

Office of the Mayor

Tom Bates  
Mayor

May 27, 2009

Mayor Marge Atkinson  
City of Albany  
405 Kains Ave  
Albany, CA 94706

Dear Mayor Atkinson,

It is my pleasure as the Chair of the East Bay Green Corridor Partnership to invite you to join this effort to develop and expand our regional green economy. The East Bay Green Corridor Partnership (the "Partnership") was formed in December 2007 with the mayors of Berkeley, Emeryville, Oakland and Richmond, the Chancellor of University of California, Berkeley (UCB), and the director of the Lawrence Berkeley National Laboratory (LBNL). Per our conversation earlier this year, the commitment from each partner is to support the Corridor Partnership "Principles", dedicate high-level staff to coordination and support, and contribute \$10,000. A Summit and signing ceremony with new partners will be held on June 26, from 8:30-12:30 at the Oakland Museum.

The Partnership Principles are the following (see enclosed document for details):

1. Attract and retain emerging green businesses,
2. Strengthen existing programs promoting technology development and transfer,
3. Support employment development opportunities in emerging green industries,
4. Build a more cohesive regional identity in energy-related green business sectors,
5. Protect our economies from climate change and energy shocks,
6. Cooperate in obtaining grants and project funding for green research and entrepreneurship, and
7. Improve our living environment and quality of life.

Over the past year each partner dedicated high-level staff to a Coordinating Committee and Working Teams that focus on the above Principles. The Teams have been effective in securing public and private funding for career pathway development and green industry analysis. We have worked to develop a framework for attracting, retaining and growing green businesses, from the incubator stage to manufacturing – we're calling the framework "cradle to scale". For a more complete list of our accomplishments to date and our deliverables for this year, see the enclosed list for 2008 and 2009.

This is an exciting, cutting-edge partnership that. We are visionary and practical in presenting our unique cultural, intellectual, and economic assets to the emerging green business community. We are now well positioned to capture stimulus funding as well as other public and private resources. With the additions of four new cities, CSU East Bay and the Peralta and Contra Costa Community College Districts we truly represent the breadth of the Green Corridor.

I look forward to hearing from you soon. Please call me at 510-981-7100 or [mayor@cityofberkeley.info](mailto:mayor@cityofberkeley.info) or contact my Chief of Staff, Julie Sinai at 510-981-7102 or [jsinai@cityofberkeley.info](mailto:jsinai@cityofberkeley.info) if you have questions or comments.

Sincerely,



Tom Bates  
Mayor of Berkeley  
Chair of the East Bay Green Corridor Partnership

Enclosures:

East Bay Green Corridor Partnership Statement of Principles  
The Partnership Organizational Chart  
The 2008 Accomplishments and 2009 Deliverables  
Green Energy Education Pathways  
Emerging Green Tech Flow Chart



# EAST BAY GREEN CORRIDOR

## STATEMENT OF PRINCIPLES

DECEMBER 3, 2007

### East Bay Green Corridor

We, the Mayors of the East Bay cities of Berkeley, Oakland, Richmond and Emeryville, have come together with the Chancellor of the University of California at Berkeley and the Director of the Lawrence Berkeley National Laboratory to state our strong commitment to strengthening the regional economy through support for emerging green and sustainable industries, alternative energy research, and a healthy built environment.

**Mayor Tom Bates**  
City of Berkeley

**Mayor Nora Davis**  
City of Emeryville

**Mayor Ron Dellums**  
City of Oakland

**Mayor Gayle McLaughlin**  
City of Richmond

**Chancellor Robert Birgeneau**  
University of  
California, Berkeley

**Director Steven Chu**  
Lawrence Berkeley  
National Laboratory

We understand that we live in a part of California endowed with unusual economic strengths, entrepreneurial drive and strong social and environmental values. Our region has a long and distinguished history in environmental awareness, conservation success and policy innovation. We have a remarkable labor force, extraordinary institutions of higher learning and research, and a culture of entrepreneurship and innovation that is known throughout the world. And today, the East Bay stands at the forefront of creating and incubating technologies that will transform the way we live in relationship to our natural resources and the eco-system – and they will greatly expand our options for a healthy future.

