

GREEN

CALIFORNIA
GREEN BUSINESS
NETWORK

Pilot Strategies for a More Inclusive Program

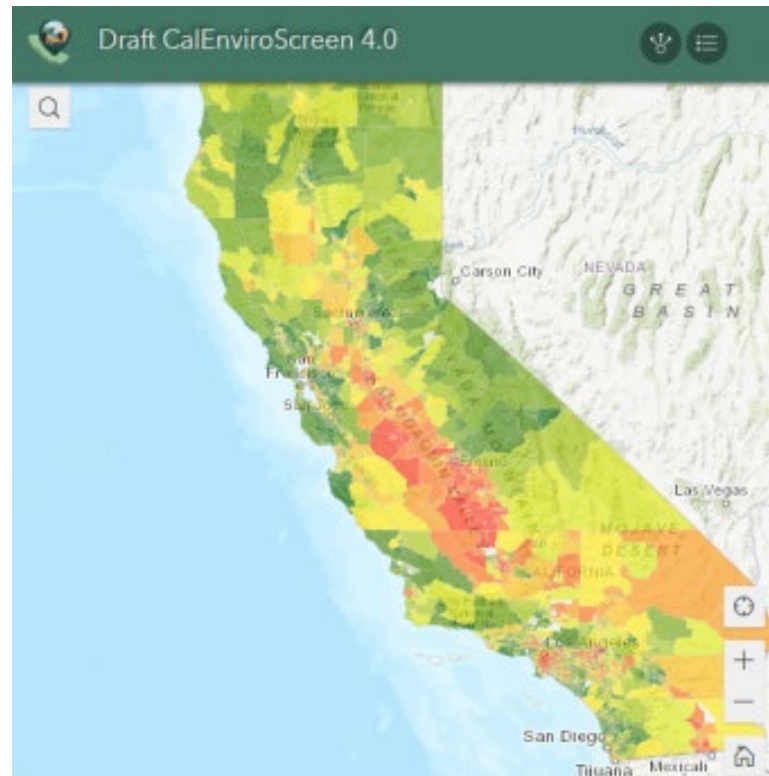
Presented by:
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Problem: Unequal Distribution of Resources

- CalEnviroScreen map shows regions in **red** that are “DAC”
- CAGBN overlay with Certified Green Businesses map showed green businesses in **green** regions mostly
- CalEPA Requirement: Earmark 25% of state funding for **DAC** areas
- **Question: By targeting DAC region, did we solve the problem of unequal distribution of resources?**



Results: Unintended Consequences

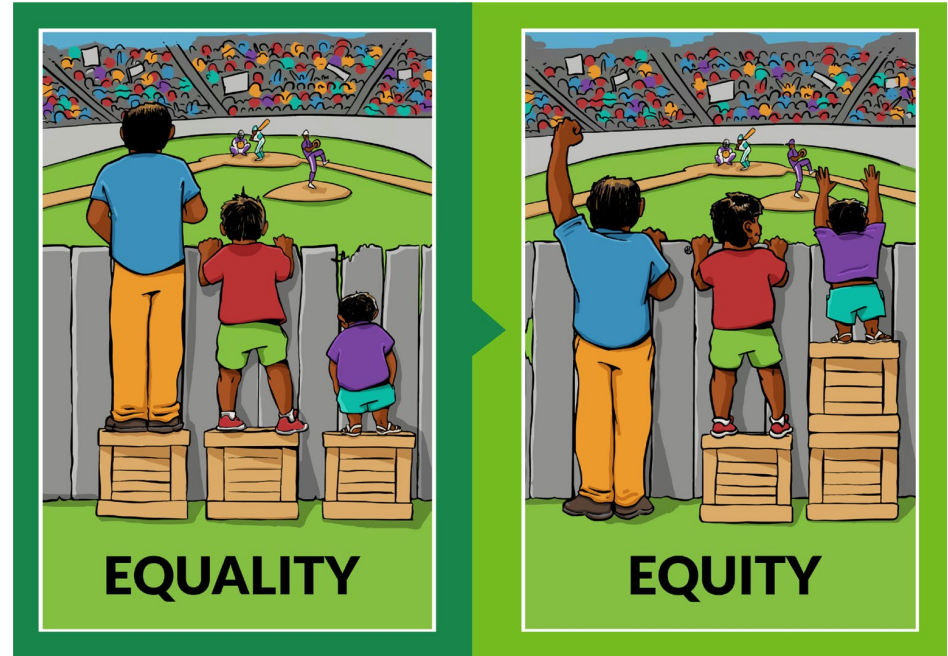
- **Answer:** Yes and no.
- DAC region businesses were served but were not those that needed the most
- **Large disparity** between BBIPOC owned businesses statewide and BBIPOC owned businesses in our network

