

CALIFORNIA GREEN BUSINESS NETWORK MEMBERS

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BUDGET PLAN

COMPREHENSIVE GROWTH GOALS	ANNUAL FINANCIAL REQUIREMENT
Reach and Impact: Recognize up to 8000 California businesses. “Invest in What Works” over the span of 4 years	
☒ Local GBP staff time addition (\$40k ea for 25 existing jurisdictions annually, 100% match required for funding amount up to \$40k per year for 4 years)	\$1,000,000
☒ “Level the Playing field”: build bridges between existing programs and disadvantaged community groups. Develop multi-lingual program materials. Provide additional assistance to establish new programs in DACS.	\$80,000
☒ “Level the Playing field”: 8 New Programs with a focus on disadvantaged and/or rural communities (\$20,600 ea for training and mentorship from CAGBN) and \$80,000 ea for the local program start up funding over four years, estimating 2 new programs per year.	\$201,200
Marketing and Branding: Brand the state program and implement statewide marketing plan. Help consumers “shop green” with marketing map and phone apps. Increase metrics captured to show true impact of program. Promote businesses more and actively recruit new businesses. Increase and expand online and social media presence. “Tell the Story”	\$98,800
Implement Greenhouse Gas Reductions at businesses through rebate incentives and direct install offerings. (First come, first served businesses receive up to \$1K in rebate/direct install benefit to complete projects) *	\$1,000,000
Performance Standards: Standardize and streamline checklists that can be adopted statewide, while locally specific information is also preserved. Implement tiered program to lower the barriers for entry in DACs and Southern California. Incorporate Tiers into GreenBizTRACKER, pilot in 4 jurisdictions, then launch as optional program aspect.	\$45,000
Data and Technology: Optimize and maintain GreenBizTRACKER to meet the growing demand within CA, expand throughout the State, incorporate more metrics. Tie-in platform with the CoolCA Program and the EnergySTAR building portfolio Manager.	\$75,000
Total	\$2,500,000