



Businesses putting sustainable practices into action

# Agenda

SQA History

SQA Winner Benefits

Awards Event

Eligibility: TDM City Ordinance Compliance

Application and Categories

Past Winners and Mentors

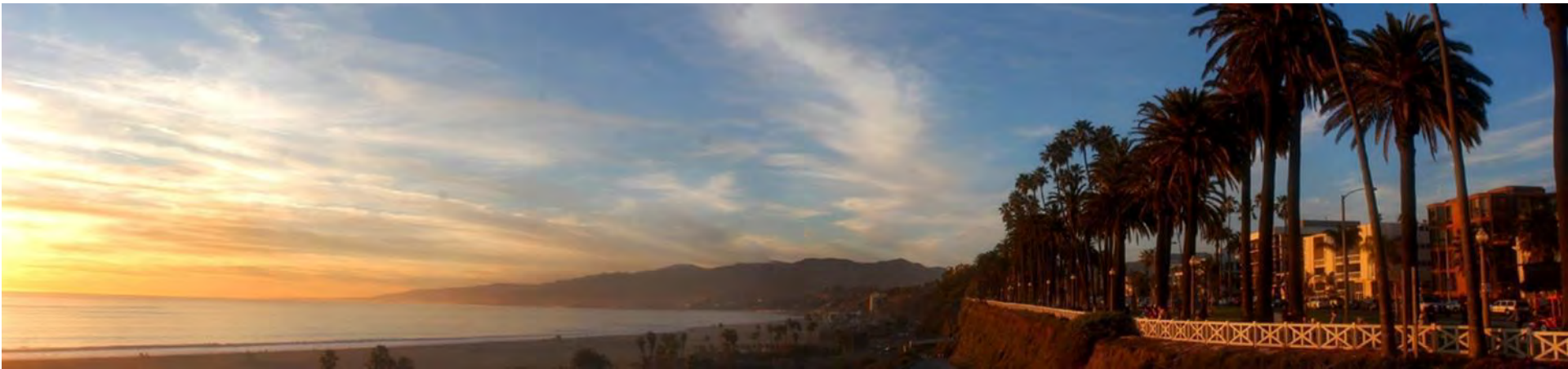
Important Dates



[smsqa.com](https://smsqa.com)

# SQA History

Developed in 1995 to identify and recognize businesses exhibiting an awareness of sustainability in their operating principles



[smsqa.com](http://smsqa.com)

# SQA History

- The SQA is the oldest and most recognized sustainable business awards program in Southern California.
- 152 businesses recognized since 1995



# SQA Benefits

- SQA logo for promotional materials
- Press, social media and Sustainable SM newsletter highlights
- Listed on Winners Directory
- Acknowledged by the Sustainable SM Business community
- Distinguish your business from others
- Connect with prevalent SM customers



[smsqa.com](https://smsqa.com)

# SQA Event

- 250+ attendees
- Networking power hour
- High profile keynote speakers



2013 Ed Begley Jr. + Sheila Kuehl



2014 Dr. Michael Crooke



2018 Debbie Levin – EMA

# SQA Eligibility

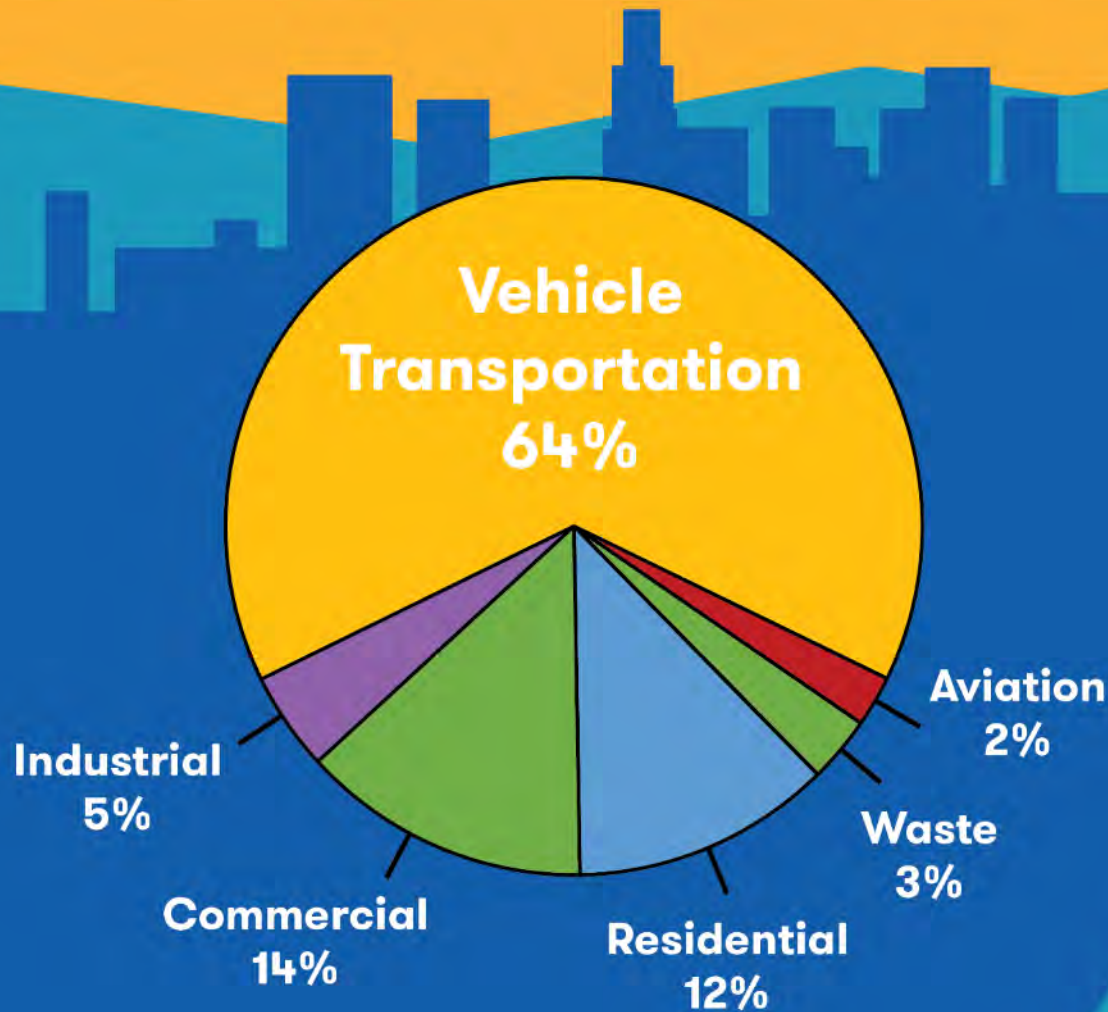
## **Santa Monica's Transportation Demand Management (TDM) Ordinance**