California Businesses	
"Minority" Owned (2012 Census data)	1,619,857 = 47%
"Nonminority"-owned (2012 Census data)	1,819,107 = 53%
Green Businesses BBIPOC owned (survey)	20%

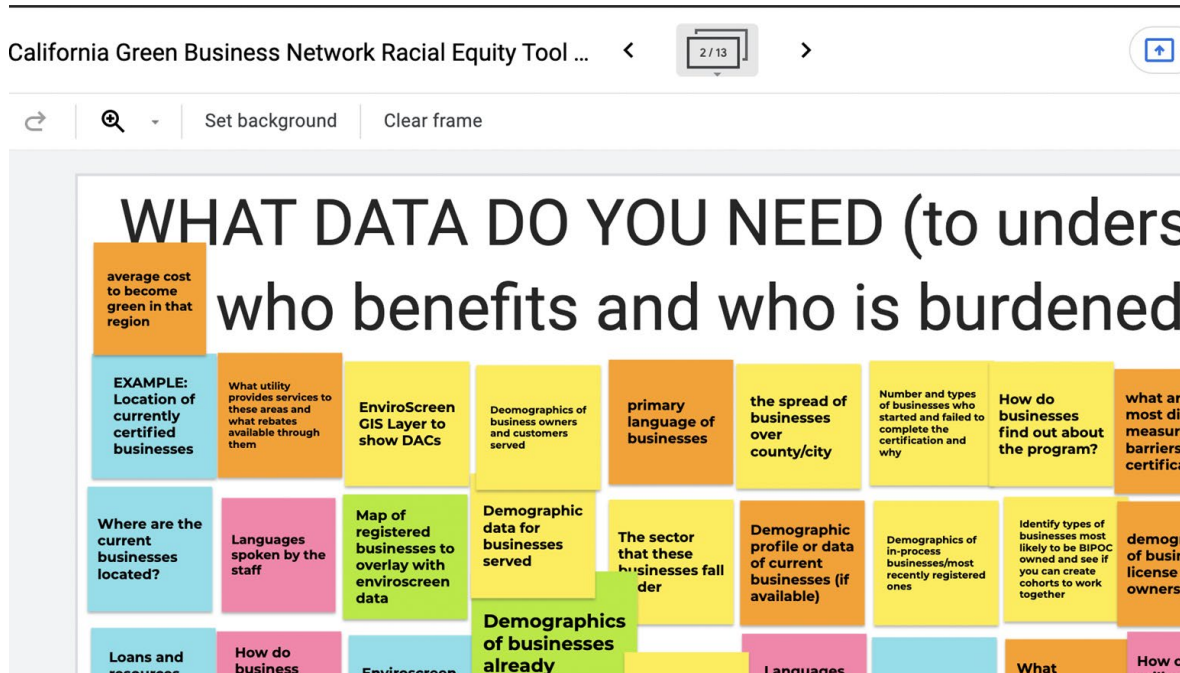
New Solution: Equity

- Equity Committee formed in 2020 to find ways to help Black, Indigenous, and People of Color (BIPOC) Business owners
- [Continuum on Becoming an Anti-Racist Multicultural Organization](#)
- [Racial Equity Scan Tool](#) - SFE

Question: What are some barriers for businesses to be a part of an environmental program?