Despite our obvious strengths, increased regional cooperation will be essential to actualize our potential as a center of the emerging green economy. Markets in labor, land and venture capital are larger than any single jurisdiction. Each of our entities is committed to bringing our unique strengths to the table and building the heart of the East Bay into a dynamic "Green Corridor". We each look forward to sharing the benefits of a more robust economy and environmentally linked regional identity.

We intend to build this cooperative vision on the following principles:

#### I. Create Conditions that Support New and Emerging Green Industry

As new green technologies emerge and become commercialized, our jurisdictions will cooperate to create conditions that spark new companies, incubate their growth, and give them the opportunities to expand in the region. The retention of growing companies needs to become a shared regional priority. Increased coordination and information sharing between local government entities will help keep growing companies in the East Bay, preserving jobs and the local skills base while reducing long commutes and relocations. Green industries, defined by both the production methods they employ and the types of goods and services they produce, will find fertile ground here to grow and expand.





# EAST BAY GREEN CORRIDOR

## STATEMENT OF PRINCIPLES

### II. Strengthen Existing Programs Promoting Technology Development and Transfer

We will work to strengthen systems that transfer new and evolving green technologies "from the lab to the street", to entrepreneurs capable of further developing and commercializing these technologies. Research now being conducted at the University of California and Lawrence Berkeley National Laboratory will yield new processes, products and services that will help drive local environmental entrepreneurship. Efficient lighting technology, solar energy and biofuels are just a few of the areas where cutting edge research is making vast strides.

### III. Support Employment Development Opportunities in Emerging Green Industries

We will strengthen the East Bay's competitiveness by educating the next generation of skilled workers. The availability of a skilled workforce is a critical factor in the decisions of growing firms. While our existing workforce, on average, is one of the most educated in the country, not all segments of the population have been able to substantively participate in the new and emerging green business sectors.

We are dedicated to working with both existing and new training programs that teach skills applicable to jobs in the alternative energy and emerging green industrial sectors. In particular, we will engage or emulate local programs that target high school and community college students just coming into the job market. This will expand the opportunities for a diverse cross-section of youth in our area's emerging "green collar" jobs. New opportunities for partnership along these lines will be explored with area high schools, community colleges, adult education institutions, the CSU and the U.C. systems.

### IV. Build a More Cohesive Regional Identity in Energy-Related Green Business Sectors

Our region has a robust green business sector with hundreds of local businesses certified as "green," contributing to environmental improvement and sustainability, and/or producing green products and services. Our successes have been particularly strong in alternative lighting, energy efficiency, solar energy, and biofuels development. These energy-related sectors represent huge growth opportunities for the East Bay economy and provide an economic development approach based on existing strengths, locally available skills and technologies, and proximity to green tech-oriented venture capital. Working together as a region we can take a cue from "Silicon Valley" and position our region as the "East Bay Green Corridor".

### V. Protect Our Economies from Climate Change and Energy Shocks

Increasing costs for energy and fuel, as well as disruptions caused by climate change, will pose major challenges to our local economies. A coordinated effort by our local jurisdictions and institutions to base our economic growth on sustainable companies, industries and technologies will make our region more competitive in a changing world economy and reduce the local impact of increasing energy costs and other energy-related disruptions.

### VI. Cooperate in Obtaining Grants and Project Funding for Green Research and Entrepreneurship

Our various jurisdictions will support each other in seeking out new State, Federal and private investment in research into alternative energy and other green technologies. Support and cooperation among our local jurisdictions can





# EAST BAY GREEN CORRIDOR

## STATEMENT OF PRINCIPLES

play a critical role in a competitive grant process, as was the case with the recent selection of LBNL to host the new Department of Energy biofuel research center.

