

Green Economic Development

Presented by



Authentic Experiences

- **Southern CA Edison**
 - Market analysis and evaluation services for energy efficiency and conservation programs.
- **City of L.A. Office of Energy, Environ. & Sustainability & LACCD**
 - Marketing and brand development for Green Business Program
- **SCAG/City of San Bernardino/GVI**
 - Develop implementation strategy for energy efficiency program

Key Economic Drivers

Primary goals of local economic development:

- **Create more jobs**
- **Stimulate economic growth**

Research indicates, techniques may be:

- **ineffective and undermine the ability of state and local governments to invest adequately in the public services and infrastructure that are necessary for long-term economic growth and development.**

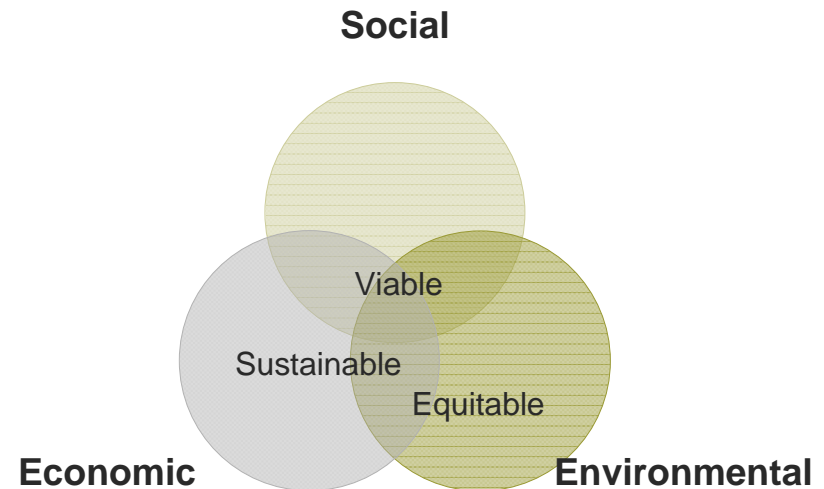
1995 to 2001 state governments cut taxes, with the total tax cuts amounting to over \$35 billion

-- Robert C. Lynch, *Rethinking Growth Strategies*

Sustainability Milestone

Agenda 21 (UN Earth Summit- 1992)

- Broad public participation
- Triple Bottom Line: Economic, Environmental and Social Equity
- Continually evolving leading to desired state



Riding the Eco Wave

“Redesigning products, processes and even whole value chains is part of Eco-Advantage.”

-- Daniel Esty and Andrew Winston, *Green to Gold*

[Key Opportunities]

- American Recovery and Reinvestment Act (ARRA)
 - Jumpstart economic recovery
 - Create or save more than 3.5 m jobs
 - Lay foundation for green economy
 - Energy Efficiency & Sustainability- \$43 B
 - CA estimates \$3 B for Energy Programs

Opportunities for Cleantech & Green Development

- Over \$40 B Energy Efficiency/Conservation programs
 - **Green Retrofitting Program**
 - \$250 M competitive grants for assisted housing
 - **Weatherization Assistance**
 - \$ 5 B nationally for low-income communities. CA will receive 40% of funding
 - **Energy Efficiency and Conservation Block Grants**
 - Grants to local govts, states to fund projects to reduce energy use and fossil fuel emissions and improve energy efficiency
 - **Electricity Delivery and Energy Reliability**
 - \$4.5 B for research, development, implementation of smart grid
 - **Energy Efficiency and Renewable R&D**
 - \$2.5 B to support private and public R&D projects related to biomass, geothermal, solar and other renewable energy sources

Common Denominators

- Relevance
- Resonance
- Recognition



SCAG/ SB/GVI Model

- Goal: Provide strategic plan for conducting energy efficiency audits of commercial, industrial and targeted residential properties
- Partners: SCAG, City of San Bernardino, Green Valley Initiative
- Desired Outcomes:
 - Economic Development catalyst for job creation and small business utilization along
 - Partnership between utilities, labor, workforce agencies, developers, electeds, and cities
 - Local investment in green and clean tech businesses
 - Scalable, replicable, sustainable model for region

San Francisco Sustainable Financing (SF2)

- Establishes a citywide “Mello-Roos” Special Tax District.
- Residential and commercial buildings of all sizes will be eligible.
 - insulation, replacing windows, upgrading heating systems; water efficiency upgrades—such as installing low flow toilets, potable water offsets, irrigation measures, storm water management improvements; financing will also be available for installation of renewable energy generation on buildings, such as solar arrays, solar water heaters and wind turbines
- Program phases in a mandate of a whole home energy efficiency audit and the installation of energy efficiency upgrades before renewable energy generation improvements.
- Private capital to fund the retrofits through Renewable Funding, LLC.
- Program participants can deduct the interest component of their solar financing tax on their tax returns.



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