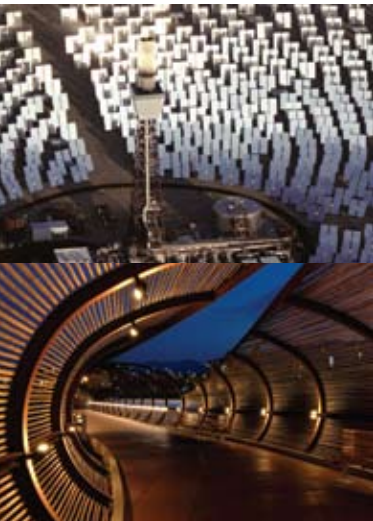




**GREEN
VALLEY
INITIATIVE**

TAKE THE **INITIATIVE**



A way to balance
sustainable economic
development and
quality of life in
Inland Southern California





INVOLVED

“Over 94% of residents surveyed believe that the region’s leaders need to balance quality of life with economic development.”

2007 Inland Empire Annual Survey, Institute of Applied Research and Policy Analysis, California State University, San Bernardino



INTEGRATION

GREEN VALLEY INITIATIVE MISSION STATEMENT

Transform Riverside and San Bernardino counties into a region that integrates people and businesses with natural resources to create new jobs, greater opportunities and higher quality-of-life.





A movement is underway to bring green technologies and sustainable practices to Riverside and San Bernardino counties.

This movement is known as the Green Valley Initiative, a sustainability platform that integrates social, economic and environmental forces to bring new jobs, greater opportunities and a higher quality of life to the region. The Green Valley Initiative is a cooperative effort. It is the culmination of sustainable ideas and recommendations from leaders and stakeholders in both counties. Working stakeholder groups have been established, each of which focuses on developing and implementing strategic plans in the areas of education, policy and economic development.

Municipal, county and tribal governments are being established as Green Valley Jurisdictions, committed to incorporating sustainable land-use and green building, business and purchasing programs. Universities and colleges are sharing resources to establish a green brain trust. And along with potential funding and capital sources, the region's green assets are being cataloged to identify existing resources and opportunities for expansion.



INNOVATION



Top 10 Reasons why the Riverside/San Bernardino area is the Ideal Spot for a Green Valley

1

Unprecedented growth

More than 2 million new residents will arrive in the Inland Empire within the next 15 years. As a result, the IE will maintain its role as the fastest growing region in the state in terms of job and population expansion.

2

Wealth of Land Availability

The Inland Empire region has the capacity to build more than 30 million square feet of Class A office space and according to the 2007 Inland Empire Regional Outlook Conference the area has 361 million square feet of industrial space, of which approximately 310 million (85.8%) is warehouse and distribution.

3

Sophisticated Infrastructure

The Inland Empire boasts five local and international airports, four major railroad systems and 10 interstates and highways with access to the Ports of Long Beach and Los Angeles. This positions the region as a critical player in the goods-movement infrastructure.

4

Unparalleled Educational Resources

The region has over 40 colleges, universities, private training schools and institutes. Many of these institutions maintain strong focus in the applied sciences, engineering, business and entrepreneurial studies and medicine. More than 400,000 degreed workers presently live in the region with an additional 222,000 expected by 2020.

5

Concern for Conservation

Residents of the Inland Empire are motivated to conserve. Nine out of ten recycle and one-third actively conserve water. There is a prevailing sentiment that government should take the lead in providing incentives for businesses to adopt environmentally-friendly technology.

6

Established Industries

Several leading-high tech companies are located within the region including Kramer Junction's solar farms in Barstow, Heliostate's thermal electric farm, Palm Spring's wind farms, Phoenix Motorcars' electric car company and many more.

7

International Interest in Green Technologies

According to the December 2007 poll by the National Venture Capital Association, over 80 percent of venture capitalists believe that in 2008 firms involved in CleanTech will attract a greater share of VC funds, both domestically and internationally.

8

Ideal Climate

The Inland Empire's climate is well suited for renewable energy production with over 270 days of sunshine and consistent wind patterns.

9

Built-in Market Demand

Residents of the Inland Empire are willing to support businesses working to be environmentally-friendly. In a recent regional survey, 90 percent of respondents indicated being more inclined to purchase from companies that had an environmentally supportive vision. They also indicated willingness to pay a premium price to support these businesses.

10

Overwhelming Environmental Need

Inland Empire residents face some of the longest commute times in the country adding to the region's air quality concerns. This indicates a clear need for professional and skilled-labor positions within the region. According to the American Lung Association, the Inland Empire is at the top of list of most air polluted regions.



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About the Region

The Riverside/San Bernardino region, a vast Inland Southern California land mass with a population greater than 24 states, is expected to grow by two million new residents in the next 15 years. Without jobs to employ them, the region's already-strained infrastructure will be pushed past the breaking point.

Who is Involved

Leaders from city, tribal and county governments and agencies, academic institutions, school districts, utilities, business, cultural and environmental groups, media representatives and the community are working together with unprecedented cooperation to make the Green Valley vision a reality.

Get Involved

Your contribution of time and resources will make the Green Valley a reality.

This initiative is brought to you by



www.GreenValleyNow.org

(951) 667-6210

About the Green Institute for Village Empowerment

GIVE is a non-profit organization dedicated to advancing public/private partnerships and philanthropic and educational efforts that expand sustainable communities and promote a better quality of life. Founded by Ali Sahabi, President of SE Corporation, GIVE hosts monthly symposiums and special events in its mission to educate and empower the public about issues related to sustainability. For more information, visit www.GiveForTheFuture.org.