

Sustainable, Reliable and CREATIVE Funding

GREEN

**CALIFORNIA
GREEN BUSINESS
NETWORK**

**THANK YOU,
FOR TAPPING INTO
OUR NETWORK.**

Certified California Green Businesses meet a verified set of standards that conserve resources and protect your community.

FOR MORE INFORMATION VISIT
greenbusinessca.org



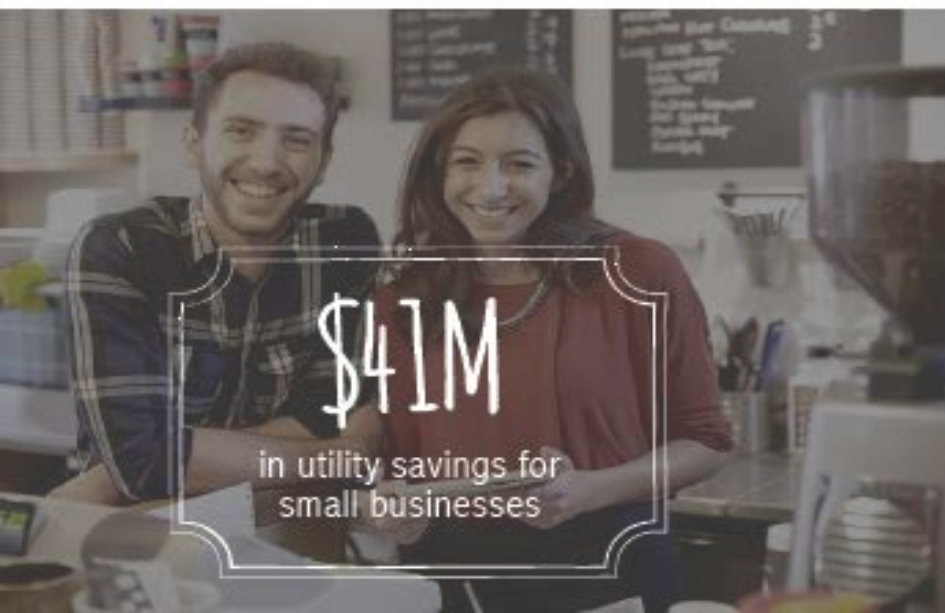




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3,557 BUSINESSES CERTIFIED BY 2017



WHY SMALL AND MEDIUM-SIZED BUSINESSES?



of State
employers



of the
workforce



of the commercial
energy use in CA



by state
and utility programs



Filling a niche

- Businesses tend to be mostly micro-businesses
- More than half do not have their own meter and are tenants
- They do not have facility managers or sustainability people on staff

You are in good company!

- 34 programs
- 3000+ recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California
- We added 6 new programs this year, mainly in SoCal.





Starting New Programs

- Mentorship
- Support
- Our web-based GreenBizTRACKER is a green business program in-a-box
- The factory is built, we are ready to crank out Green Businesses.



Our History

- **1995** Sonoma Green (a compliance-plus program) starts and paves the way for the GBP concept
- **1996** First robust and comprehensive GBP starts in Alameda County
- **2004** Monterey Bay Area starts program, **1,000 businesses certified**
- **2007** GBP now in all 9 Bay Area counties
- **2008** First Southern California program launches
- **2009** www.greenbusinessca.org launched to manage certifications and promote businesses
- **2010** **2,000 businesses certified**
- **2011** Formalized as official State of California Program AB 913 (Feuer)
- **2013** Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed
City of Los Angeles launches a program
EPA funds launch of new programs in Disadvantaged Communitys (DACs)
- **2015** First GBP launched in Central Valley
3,000 businesses served
EPA and 5 States pay CAGBP to help start database/programs nationally

So Let's Talk About Funding!
How do you fund your program?
[Pollev.com/greenbusiness843](https://pollev.com/greenbusiness843)



Live Poll Results: Who helps fund your program?