**GoSaMo**  
Transportation Management Organization



[smsqa.com](http://smsqa.com)

# Transportation is the largest source of GHG emissions in Santa Monica.



**Reduce emissions  
and fuel your  
happiness.**



L.A. workers spend **80** hours/year stuck in traffic.

Time to shift gears!



# Transportation Demand Management City Ordinance Requirements

1. **Certify** an Employee Transportation Coordinator
2. **Survey** employees about how they get to work
3. **Create a plan** that increases the number of people walking, biking, riding transit, and carpooling to work.



# Employer Support

- **Your One-Stop Shop for Transportation Resources!**
- Free Employer Assistance
- Help meeting your Average Vehicle Ridership (AVR) targets!
- Help preparing your Worksite Transportation Plans (WTP) or Emission Reduction Plans (ERP) for the City
- Assist individual employees in planning their sustainable trips to work
- Informational materials for your bulletin boards
- Answer any transportation-related questions
- Organize worksite events to encourage sustainable commuting
- Monthly newsletter
- Lunch & Learns (sign up at [gosamo.org/events](http://gosamo.org/events))
- Fee for Service



# GoSaMo Achievement Awards

- City and TMO recognition program
- 30 or more employees
- 3 tiers – Silver, Gold, Platinum
- Automatically earn points
- Work with the GoSaMo TMO for more points
- **Next deadline is June 30<sup>th</sup> 2020**



2018-2019 Platinum Recipients - Kite

## Next Steps

- **What can you do to encourage sustainable travel at your worksite?**
  - Schedule a meeting
  - Ask your Employees/ETCs to attend our Events or talk to us about hosting one at your worksite
  - Request free TAP cards (\$5.25 in fares)
  - Encourage your staff to carpooling, transit, vanpool, bike, and walk





Questions?

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[www.GoSaMo.org/TMO](http://www.GoSaMo.org/TMO)

310-319-9866

# SQA Award Breakdown

## Excellence Awards

1. Economic Development
2. Social Responsibility
3. Stewardship of the Environment

**Grand Prize** = Excellence in all three categories

# Economic Development

Commitment to the long-term economic sustainability of your operations and to the local and regional economy

- 11 application questions
- 4 check boxes
- 5 written answers
- provide documentation





# Social Responsibility

Commitment to sustaining human resources within your organization and local community

- 13 application questions
- 8 check boxes
- 5 written answers
- provide documentation



# Stewardship of the Environment

Commitment to sustaining the natural environment

- 13 application questions
- 9 check boxes
- 4 written answers
- provide documentation



# SQA Application Online

- Submit application online
- Save as you go
- 650 word limit per answer
- Attach supplemental documents
- Chrome and Firefox
- Application Access:

