



California Green Business Program - State of California Funding
New Community Start-up Seed Funding
Due Date: June 1, 2022

CA Green Business Network - New Community Grant Overview:

The California Green Business Network (CAGBN), under guidance from CalEPA, has funding from the State of California to help five new communities start a Green Business Program. In an effort to make sure that CAGBN can deliver the metric outcomes on the grant, the goal is to select the communities that are most willing and able to implement a Green Business Program, and for which there is a significant need to bolster the green economy in regions that are deemed disadvantaged according to the CalEPA EnviroScreen 3.0 Tool. This questionnaire will help determine whether your community has completed the necessary steps and early assessment to determine if the program will be a success. It will also be used to select the communities that receive funding. Please answer the questions with as many specific details as possible. If you have any questions about the questionnaire, please contact Shawn Orgel-Olson at sorgelolson@environmentalin.com.

Details of the Subcontract Award:

This subcontracted work will provide \$30,000 each to five local government agencies or designated consultants/partners to assist with the establishment of Green Business Programs in communities that have never had a program. The funds will be available to help coordinate outreach to the business community to engage them in the Green Business Program. The following are likely to be eligible expenses:

- 1) Staff and/or consultant time to assist and track businesses through the program
- 2) Marketing efforts to attract and promote certified Green Businesses
- 3) Business rebates for purchases required to meet green business standards
- 4) Material expenses for events such as Green Business Academies and/or recruitment events
- 5) Community Based Organization engagement, particularly in disadvantaged or rural communities.

All of these costs will be reimbursed twice during the one-year project duration, as costs are incurred. Training to both the CBO and the new CAGBN program will be provided by CAGBN staff.

Seed Funding Overview:

- \$30,000 for local government agencies or designated Community Based Organizations that will operate the program in the local jurisdiction where there is currently no program operating.

New CAGBN Program Questionnaire:

1. What is the geographical reach of your proposed program? Regional, County or City? Is your community listed on an environmental justice list or is your community economically disadvantaged? Use the Cal EnviroScreen tool to determine if your municipality falls in this category and please provide the [CalEnviroScreen Score](#) (for example: 96-100%). (20 points)

The program will be designed to reach the businesses within the City of Salinas. Representing 23.45 square miles, and including an estimated population of over 166,000. Within the City there are over 2,000 businesses that will benefit from the development and implementation of this program. This City is located within various

EnvironScreen's but most businesses are located in areas with very high scores (71-90%). There is only one section within the City that achieve a score of 41-50%, this location is almost exclusively residential and does not accurately characterize the majority of commercial areas throughout the City.

2. Please list the stakeholders (agency and individuals) you have involved in the early design of your program in the following categories: Pollution Prevention, Materials Management/Recycling, Energy Conservation, Wastewater/stormwater and Water-Use Efficiency. (15 points)

The development and implementation of this program will include many organizations and internal stakeholders within the City. Coordination has already begun with the Wastewater and Stormwater teams within the City to see how this program can further City goals. The Waste, Water and Energy Division is also focused on continuing their outreach, in partnership with Republic Services (waste hauler), and the Salinas Valley Solid Waste Authority to increase recycling, and reduce pollution. The City is also working with both the Central California Energy Watch (CCEW) and Central Coast Community Energy (CCCE) to increase decarbonization/electrification and to offer more energy efficient opportunities to the community and businesses.

3. What type of direct funding will be used for your program and how much? What type and how much leveraged funding will be used, such as in-kind staff time? (15 points)

The City of Salinas is committed to contributing \$10,000 in in-kind contributions through the labor and outreach of the City and its teams. Current outreach and education will be expanded to include expanded offerings and include opportunities for our business to connect and take advantage of new opportunities through the CAGBN and to fully engage and participate in existing City offerings – to recycle, eliminate pollution, and more efficiently utilize water and energy resources. In-kind contributions will be seen with site visits, in the development of outreach materials and continued interagency coordination to best utilize resources to achieve City and CAGBN goals.

4. What would you use the \$30,000 new community funding from this subcontract for? (10 points)

The \$30,000 in new community funding would be used to promote certified green businesses through marketing, social media, flyers, staffing to assist and track businesses through the program, material expenses for events. The funding will also be used for community engagement; rebates for purchases made to accommodate changes needed to meet green standards; and radio, press releases, and newspaper articles to promote events, recruit businesses to participate in the certification process, and involve the community in our program.

The City will also use the funds to secure needed tools and supplies to support outreach. The CAGBN team, in coordination with City teams, will conduct outreach to businesses to inform them of incentive programs, assist in the submittal of their application to join our Network, and audit their facility so that the business may become a certified green business.

