

GREEN PROSPERITY WORKSHOP – UC RIVERSIDE

JULY 23, 2009

California Stewardship Project convened an affinity group on green prosperity with representatives from the Green Valley Initiative, Joint Venture Silicon Valley Climate Prosperity Council, Valley Vision Green Capital Alliance, Economic Development Corporation of Los Angeles County and Sierra Business Council

The following is a summary of lessons learned from the group discussion as well as highlights from each regional initiative.

SUCCESS FACTORS/LESSONS LEARNED

- **Partnership** building/convene public/private utilities
- Tangible short-term projects in context of **long-term strategy**
- The intent is **not to reinvent the wheel**, but **reassemble the pieces for new purposes** (and multiply the impact)
- Frame this as an **economic opportunity**, not just an environmental opportunity
- **Clarity** on payback period of investments
- Not treat as separate new thing, but as **part of the fabric of regional transformation**
- Importance of **metrics**
 - Net jobs gained
 - Capture of value chain
- **Closing gap** between haves and have nots
 - Energy audits
 - Skills
 - Energy efficient affordable housing
- How to deal with **federal stimulus funds metrics vs. our metrics**
 - Tension: Most jobs/money vs. Quality of Jobs (and range)
- **Preparation of workforce** and match to business needs
- **Educate** business/consumers on energy efficiency and other benefits
- **Financing**

- **Access to federal money** and how to invest well, create sustainable change
 - Workforce money
- **Consistency** across jurisdictions in region
- **Avoid silver bullets**, and be more methodical/strategic approach (common methodology/metrics)

PRIORITIES FOR COLLABORATIVE ACTION

- **Bridge opportunities**
 - Functions; markets/applications
 - Inland Empire (MFG)
 - Inter-regional linkages so less offshore
 - Stimulus Funds
 - E.D. referrals
- **Energy efficiency**
 - Strategies
 - Tools
 - Statewide campaign (Flex Your Power)
- **Business climate**
 - Processes
 - Guidance
 - Certainty
- **State policy**
 - R&D tax credit
 - Next generation of green/climate policies
- **Document models/approaches** and exchange ideas widely and make referrals

GREEN VALLEY INITIATIVE

OPPORTUNITIES

- Green building practices
- Green logistics

PRIORITIES/ACTION TEAMS

- Green business development
- Green workforce
- Green transportation
- Resource efficiency
- Solar rooftops

INITIAL PROJECTS

- Integrated Regional Resource Conservation Program
 - Education about efficiency
 - Energy audits for property owners and cost/benefit analysis
 - Financing mechanisms (private, public – state, federal AB811)
 - Connect to workforce training
 - San Bernardino Pilot Project

SACRAMENTO GREEN CAPITAL ALLIANCE

GOALS

- Clean Energy as a defining feature of the regional economy
- Become a leader in sustainability

CHALLENGES

- Financing

OPPORTUNITY/STRATEGY

- Region-wide adoption of BERKELEY FIRST model (AB811)
- Feed-in tariff structure instead of rebates
- Cash grants rather than tax incentives
- Raise the number of energy co-ops
- Educate banking community

SILICON VALLEY

CHALLENGES

- Insufficient public transit system
- Expense of RE/EE improvements
- Green building codes inconsistent across region
- Outmoded energy infrastructure

STRATEGY

- Greenprint
 - Build regional C/G market
 - Grow base of C/G industries

IMPLEMENTATION

- Climate Prosperity Council
- Areas of focus:
 - Renewable energy
 - Building efficiency
 - Clean/convenient transportation
 - Green infrastructure
- Initial efforts
 - Accelerate energy efficiency in existing buildings
 - Fund to finance carbon abatement technologies
 - Energy storage industry
 - Large-scale smart grid demonstration
 - Smart grid industry

OTHER REGIONS

SIERRA BUSINESS COUNCIL

- Energy audits
- Think locally first

LOS ANGELES COUNTY

- Focus on helping existing industries create efficiencies/savings in the context of county strategic economic plan

HOW DO WE MAKE SURE GREEN PRODUCTS ARE MADE IN CALIFORNIA?

- **Regulatory processes**
 - Speed/streamlined, certainty
 - Consistency across jurisdictions
- **Guidance** – helping firms through the process
- **Assets**
 - Quality of life
 - Infrastructure
 - Workforce
- **Regional Differentiation** – opportunities based on existing individual base

CHALLENGES

- **Businesses under pressure** to survive
 - Have to show them how to save through energy efficiency
 - Have to organize business community to meet AB32 and create savings/jobs
 - Focus on existing businesses vs. just focusing on new, high-tech sectors
- **Promote triple-bottom line** (economic/environmental/social)
- Focus on **vertical** (buildings) AND **horizontal** (infrastructure)
- **Implement as much innovation as possible** in building materials and practices
- **Important role of land use** – compact, walkable communities (grow UP, not OUT)