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To: Judy Lieberman, Assistant City Administrator, City of Albany

From: Neil Mayer & Associates

Subject: East Bay Green Corridor Partnership

This memo responds to the City Council's interest in the status of the Green Corridor Partnership's work and the potential for Albany participation, as expressed at the Council meeting of July 16, 2008. It addresses making contact with the Partnership regarding participation and membership, current meetings and activities, member commitments, and membership benefits.

1. Contact regarding participation. To contact the Green Corridor Partnership to indicate Albany's interest in participation, Berkeley Economic Development Manager Michael Caplan, informal staff to the Partnership, suggests writing to Berkeley Mayor Tom Bates, with copies of the letter to the 3 other member mayors, UC Berkeley Chancellor, and Lawrence Berkeley Laboratory Director. He suggests indicating in the letter that the City understands it is writing to Mayor Bates as meeting convenor among equals, because there is no designated chairperson. Presumably, assuming Albany City Council action, the letter would indicate the City's desire to become a participating member, including having Albany city staff notified about meetings and Mayor Lieber invited to the summit meeting in December even if prior to Albany becoming a member.
2. Plans for expanded membership. As currently envisioned by Corridor members, expanded membership will be considered in December or shortly thereafter, so that Albany's inclusion may not be decided upon immediately even given expression of interest by the city. In general, the Corridor does plan to expand its membership; and Albany is, along with El Cerrito, Alameda, and possibly San Leandro, a priority for consideration. Albany might ask to participate in an observer role prior to membership.
3. Meetings. Currently, meetings are being held on an irregular schedule among member entities' staff within four committees:
 - a. Research. Includes identifying the array of University and Lawrence Berkeley Lab green activities with potential business and workforce

implications, defining what green economic activity is, and measuring what green assets the corridor possesses currently.

- b. Business development. Focus on technology transfer opportunities, what start-up companies need (including possible incubator), how to encourage business development.
- c. Workforce development/career pathways. Working closely with the Oakland Partnership, green academy; looking at Richmond's YouthBuild as model; examining ways to help people develop skills and experience at various points in career path. Likely the committee most advanced in its work.
- d. Marketing. Developing simple website, principally with contact information but ultimately with demonstration of how Corridor is unique as a place for businesses to locate.

The meetings have not been open to the public to date in terms of being advertised publicly (though they have not been officially closed either).

4. Workplan and schedule. The first three committees above have laid out objectives and rough timelines for their initial work. These are provided in the attachments to this memo. Current work emphasizes undertaking the Summit in December and developing products that could be highlighted at that time.
5. Financial commitment. Member entities are not to date asked to provide financial contributions to the effort. They do provide voluntary staff time of existing staff. There are currently no funds from other sources either, but the Corridor efforts hopes to raise money for its efforts in the longer run and may receive the help of an intern from the University to help enumerate UCB green research projects currently underway.
6. Commitment by elected officials. Elected officials formally are scheduled to meet only for the annual summit at the current time.
7. Benefits of participation. Participation in joint efforts to understand the composition of the green economy, develop new and attract existing and expanding green business, develop workforce pathways for people to become qualified for entry level and higher skilled and paid jobs in such businesses, share information about shifts in the dynamic sector, and jointly use resources for marketing and branding the East Bay as a Green Corridor.

Attachments

