RECOMMENDATION

Director of Public Works requests approval of and authorization for the Chair to sign a revenue agreement with the California Green Business Network for a maximum of $17,197 for the term May 1, 2020 through June 30, 2021 to deliver services related to the Napa County Green Business Program.

EXECUTIVE SUMMARY

The Napa County Green Business Program (Program) works with businesses to help them achieve and be recognized for implementing a high set of environmental standards in pollution prevention and resource conservation. The Program covers the entire County, including the Town and all four cities. To be certified as a Green Business, businesses must meet Program standards for conserving energy and water, preventing pollution, and minimizing waste. The Program, in association with the California Green Business Network (CAGBN), currently has businesses certified in four industry sectors including office/retail, restaurants, lodging and wineries. Participants receive recognition by displaying Green Business/Green Winery marketing materials so consumers can identify the environmentally responsible businesses. Green Businesses are also listed in an online statewide directory.

This agreement is a sub-award under California Environment contract with CAGBN and will provide up to maximum of $17,196.54. The agreement is dated May 2020, but staff will not bill any expenses against the funding until fiscal year 2020-21.

FISCAL & STRATEGIC PLAN IMPACT
Is there a Fiscal Impact? Yes
Is it currently budgeted? Yes
Where is it budgeted? The item is currently budgeted in Fund: 1000 Subdivision: 1220000, Public Works. However, starting FY 2020-21, this will be moving to Fund 1000, Subdivision 1700000 Planning.
Is it Mandatory or Discretionary? Discretionary
Discretionary Justification: Participation in the California Green Business Network allows Napa County to access funding through the California Air Resources Board through a contract with the California Green Business Network. The funds support implementation of the Green Business program in Napa County.
Is the general fund affected? Yes
Future fiscal impact: The agreement runs from May 1, 2020 - June 30, 2021, but staff will not bill any expenses until FY 2020-2021. There are no impacts past FY 2020-2021.
Consequences if not approved: If not approved, the County will have less funding available to run the Napa County Green Business Program and would certify fewer businesses in FY 2020-2021.
County Strategic Plan pillar addressed: Vibrant and Sustainable Environment
Additional Information:

ENVIRONMENTAL IMPACT
ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION
The Napa County Green Business Program (Program) works with businesses to help them achieve and be recognized for implementing a high set of environmental standards in pollution prevention and resource conservation. The Program currently has businesses certified in four industry sectors: office/retail, winery, lodging, and restaurant. Participants receive recognition by displaying Green Business/Green Winery marketing materials so consumers can identify the environmentally responsible businesses. Furthermore, businesses certified in the City of Napa receive a $500 stipend from the City after certification/recertification and all businesses, when certified or recertified are eligible to receive additional rebates from the California Green Business Network (CAGBN). Green Businesses are also listed in an online statewide directory.

The Program was developed in 1996 by local Bay Area governments in collaboration with the U.S. EPA, Cal EPA, Department of Toxic Substances Control, and the business community. CAGBN now administers the program in 30 jurisdictions around the State and there are over 4,000 businesses certified statewide. 2,000 businesses are in the process of getting certified and jurisdictions in the Central Valley, Inland Empire, and Southern California have joined the network in the past year. County staff work with agency and non-profit partners around the County, such as the City of Napa, Napa Recycling and Waste Services/Napa County Recycling and
Waste Services, Upper Valley Disposal Service, and Napa Green, to assess waste, water, and energy use at enrolled businesses and to document and encourage continuous improvement. Site visits are conducted by County staff and our partners. County staff collaborates with Green Business Coordinators in the Bay Area and statewide to develop marketing and outreach campaigns and to share best practices.

The agreement is a sub-award under a California Environmental Protection Agency contract with CAGBN and will provide up to maximum of $17,196.54. Utilizing the additional funding and in collaboration with program partners, the County will certify /recertify at least 20 businesses, report outcomes and participate in at least one CAGBN subcommittee. The agreement is dated May 2020, but staff will not bill any expenses until fiscal year 2020-21. As defined in the agreement, Napa County will certify or recertify at least 20 businesses.

Expenses that are reimbursable may include but are not limited to:

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 and travel expenses for events such as Green Business conferences and/or business recruitment events.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve
Reviewed By: Susan Kuss