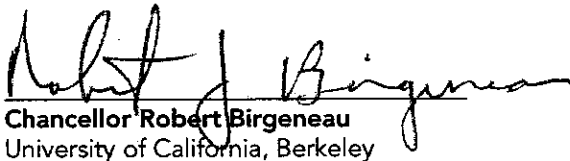
### VII. Improve our Living Environment and Quality of Life

We will work regionally to help actualize the promise of the green economy through creation and implementation of policies and programs that promote sustainability, environmental stewardship and healthy cities. Themes to guide our work will include, but are not limited to the following:

- Promote energy conservation, energy efficient technologies, recycling and reduction of the regional waste stream.
- Encourage, incentivize, and eventually require the use of green building and construction standards.
- Implement land-use and development policies that support an urban form conducive to energy efficiency, pedestrian and bicycle accessibility and increased transit utilization.
- Characterize, clean-up, and explore land use options as appropriate for brownfield sites to reduce toxins in the environment and protect the public health of current and future residents.

### VIII. East Bay Green Corridor Partnership


To ensure that our commitment to these Principles has lasting value, all signatories agree to form and participate in an "East Bay Green Corridor Partnership" that will meet periodically to strategize and coordinate our various implementation efforts.

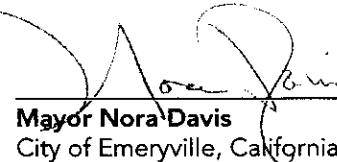
  
**Chancellor Robert Birgeneau**  
University of California, Berkeley

  
**Mayor Tom Bates**  
City of Berkeley, California

  
**Director Steven Chu**  
Lawrence Berkeley National Laboratory

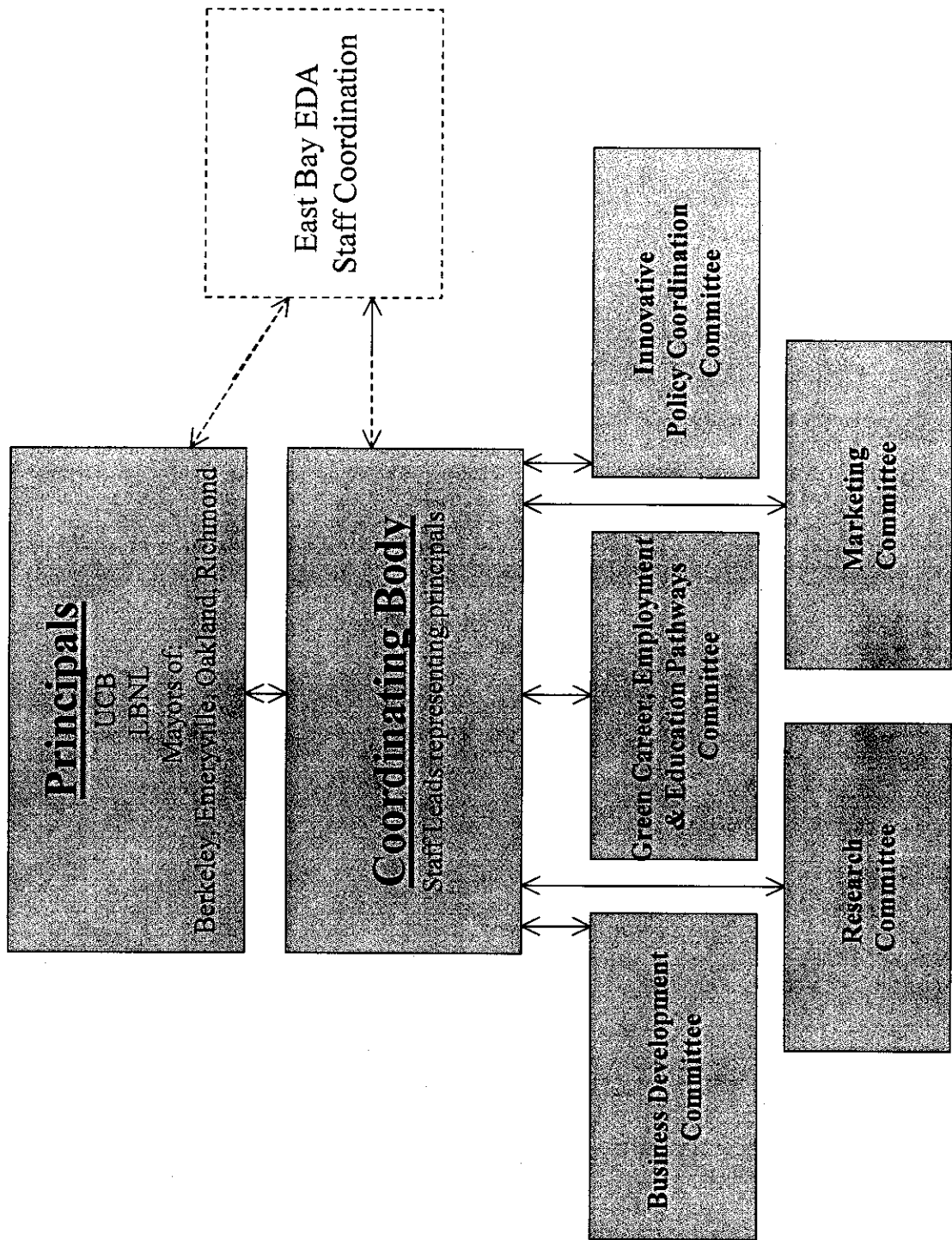
  
**Mayor Gayle McLaughlin**  
City of Richmond, California

  
**Mayor Ron Dellums**  
City of Oakland, California

  
**Mayor Nora Davis**  
City of Emeryville, California



# East Bay Green Corridor Partnership





## 2008 ACCOMPLISHMENTS AND 2009 GOALS

### Business Development

2008 Accomplishments	2009 Deliverables