Lock

Clear results

Fullscreen

Next

Previous

Local Programs: How Are We Funded

- 
- Public Works,
 - Environmental Health,
 - Water Districts,
 - Business Enrollment Fees
 - Air Districts,
 - Sanitation,
 - Stormwater Programs, and
 - Utilities

CAGBN Current Funding (California)



- **US EPA**
- **Cal EPA**
- **PG&E**
- **Member Dues**

- EnergyUpgrade California
- Software Licensing Fees

← BACK TO CREATE A METRICS REPORT

Report Results

BACK

SAVE REPORT

How did we first seek funding?

REPORT DETAILS:

How do we

DATE RANGE START

2016-10-01

DATE RANGE END

2018-11-05

STATE

California

CERTIFIED BUSINESSES

2948

AUDIT GROUPS & SUB-GROUPS

Energy
Equipment
Lighting
Heating, Ventilation & Cooling
Generic
Dishwashing & Laundry
Greenhouse Gases
Lighting & Equipment
Awareness & Maintenance
Pollution Prevention

PROGRAMS

San Mateo County
Contra Costa County
Alameda County
San Francisco
City of Los Angeles
Monterey
Santa Cruz County
City of Manhattan Beach
City of Santa Monica
Marin County

We had a great idea to build GreenBizTRACKER
and the funders came to us!

TABLE VIEW

GRAPHIC VIEW

GREENHOUSE GAS EMISSIONS SAVED

HAZARDOUS WASTE REDUCED

GREEN
FIND GREEN BUSINESSES

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So we held a summit and invited everyone to help us.

Summit Outcomes:

Vision Statements and Funding Contacts



1. We leverage technology.
2. We strive for sustainable, reliable funding.
3. We maintain high and consistent performance standards.
4. We develop/implement effective marketing, branding and outreach and expand our program reach.
5. We foster sustainable education in schools and develop our workforce.
6. ***We practice collaborative governance.***
7. CAGBN is driven by accurate and current performance data.



Agency Finger-pointing



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CalEPA Projects:

- Environmental Justice

Departments:

- State Water Quality Control Boards
- Dept of Water Resources
- Office of Environmental Health and Hazard Assessment
- Dept of Toxic Substances Control
- Air Resources Board
- CalRecycle
- Dept of Pesticide Research



CalEPA

California Environmental
Protection Agency

Go Biz

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- Governor's Office of Business and Economic Development
- Formed by Legislation with a budget grab from multiple departments

Combing the Halls of the Capitol Building



We Went After Greenhouse Gas Reduction Funds



- As soon as the fund was established, every environmental NGO, agency, and program had their hand out
- Funded a lot of worthwhile politician pet projects (like highspeed rail)
- Favors one off items that have a measurable reduction in GHG (like a new EnergyStar Fridge)
- Favors work in disadvantaged areas.



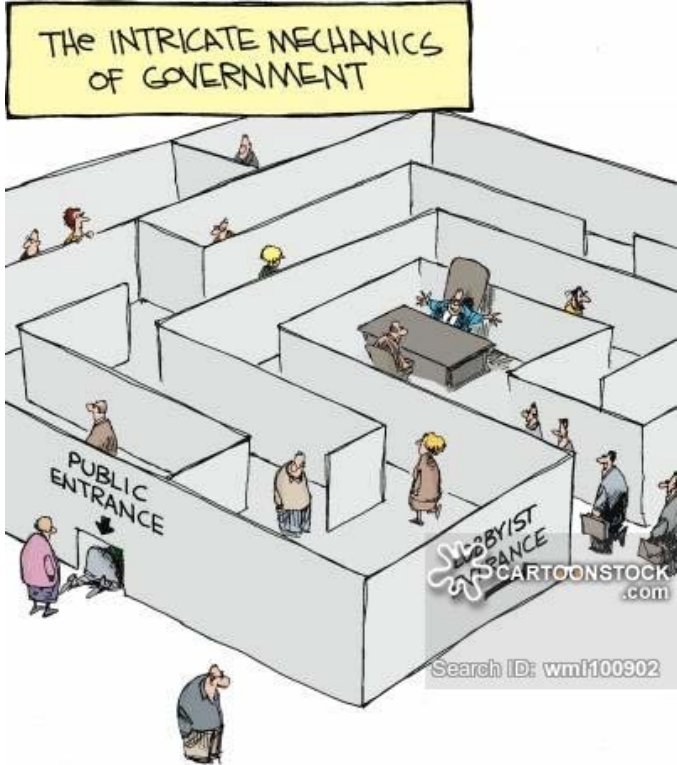
Letter Campaign from Businesses, Local Government, Chambers and Other Partners



