

Main Street Climate Resiliency: Urban & Rural Solutions



The Center by Lendistry is a nonprofit organization that **supports diverse small businesses** through education, technical assistance, and access to competitive financing.

Our mission is to **close the racial wealth gap** by anchoring small businesses and the communities where they do business.





PASADENA

Location: Northeast Los Angeles County

Population: 138,000 residents

Size: 23 sq. miles **Incorporated:** 1886

“City of Roses”



Location: Los Angeles County

Population: 24,000 **Size:** 2.4 sq. miles

Incorporated: 1911

“First City of the Valley”



Location: Santa Clara County

Population: 65,400 residents; 110,000 daytime pop.

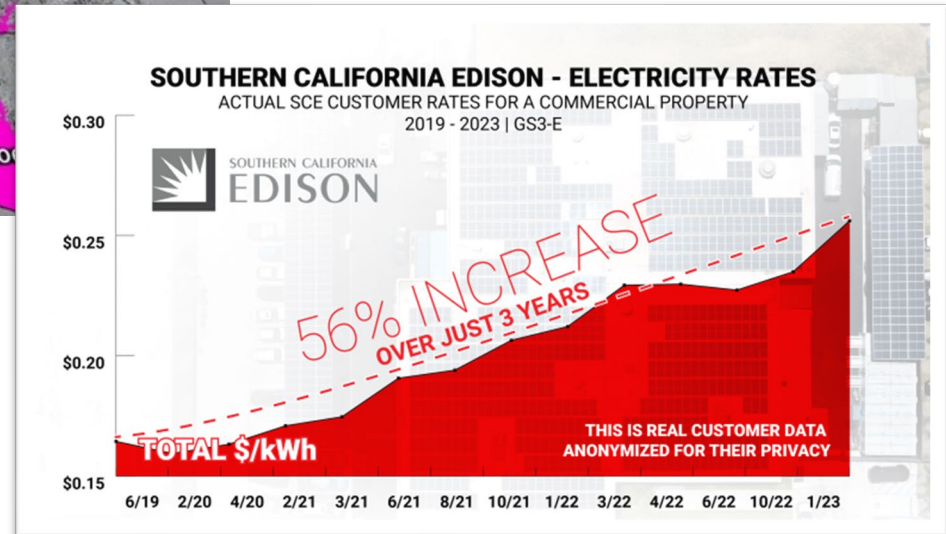
Size: 26 sq. miles **Incorporated:** 1894

“Birthplace of Silicon Valley”



Climate Change Challenges Facing Small Businesses









Innovative Solutions to Support Small Business Climate Resiliency



E-Bike Rebate Program

Pasadena Water and Power offers a rebate for Class 1, Class 2 and Class 3 e-bikes for residential electric customers ranging from **\$500 to \$1,000**. Purchase must be in-store, in Pasadena to qualify.