Password Protected

The screenshot shows the user interface for the SQA Sustainable Quality Awards application. At the top, there is a navigation bar with links for Home, About, Event, Winners, My Account, and a user profile icon. Below the navigation bar, the user is welcomed as 'Susy Borlido'. A sidebar menu on the left contains links for Home, My Nominations/Applications, In Progress (2), Complete (4), Expired (1), My Profile, Change Password, Admin Panel, and Log Out. The main content area is titled '2019 Application Form' and includes a breadcrumb trail: Contact Information - Business Information - Social Responsibility - Stewardship of the Natural Environment. Under the 'Work-Life Options' section, there is a question: '1. What work-life options does your company provide to employees?'. Below this question, there is a list of options with checkboxes: Flextime (checked), Daycare (checked), Sick Time (checked), Family Leave, Bereavement Leave, Extended Leave Provisions, Overtime Compensation, Recognition of Contemporary Family Services, and Other (checked). There is also an 'Other' text input field. Below this, there is another question: '2. What benefits does your company provide to employees beyond standard medical benefits?'. Below this question, there is a list of options with checkboxes: Medical Insurance, Dental Insurance, Vision Insurance, Retirement Plan, Employee Assistant Plans, Life/AD&D, Long Term Disability, and Other.



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# SQA Criteria

## “What are judges looking for?”

- Your story of sustainability
- Innovation
- Commitment
- Documented Results



# Past Grand Prize Winner Highlights

- Back on the Beach Café **restaurant**
- Tradesy, Inc. **office/ tech**
- PS1 Pluralistic School **non-profit**
- The Albright **restaurant**
- NRDC **non-profit**

# Back on the Beach | Grand Prize 2019

**Medium Size: 24 FTE Employees**

## **Economic Development**

- In business since 1989!
- Active Buy Local Santa Monica member

## **Social Responsibility**

- Employee sick pay & health insurance at half cost
- Student employment opportunities during peak summer season
- Demonstrate commitment to supporting community i.e., giving \$, donating venue/ foodware for events, participating

## **Stewardship of the Environment**

- Sustainability featured prominently in mission statement
- Foodservice leader in eliminating plastic to-go-ware per Santa Monica's revised Disposable Food Service Ware ordinance



# Tradesy Inc. | Grand Prize 2019

**Large Size: 100 FTE Employees**

The logo for Tradesy Inc. features the word "TRADESY" in a white, serif, all-caps font. The text is centered within a dark, rectangular background that has a subtle gradient and a slight glow effect.

## **Economic Development**

- Online peer-to-peer resale marketplace
- Female owned and operated
- Create jobs for women by supporting material recycling/ reuse

## **Social Responsibility**

- All full-time employees own stock in the company
- Employee volunteer opps each Q. Giving back is expectation not option
- Work-life balance policies; remote working, flexible schedules. Dog-friendly.
- Pay for staff training/ education

## **Stewardship of the Environment**

- Reduced water consumption by 22% annually
- Increased organic waste diversion to landfill by 30% by composting
- Food recovery: donate catered staff lunch leftovers to Westside Food Bank

# PS#1 | Grand Prize 2018/2011



**Medium Size: 43 FTE Employees**

## **Economic Development**

- 47 years of operating as an innovative educational institution
- Keep a pulse on the latest brain research to assure “strength-based” educational policies assure students will thrive

## **Social Responsibility**

- Free after school day care for all employees
- Health and dental policies go above and beyond
- Provides \$ 1.25 million annually in financial aid for families in need

## **Stewardship of the Environment**

- Environmental sustainability incorporated into all aspects including curriculum, procurement, construction, student life etc.
- Created on-line map to facilitate student car-pooling - increased 38%



# The Albright | Grand Prize 2017

## Medium Size: 50 FTE Employees

### Economic Development

- Since 1977!
- A family-owned restaurant that gives locally
- Documented results from initiatives
- Local sourcing, sponsorships and events

### Social Responsibility

- Community partnerships with local groups to diversify workforce
- Hires 'at risk' youth and individuals with disabilities
- Employee tuition reimbursement program/ supports language classes

### Stewardship of the Environment

- Use Monterey Bay guidelines for procuring sustainable fish
- Established a sustainable committee under the Pier Lessee's Assoc to integrate sustainable practices like Pier recycling/ organics collection
- Switched to reusable plates and flatware
- Active advocate with local bike campaigns and groups



# NRDC | Grand Prize 2016

**Medium Size: 35 FTE Employees**

## **Economic Development**

- Diversified range of products and services
- Employee wellness initiatives

## **Social Responsibility**

- Comprehensive employee benefits and surveys
- Thorough programs, legal internships
- Local contributions with compelling support materials

## **Stewardship of the Environment**

- Perfect Green Building example
- Improvements progressively made to uphold standard
- Santa Monica Green Certified



# Checklist for SQA Application

- All nominees can access a past winner mentor to receive application assistance
- Company or Employee Manual
- Tracking utility bill savings
- Details of renovations or retrofits
- Include Policies
- List of charitable donations
- Review past applications: [smsqa.com](https://smsqa.com) → **APPLY** → **“PROCESS”**
- Contact SQA committee: [smsqa.com](https://smsqa.com) → **CONTACTS**



[smsqa.com](https://smsqa.com)

# Important Dates

**Wed., Feb 12, 2020**

Application Due (no extensions)

**Wed., March 18, 2020**

Winners Announced

**SQA Event**

TBD

\*winners receive 2 free tickets

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