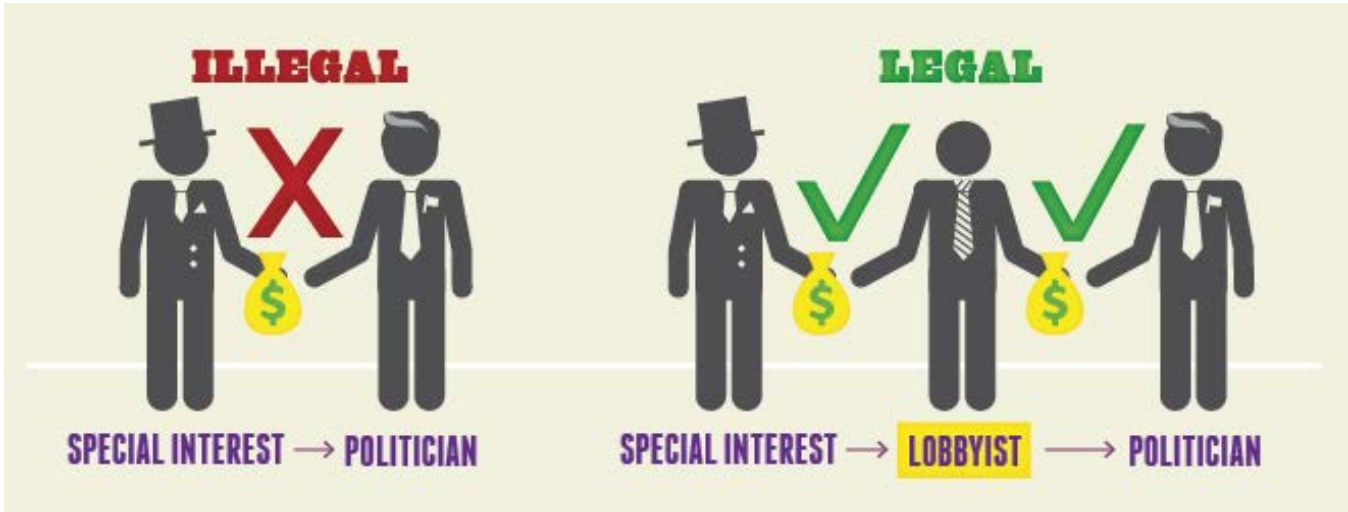
- Big stack of letters that made a satisfying thunk when you placed it on a table or desk.
- Local program staff talked to their local state reps
- Started to identify some political and agency champions who were starting to guide us away from GGRF.
- But nobody was showing us where to find the funding.

Enter the Lobbyist

1. Local governments often have a lobbyist on retainer.
2. We started to ask that the local governments ask their lobbyists to prioritize funding for Green Business Programs.
3. We quickly realized that one lobbyist in particular represented over half of our programs.
4. Kevin (San Francisco) set up a meeting to talk to them.



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[California Coalition on workers' Compensation](#) ^

[California Faculty Association](#)

[California Financial Service Providers](#)

[California Medical Association](#)

[California Moving and Storage Association](#) ♦

[California Product Stewardship Council](#)

[California Transit Association](#) *

[The Chadmar Group](#) ♦

[City/County Association of Governments of San Mateo](#)

[County Medical Services Program](#)

[CSAC Excess Insurance Authority](#) ▼

[Del Norte County](#)

[FedEx Corporation](#)

[Fresno County](#) ■

[Fresno County Transportation Authority](#) ♦

[General Motors, LLC](#)

[Great-West Life & Annuity Insurance Company](#)

[Humboldt County](#)

[Kern County](#) ■

[Los Angeles, City of](#)

[Los Angeles City Attorney's Office](#)

[Los Angeles County Lifeguard Association](#) ♦

[Los Angeles County Metropolitan Transportation Authority](#)

[Los Angeles World Airports](#) △



Our Champion: AM Muratsuchi

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Contacts

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Increase your foot traffic.

Save money and show your customers
you care by becoming a Certified
California Green Business.



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