



Agenda Report

Fullerton City Council

MEETING DATE: FEBRUARY 2, 2021

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: ANTONIA GRAHAM, DEPUTY CITY MANAGER
ANISSA LIVAS, ADMINISTRATIVE ANALYST II

SUBJECT: SUSTAINABLE BUSINESS CERTIFICATION PROGRAM
AND APPROPRIATION OF GRANT FUNDS

SUMMARY

The Fullerton Sustainable Business Program is an economic development tool aimed to assist businesses with reducing their operational costs on utilities and become more "green." In order to accept grant funds to promote the program, City Council approval is needed to appropriate the funding and authorize a new subprogram under Fund 46 (Refuse Fund).

RECOMMENDATION

1. Appropriate receipt and use of \$15,000 grant funding for establishment of a Sustainable Business Certification Program.
2. Authorize creation of a new subprogram (429 - Sustainable Business Certification) under Fund 46 (Refuse Fund) to carry-over received funding.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statement:

- Fiscal and Organizational Stability.

FISCAL IMPACT

The City will receive \$15,000 of grant funding for the administration of the Fullerton Sustainable Business Program.

DISCUSSION

The City of Fullerton seeks to officially launch a new program aimed at providing free assistance to help local businesses “go green” and become more efficient, profitable and sustainable, called the “Fullerton Sustainable Business Program”. The program would be an official member of the California Green Business Network (CAGBN). The CAGBN is a statewide network that is non-governmental with an aim to connect business and communities together to establish healthier business models and improve sustainable business practices. CAGN has many participant cities including Huntington Beach, Irvine, Laguna Beach, Mission Viejo, Riverside, Torrance, Los Angeles and Long Beach to name a few.

The program provides value to the City as it is a non-regulatory mechanism to encourage and reward environmental excellence in everyday business practices. The program overseen by the City Manager’s Office is staffed with volunteer interns from California State University Fullerton (CSUF) Environmental Studies program. Additionally, this program enables the City to further show regulatory agencies that the City is in compliance with a myriad of State environmental regulations that the City is required to report on each year such as AB 939 (solid waste reporting), NPDES public education requirements, water conservation requirements and SB 341 (mandatory commercial recycling) to name a few.

To launch the program and appropriate grant funding to administer the program, authorization of a new subprogram under Fund 46 (Refuse Fund) is needed. The program is supported by Southern California Edison, Southern California Gas Company and Republic Services; all of whom wrote letters of support to CAGBN. The incentive programs and outreach offerings from these entities will complement the certification program. Interested businesses just need to contact the City Manager’s Office to express interest and Staff will coordinate the volunteers to go through a checklist with the businesses to verify existing practices and collaborate with the utilities and Republic Services to ensure that all rebates and incentives are made available to the business.