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REGIONAL SUPPORT GAINS HEADWAY ON GREEN VALLEY INITIATIVE

More than 17 public agencies have formally endorsed the economic development measure to bring green-tech jobs and industry to the Inland Empire.

CORONA, Calif. – Inland Empire public and government agencies are unifying in their efforts to go green through the Green Valley Initiative, a regional economic development effort designed to promote a green technology economy in Riverside and San Bernardino counties.

The boards of supervisors of both Riverside and San Bernardino counties, the Western Riverside Council of Governments (WRCOG), and more than a dozen cities and public agencies have adopted resolutions in support of the initiative. More than 30 others are scheduled to vote on it soon.

“The Green Valley Initiative offers us an opportunity to unite as a region and to send a message that the Inland Empire is prepared to be the forefront of the green movement in Southern California,” said San Bernardino County Board of Supervisors Chairman Paul Biane.

“Future growth in California is heading inland,” said Rick Bishop, executive director of WRCOG. “We have the ideal climate, infrastructure and workforce and consumer base to support green-tech companies moving into the region.”

The Green Valley Initiative was identified in late 2007 by the Washington Post as a key green movement in the nation. Governor Arnold Schwarzenegger, State Resources Secretary Mike Chrisman, Department of Conservation Director Bridget Luther and Business, Housing and Transportation Secretary Dale Bonner have spoken out in support of the endeavor.

Local agencies to have adopted resolutions in support of GVI include:

- County of Riverside
- County of San Bernardino
- WRCOG
- March Joint Powers Authority
- Western Municipal Water District
- City of Adelanto
- City of Banning
- City of Beaumont
- City of Canyon Lake
- City of Corona
- City of Desert Hot Springs
- City of Fontana
- City of Loma Linda
- City of Perris
- City of Rancho Cucamonga
- City of Redlands
- City of Rialto
- Town of Yucca Valley

- more -

The San Jacinto City Council is scheduled to consider a resolution of support on Aug. 7, with many other council votes coming soon throughout the Inland Empire.

The Green Valley Initiative is an unprecedented regional economic development plan to promote green technologies, renewable energy, alternative transportation and sustainable lifestyles to the Inland Empire. Launched in 2007 as a project of the Green Institute for Village Empowerment, (GIVE), the Green Valley Initiative began with 100 stakeholders from the region, and now boasts the involvement of more than 500 people representing government, education, business, transportation, utilities, environmental groups and the community-at-large.

The effort has drawn praise from the state, most recently being cited by Lt. Gov. John Garamendi as a project that “needs to be replicated throughout California and throughout the rest of the nation.”

- GVI has developed grant applications for more than \$1.25 million, including two from the state of California for workforce development and recycling.
- It has partnered with educational institutions in a survey of environmental and sustainability related programs at 27 universities and colleges in the region, and is coordinating with the California Regional Environmental Education Community Network to provide educational leaders with information about environmental curriculum changes.
- GVI stakeholders have identified and promoted public policy changes designed to encourage green industry and business.
- A yearlong study, implemented in cooperation with the University of Southern California Center for Economic Development, is near completion, and will identify specialized fields of green technology ideally suited for the region.

Even more work is planned for the late summer and early fall when additional partnerships and a board of directors will be formed to guide the implementation of the Green Valley.

For information, visit www.greenvalleynow.org

GIVE is a nonprofit organization established in 2006 to promote balance in the way people live, how their choices impact the environment and others in their community. GIVE hosts events and initiatives, and sponsors college campus chapters to educate the public on issues related to sustainability, a term used to describe this social, economic and environmental balance. For more information visit www.giveforthefuture.org