



County of Monterey

Item No.4

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

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May 01, 2024

Introduced: 4/10/2024

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- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

RECOMMENDATION:

It is recommended that the Economic Development Committee:

- a. Receive a presentation from the Monterey County Green Business Network on the network's activities and importance to the County climate action; and
- b. Consider providing support for a funding request to the Board of Supervisors during the FY 2024-25 Budget Hearings.

SUMMARY:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate. This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

DISCUSSION:

The California Green Business Network is a state-wide organization that certifies and rewards businesses for integrating sustainability measures into their business practice. The Monterey County Green Business Network has 109 active participants that receive free technical assistance, standardized frameworks for compliance, promotional materials, and peer learning support. Across the state, local chapters of the network have been funded by participating jurisdictions or through State funding where local resources have not been secured. Due to State budget cuts, the Monterey County chapter of the network has lost its funding and aims to raise \$150,000 annually across jurisdictions in the County for the chapter to continue to operate.

By securing funding in the amount of \$150,000 between jurisdictions within the County, the MCGBN will be able to provide a dedicated staff member to support certified business, certify more business, perform community outreach activities, and fundraise for the chapter. Businesses benefit from network

certification by receiving technical support for mandatory compliance such as SB 1383, cost savings from reduced energy and water consumption, and promotion as a green business. These benefits are summarized in the attached MCGBN Impact Summary Report.

Further, the network provides an outlet and pivotal group of first adopters and advocates for sustainability policies as staff work to implement the Community Climate Action & Adaptation Plan. Driving change through local business leadership and consumer awareness is a crucial element of community led climate action and climate friendly behavioral change programming needed to meet the County’s climate goals. The MCGBN provides a foundation for this community led engagement. Additionally, the network provides a point of engagement for community members to take part in tangible climate action by supporting MCGBN certified businesses.

At this time MCGBN is requesting funding support of \$20,000 annually through 2030 beginning in Fiscal Year 2024-25 through Fiscal Year 2029-30 for a total of \$120,000. This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

OTHER AGENCY INVOLVEMENT:

This item was supported by the Alternative Energy and Environment Committee and referred to the Economic Development Committee on 2/29/2024.

FINANCING:

If supported by this committee, staff will include the request to go to the Board of Supervisors with the annual budget beginning in FY 2024-25.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

This initiative supports community engagement and participation to meet the County’s greenhouse gas reduction goals as set forth in the upcoming Community Climate Action and Adaptation Plan.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Attachments:

- MCGBN Impact Summary Report
- Alternative Energy and Environment Committee Report
- PowerPoint Presentation