<p>Bridged East Bay Economic Development Alliance (EB EDA) with UCB and the LBNL for research and technology transfer collaboration.</p> <p>Completed cleantech industry study, with the Goldman School of Public Policy, and developed recommendations for recruitment of new companies.</p> <p>Utilized EBEDA Green Industry Cluster Study (2008) to guide strategies for industry retention and incubation.</p> <p>Began discussions with Lestor Center, Dominican College Green MBA program, property owners, and developers to establish a green incubator.</p>	<p>Identify key policies; select at least one to further develop a plan to promote business development. Specifically:</p> <ul style="list-style-type: none"> <li>• Assess needs and realities of venture capitalists and entrepreneurs.</li> <li>• Assess opportunities and challenges for property owners, developers, and brokers.</li> <li>• Develop priority strategy to move forward.</li> </ul> <p>Create a system for taking business from “cradle to scale”, specifically focusing on incubation and retention. This could include developing a green incubator and/or center for emerging growth industries.</p> <p>Develop a web portal with e-mail routing for green businesses seeking commercial and industrial land and initiate an inventory of available commercial and industrial land.</p> <p>Develop clear message and marketing plan to promote the assets of the EB Green Corridor Partnership to businesses and development community.</p> <p>Develop mechanism to track and monitor East Bay business attraction and retention.</p>

### Message and Marketing

2008 Accomplishments	2009 Deliverables
<p>December EB Green Corridor Partnership Launch generated significant media coverage and increased public awareness.</p> <p>Website drafted and poised to go “live”.</p> <p>Initiated discussions with EB EDA to bridge with Eastshore Market Group to coordinate and leverage marketing resources.</p>	<p>Website goes “live“ by spring and ensure EB Green Corridor Partnership is in top 3 for Google Search.</p> <p>Publish quarterly newsletter with updates on all areas of partnership work, special events and exciting announcements.</p> <p>Build e-mail subscription database of 700-1000 names (representing business, non-profits, brokers, developers, public sector, etc.).</p> <p>Issue four joint press releases about Partnership efforts.</p>