Racial Equity Scan Tool: Identifying Inequities + Barriers to Equitable Access



Identified:

- Data needed
- Equity gaps
- Key stakeholders
- Resource gaps
- Potential strategies
- Accountability metrics for our network

Increasing Knowledge + Action

Identifying Priorities with Decision making Matrix

- [Anti-Racist Training - Doyin Richards](#)
- Driving Equity facilitation by Doyin Richards results:
 - Partnering with CBOs is highest priority

CRITERIA		Weight %	Solution Alternatives (Rating Scale: 1 to 10)							
			Solution A		Solution B		Solution C		Solution D	
			Build Relationship First		Hire BIPOC Coord		Partnering with BIPOC orgs			
1.	Social Impact	50%	8	4.00	10	5.00	9	4.50		-
2.	Cost	15%	2	1.00	3	1.50	5	2.50		-
3.	Time to Implement	30%	1	0.50	7	3.50	8	4.00		-
4.	Environmental Impact	5%	10	5.00	10	5.00	10	5.00		-
Total Points		100%	10.50		15.00		16.00		-	

BEST SOLUTION: Partner with BIPOC orgs

Partnering with a CBO: Case Study

El Concilio of San Mateo County Partnership

- Contract Summary
 - Paid \$10,000 to outreach to 100 businesses
- Process
 - Program staff partnered with El Concilio staff in field
 - Trained CBO staff
 - Adjusted approach (phone calls and Spanish webinars)
- Results
 - Enrolled 80+ businesses
 - 17 businesses completed Efficiency
 - Over \$6,300 distributed to BIPOC owned businesses



Program Designs to Drive Equity

1. Simplifying the program for equity, expediency, and for business user experience
2. Hiring from the community being served
3. Getting funds to underserved businesses -- **rebates 1.0**

- WELCOME -

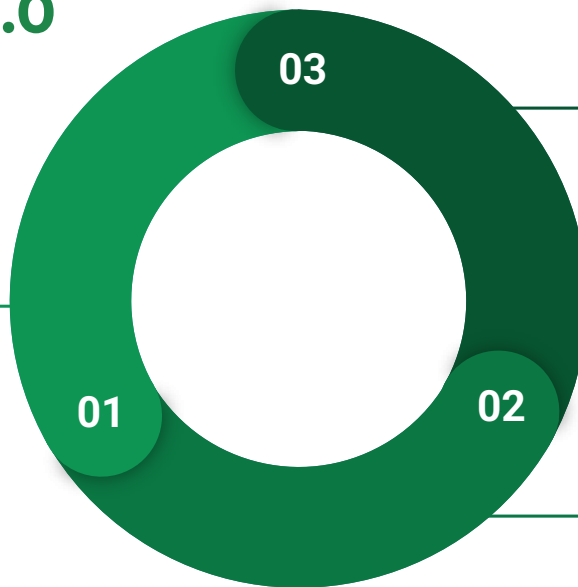
SUSTAINABLE BUSINESS CHALLENGE 2021

Rebates 2.0 and 3.0

1. Business sends up to \$500 in receipts to coordinator after 12 step Efficiency is complete

Up to \$500 for e.g. LED lights, electrician, low flow toilets, plumber, cleaning products, paper products, reusable dishware, bicycles, energy star equipment, water refill station, 100% renewable energy option, solar panels,

Equity drivers: Cost of staff time to certify, double for BBPOC owned, okay to submit at Efficiency level for Certified level expenses (closes cost gap)



3. Send check -- quickly!

As soon as coordinator submits the form, rebate administrator is notified, reviews, and approves for finance team. Turnaround time internally should be fast so businesses receive checks within 2 weeks of submission.

Equity drivers: Fast turnaround time builds trust!

2. Coordinator submits form

Coordinator verifies purchases and submits to Rebate Administrator online using WP Forms (integrates to Quickbooks!). WP forms has a CSV export so you can create tracker or import that data to your accounting/budget database. We use a Google sheet tracker so we can communicate which rebates are approved and when the checks have been sent.

Equity driver: Removes administrative burden from business owner

Equity Committee Goals

1. Develop culturally appropriate language, messaging, and materials, starting with Spanish.
2. 25% of state funding will go to underserved communities equitably.
3. Programs will recruit local businesses in line with actual business demographics that are minority-owned and/or business owners that speak languages other than English.
4. Statewide network will recruit businesses in line with actual business demographics
5. At least 25% of certified Green Businesses over the next two years will be located in Disadvantaged Communities (DAC) with focus on the underserved within those regions

