverfly Skate & Apparel
442 Main Street
Watsonville, CA 95076

Queen's Shoes & More
734 E. Lake Avenue, #10
Watsonville, CA 95076

Bonita's Fashion
425 Union Street
Watsonville, CA 95076

City of Watsonville – Admin Offices
275 Main Street, # 400
Watsonville, CA 95076

Pajaro Valley Travel & CSI Services
521-C Main Street
Watsonville, CA 95076

JC Jewelers & Designer
421 Union Street
Watsonville, CA 95076

Freedom Tax Services
23 E. Beach Street, #103
Watsonville, CA 95076

Second Harvest Food Bank
800 Ohlone Park Way
Watsonville, CA 95076

Erik's Deli Café
222 Mt. Hermon Road, Space J
Scotts Valley, CA 95066

Pristine Painting
3440 Bean Creek Road
Scotts Valley, CA 95066

Santa Cruz Office of Education
400 Encinal Street
Santa Cruz, CA 95060

Scotts Valley Recreation
361 Kings Village Road
Scotts Valley, CA 95066

The Penny Ice Creamery
262 Mt. Hermon Road, Suite 104
Scotts Valley, CA 95066

Sol Yoga
224 Mt. Hermon Road, Suite C
Scotts Valley, Ca 95066

Steel Bonnet Brewing Company
20 Victor Square
Scotts Valley, CA 95066

Scotts Valley Chamber of Commerce
216-B Mt. Hermon Road
Scotts Valley Road, CA 95066

Together, all certified businesses from July 2022 – June 2023 have saved an estimated:

GREENHOUSE GAS EMISSIONS SAVED



2,511,476 lbs of CO2 total \$ savings of **\$4,270**

WATER SAVED



3,713,644 gallons of water total \$ savings of **\$11,679**

VOCS SAVED



65 lbs of volatile organic compounds (VOCs)

ELECTRICITY SAVED



2,011,037 kWh total \$ savings of **\$203,758**

FUEL SAVED



2,622 gallons of fuel total \$ savings of **\$10,067**

SOLID WASTE DIVERTED



445,071 lbs of waste total \$ savings of **\$29,887**

HAZARDOUS WASTE REDUCED



346 gallons of hazardous waste total \$ savings of **\$221**

THERMS SAVED



119,115 therms of natural gas per year total \$ savings of **\$110,777**

ABOUT THE DEPARTMENT OF COMMUNITY DEVELOPMENT AND INFRASTRUCTURE

The County of Santa Cruz Department of Community Development & Infrastructure serves the unincorporated areas in the county. The department's mission is to improve customer service, streamline projects, and to align public infrastructure and private development to further County goals in attainable housing, reliable transportation, and sustainable environment. For more information, visit <https://dpw.co.santa-cruz.ca.us> or follow the department on [Facebook](#), [Instagram](#), [X](#) and [Nextdoor](#).

ENVIRONMENTAL INNOVATIONS

We are Environmental Innovations, Inc., a certified B Corp and California Green Business dedicated to helping businesses, institutions, government and individuals innovate beyond the status quo toward more equitable and sustainable futures that benefit people, planet and profit. ***We turn environmental challenges into prosperous opportunities.*** To learn more visit:

www.environmentalin.com

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