## Career Pathways and Workforce Development

2008 Accomplishments	2009 Deliverables
<p>Joined forces with the Oakland Partnership Green Academy.</p> <p>Completed schematic for Green Energy Career/education Pathway – including varying entry and job placement points from high school, employment training, community college, apprenticeships, and 4-year institutions.</p> <p>Developed targeted green energy/tech industry survey to assess employment and education needs, and to identify industry partners interested in working on curriculum development for education and training programs. Also, used influence of regional body to bring together four other simultaneous and similar industry surveys under one coordinated effort.</p> <p>Launched Green Energy and Technology High School Career Academy Planning process and applied for a planning grant.</p> <p>Expanded opportunities for training in green construction, solar installation and energy auditing – Oakland Green Jobs Corps, Richmond BUILD, Rising Sun Energy Services</p> <p>Secured \$150,000 in the FY09 Federal Budget (yet to be allocated).</p> <p>Invited to join the CPUC Workforce Dev. Task Force</p>	<p>Secure industry partners for job placement; internships; and, advisory for high school, employment and training, and college curriculum development.</p> <p>Align education and workforce development policies, resources and program development and position the EB Green Corridor strongly for federal Economic Stimulus package on green job training.</p> <p>Link and strengthen training programs and candidate recruitment efforts across the region (i.e. Oakland Green Job Corps, Rising Sun, Richmond BUILD, HVAC, etc.)</p> <p>Complete Phase 1 of planning Green Energy Career Tech high schools and identify 3-4 high schools in the regions for implementation.</p> <p>Raise funding for coordination, facilitation and program development – bringing industry, education and training together for implementation</p>

## Research

2008 Accomplishments	2009 Deliverables
<p>UCB professor Karen Chapple was awarded U.S. EDA grant (\$200,000 for one year) to do asset mapping and network analysis for green business and job development.</p> <p>EB EDA released Green Industry study, which is being used for EB Green Corridor Partnership business and workforce development strategies.</p> <p>Green Academy has a inventory of studies pertaining to industry growth and job creation.</p> <p>LBNL working on DOE commissioned study with Community College Center of Excellence on green workforce.</p>	<p>Professor Chapple's project completes</p> <ul style="list-style-type: none"> <li>• Asset mapping of EB Corridor land, labor, markets, firms and policies</li> <li>• Network Analysis – lessons learned from 6 regions</li> </ul> <p>Complete 1<sup>st</sup> stage of commercial and industry land inventory.</p> <p>Survey results from industry workforce employment and training needs analyzed and informing work areas.</p> <p>Expand research partners to include key institutes such as the Labor Center and the Institute on the Environment.</p>





