

February 1, 2022

**C-14**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Authorize the City Manager, or designee, to execute an agreement, and any subsequent amendments, with the California Green Business Network, to receive and expend \$90,000 in grant funds to continue the Green Business Certification Program, beginning December 10, 2021, through December 10, 2023; and,

Increase appropriations in the General Grants Fund Group in the City Manager Department by \$90,000 offset by grant revenue. (Citywide)

**DISCUSSION**

On August 6, 2018, the City of Long Beach (City) submitted an application for the California Green Business Network (CAGBN) New Community Grant, which offers funding towards new Green Business Recognition programs joining the network. The CAGBN works with small- to medium-sized businesses to create a vibrant green economy. Led by a coalition of cities and counties, the CAGBN helps make communities healthier and more livable while also conserving resources and saving money.

The Long Beach Green Business Program (Program) has received funding from CAGBN each year with this being the fourth annual grant for the program. This grant differs from previous years as it spans two years (2021-2023) and encourages partnering with community-based organizations (CBOs) to achieve equity goals.

The City will continue as a sub-grantee under the CAGBN to carry out its mission of certifying green businesses. CAGBN requires that existing programs under this grant certify 35.5 businesses per year during the funding period (December 10, 2021, to December 10, 2023). Grant requirements also include a focus on reaching disadvantaged businesses through CBO partners or new internal strategies. Program staff are working to build local partnerships with CBOs to fulfill this requirement.

The Program will continue in partnership with other City departments, utility providers, and the business community. The Program is supported by the Public Works, Long Beach Water, Economic Development, and Energy Resources Departments, and Southern California Edison. These partners provide technical support to businesses in meeting program requirements and collaborate in outreach efforts to the business community.

Green Business Certification will continue to be provided free of charge to all Long Beach businesses, and the program will continue to connect businesses with any resources and incentive programs available to help businesses go green which includes a rebate through CAGBN of up to \$500 for expenses related to certification. Businesses that achieve certification will be promoted on the City's website and social media channels, listed on the CAGBN database of green businesses,

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provided with branded material to showcase their Certified status, and recognized at an annual recognition event.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on January 11, 2022 and by Budget Operations and Development Officer Rhutu Amin Gharib on December 27, 2021.

### SUSTAINABILITY

The CAGBN funding and Program allow the City to achieve this goal by improving Green Certification standards and providing funding that can be used for staff time and outreach to the business community, especially within disadvantaged areas. The Annual Work Plan, adopted by the City Council in December 2021, includes the Program in its deliverables.

Environmental benefits of the Program include reduced greenhouse gas (GHG) emissions, reduced waste, water conservation, reduced pollution, and increased community awareness. As of 2020, CAGBN programs statewide had certified 4,000 businesses that measured 301 million gallons of water saved, 96,000 tons of GHG reductions, 51 million kilowatt hours of energy saved, 19,000 tons of waste diverted, and \$18 million in utility savings for businesses in 2020. The Program will encourage sustainable business practices in Long Beach and track businesses' accomplishments in reducing their environmental footprint.

### TIMING CONSIDERATIONS

City Council action is requested on February 1, 2022, to execute the necessary documents to receive and expend grant funds.

### FISCAL IMPACT

The City will receive \$90,000 in grant revenues for the period of December 10, 2021 through December 10, 2023. As the grant funds are not currently budgeted, an appropriation increase of \$90,000 in the General Grants Fund Group in the City Manager Department is requested. The grant requires a \$30,000 in-kind match that will be met through staff time provided by the Office of Sustainability. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



THOMAS B. MODICA  
CITY MANAGER