PWPweb.com/E-Bike





PASADENA

The Center By Lendistry



Commercial EV Rebates FY2024



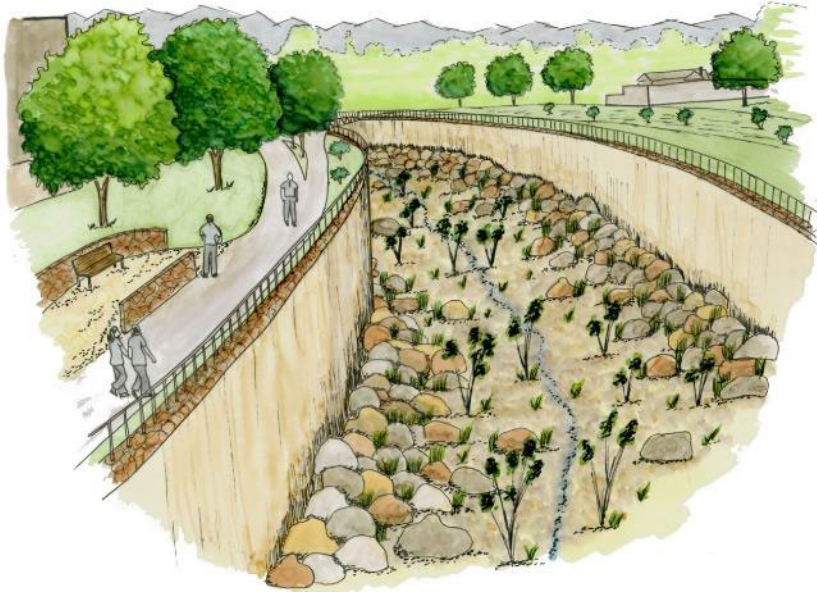
PASADENA

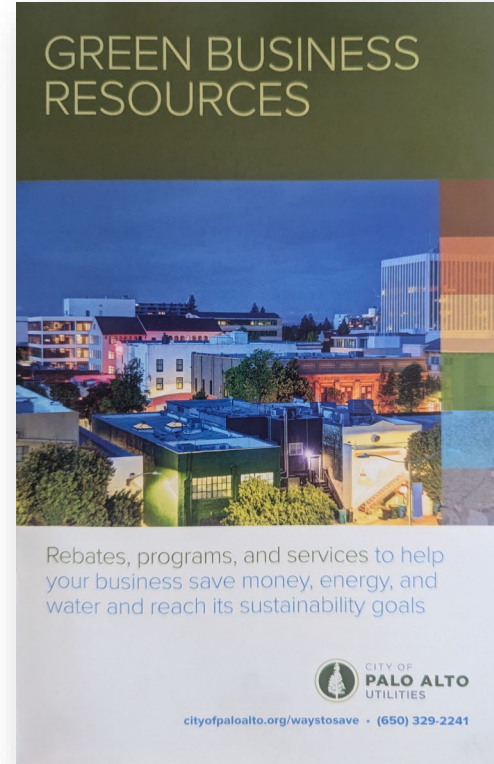
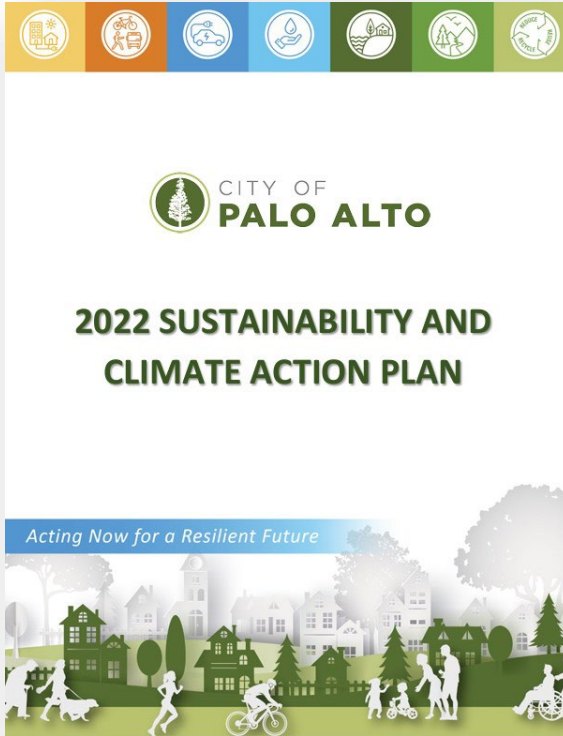


Elements Proposed

- Bioswales and Native Landscaping
- 200 trees
- Greening of a 52-space parking lot
- Permeable surfaces
- ½ mile walking path
- Bike route pavement markings
- Wayfinding to promote use of alley







SAVING WATER



TRANSPORTATION

The City of Palo Alto programs are designed to help you use resources efficiently. All programs are available through the City of Palo Alto's website, cityofpaloalto.org.

WATERSMART

Evaluate your water usage through WaterSmart. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

WATER EFFICIENCY

Modernize your water usage with Water Efficiency Rebate. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(408) 630-2247

FREE WATER

Do you need water for your kitchen? Get it for free. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(408) 630-2247

BAY AREA

Bay Area City of Palo Alto. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

WATER EFFICIENCY

Modernize your water usage with Water Efficiency Rebate. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(408) 630-2247

FREE WATER

Do you need water for your kitchen? Get it for free. Find easy ways to save water. Track your progress. Understand your water usage.

cityofpaloalto.org/utilities/cust
(408) 630-2247

REDUCE, REUSE, RECYCLE, & COMPOST

WHAT GOES WHERE

At the City of Palo Alto, we have a variety of options for you to dispose of your waste. Find easy ways to save waste. Track your progress. Understand your waste usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

ENERGY EFFICIENCY



ELECTRIFICATION



BUSINESS

Find easy ways to save energy. Track your progress. Understand your energy usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

COMMERCIAL

Find easy ways to save energy. Track your progress. Understand your energy usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

COMMERCIAL

Find easy ways to save energy. Track your progress. Understand your energy usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

COMMERCIAL

Find easy ways to save energy. Track your progress. Understand your energy usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

BUSINESS ELECTRIFICATION TECHNICAL ASSISTANCE PROGRAM

Find easy ways to save energy. Track your progress. Understand your energy usage.

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247

cityofpaloalto.org/utilities/cust
(650) 329-2247



Education, Access, and Climate Resiliency Resources



129
Small Business
Owners

53
Women-led

42
Minority-led

23
First-generation
immigrant-led

7
LGBTQ+-led



GREEN SURVEY CRAWL

VOLUNTEER OPPORTUNITY

5.30.2024

10:30AM - 12:30PM

Join The Center by Lendistry, a nonprofit organization that supports diverse small businesses, and the City of Pasadena's Economic Development Division as we engage with local small businesses to learn about opportunities and challenges they face in becoming climate resilient. Your participation can make a real difference!



Steps businesses have taken to reduce waste, save energy, or be more environmentally friendly



Awareness of programs to help businesses utilize clean energy technologies

Program	Percentage of Businesses
Pasadena Water & Power Rebate Programs	19.4%
Rebates/Tax Incentives	8.9%
Clean Energy Loans	4%
CA Green Business Network	4%
Property Assessed Clean Energy (PACE) programs	2.4%
Not Aware of Any Programs	72.6%







Energy Reach Code for Building Construction Information Session

Do you have a construction project planned Palo Alto?

If so, learn about Palo Alto's 2024 Green Building Standards and Energy Reach Code ordinances updates at a virtual informational session hosted by Planning and Development Services. This meeting will provide background on the latest green building and energy efficiency requirements that support the City's progress toward its climate goals.





Climate Resiliency Resources for Small Businesses

- Local Water and Power Rebate Programs
- Local Small Business Assistance Programs
- Tax Incentives
- CA HVIP

- Clean Energy Loans
- CA Green Business Network
- Communities in Charge
- Energy Infrastructure Incentives for Zero-Emission (EnergLLZE)

- Property Assessed Clean Energy (PACE) Program
- SBA Loan Program
- CalCAP Program



Audience Q&A



Thank You!



thecenterbylendistry.org