5. What staffing and hours will be committed to the program? (5 points)

The City will be utilizing both internal and external staff to expand and develop sustainability and electrification opportunities throughout the City. The City anticipates that the collective contributions from the City will be in excess of \$10,000 annually.

6. IF you are planning to have the subcontract agreement be with a trusted community-based organization, are you willing to collect and approve all of the costs incurred? (required)

The City will be partnering with the California Green Business Network to help in the administration, development, outreach and the adoption of the various sustainability initiatives within the City's business community. The City is also prepared to confirm and approve the expenditure of resources associated with the outreach and adoption of these efforts.

7. How will you track costs for reimbursement on the subcontract agreement? Costs for your program? Costs for the Community-based Organization? Costs for the businesses? (5 points)

The City will receive a detailed monthly report from the CAGBN, in which it will identify the associated expenditures for the grant program. This report will include weekly hours by CAGBN, and associated external costs. Additionally, the CAGBN will be tracking any costs incurred by adopting businesses that are eligible for reimbursement and providing the necessary information to confirm the installation or receipt of these goods. Finally, to confirm the effectiveness and utility of the grant, CAGBN will also be updating the businesses that were reached (or where outreach was attempted) so city-wide adoption can be tracked.

8. Do you agree to use the California Green Business Database, collect the data necessary to track metrics, and to adhere to the by-laws of the Network? Will you ensure that businesses certified by your agency are in compliance with regulatory laws and meet the essential criteria set forth by the California Green Business Network to ensure statewide consistency? Is your agency capable of contributing to support statewide efforts such as the database in future years beyond the lifetime of the grant funding? (all required)

Yes, we agree to the terms of use.

9. Are you willing to become a contributing member of the California Green Business Network? It is recommended that you review and become familiar with the by-laws of the Network and ask any questions you may have before submitting this grant application. The first year requires no fees with the current funding. However, subsequent years require annual fees. The base fee is \$5,000/year with a supplemental fee based on the number of businesses in your region. The fees run from \$5,000 to \$20,000, depending on your business population. Ask staff from CAGBN to calculate what your fees would be.

By-Laws can be found at: drive.google.com/file/d/1SQjUntt5ubllOO7pbdIQ8rDlShltd9Py/view?usp=sharing

Yes, we have reviewed the by-laws and are willing to become a contributing member of the California Green Business Network. We will request the opportunity to negotiate subsequent year fees to accommodate budgetary restrictions. There are no further questions. We agree to all other terms.

10. What are your plans to ensure that the Green Business Program has longevity and becomes a long-standing, well-supported and high participation program beyond the term of the funding? How do you intend to secure funding beyond the initial seed funding? (20 points)

Within the City there are multiple departments/divisions that are committed to advancing the goals that the CAGBN will be working to expand within the City. There are existing funding structures that will make it possible for the City to maintain its annual responsibilities supporting the Green Business Network. Additionally, as the CAGBN is able to build out a successful program, the City may be able to find additional funding in other divisions/departments or grant opportunities.

Optional: Community-based Organization:

11. Please list any Community-based Organizations that you intend to work with and describe their experience in working with businesses in your region:

- Community-Based Business Assistance Organization:

CAGBN – The California Green Business Network has been able to develop similar, if not identical programming throughout the State. We will be utilizing their expertise to deliver new opportunities to our business community and to reinforce many sustainability and environmental efforts that the City is focused on advancing.

- What experience does the CBO have working with English as second language speakers, hosting workshops, and working with the business community?
The CAGBN – has recently helped develop these efforts through various locations in Monterey County including Watsonville, and Seaside. The CAGBN was able to incorporate these businesses, by hosting workshops and working with the business community. We have been in communication with the CAGBN and they have confirmed that the outreach in Salinas would be preformed by a bilingual individual who will be able to address the questions and concerns of business owners in both Spanish and English.

Business Community:

12. Do you have interest from the business community in the proposed region? What type of industry sectors would you work with (auto-repair, small manufacturing, retail, etc.)? Are there business associations that you have discussed the program with? Are there any pilot businesses that have agreed to participate? Approximately how many businesses do you envision certifying during the funding term of two years? (10 points)

The City regularly engages with business outreach through three main organizations, The Chamber of Commerce, Salinas United Business Association (SUBA), and Salinas City Center Improvement Association. Each of these organizations has been interested in improving existing waste reduction measures as well as exploring opportunities for electrification. The City will continue to expand on these relationships and to offer these opportunities to more businesses.

NOTE: Funding is pending and dependent on a contract with the State of California and is not guaranteed. Responses to these questions will be used to select the communities that are most ready to launch Green Business Programs and most likely to succeed and have longevity.