**Policy Development**

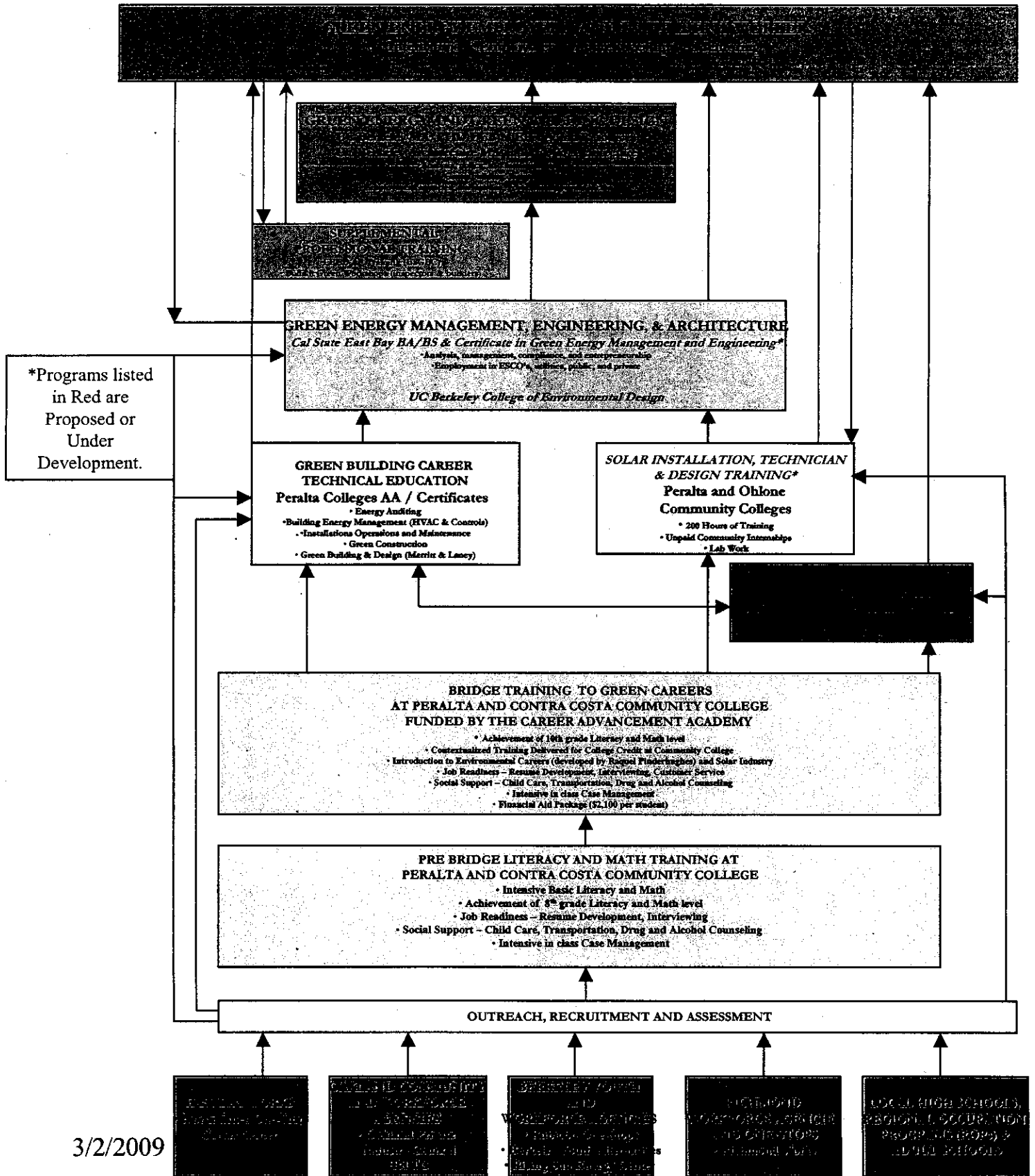
2008 Accomplishments	2009 Deliverables
<p>Berkeley and Richmond moving on common metrics system (See-It)</p> <p>Cities have launched pilot efforts that have replicable or expansion potential: Oakland Green Jobs Corps; Berkeley FIRST.</p> <p>Informal discussion on the need to coordinate on things like Green Building Standards; land use, etc</p>	<p>Identify 1-2 Climate Action Plan policies that a common to the jurisdictions and plan for regional implementation. Examples could include, but not limited to:</p> <ul style="list-style-type: none"> <li>○ Green Building Standards</li> <li>○ Sustainable Energy Financing Districts</li> <li>○ Energy Efficiency Standards (RECO/CECO)</li> <li>○ Solar Rebates</li> </ul> <p>Establish a regional “dashboard” to establish baseline data and track outcome by city, entity and region. (i.e. Richmond and Berkeley working with See-It )</p> <p>Coordinate with funding sources – i.e. East Bay Energy Watch, to leverage regional implementation.</p>

# GREEN ACADEMY VISION

## GREEN ENERGY EDUCATION PATHWAYS

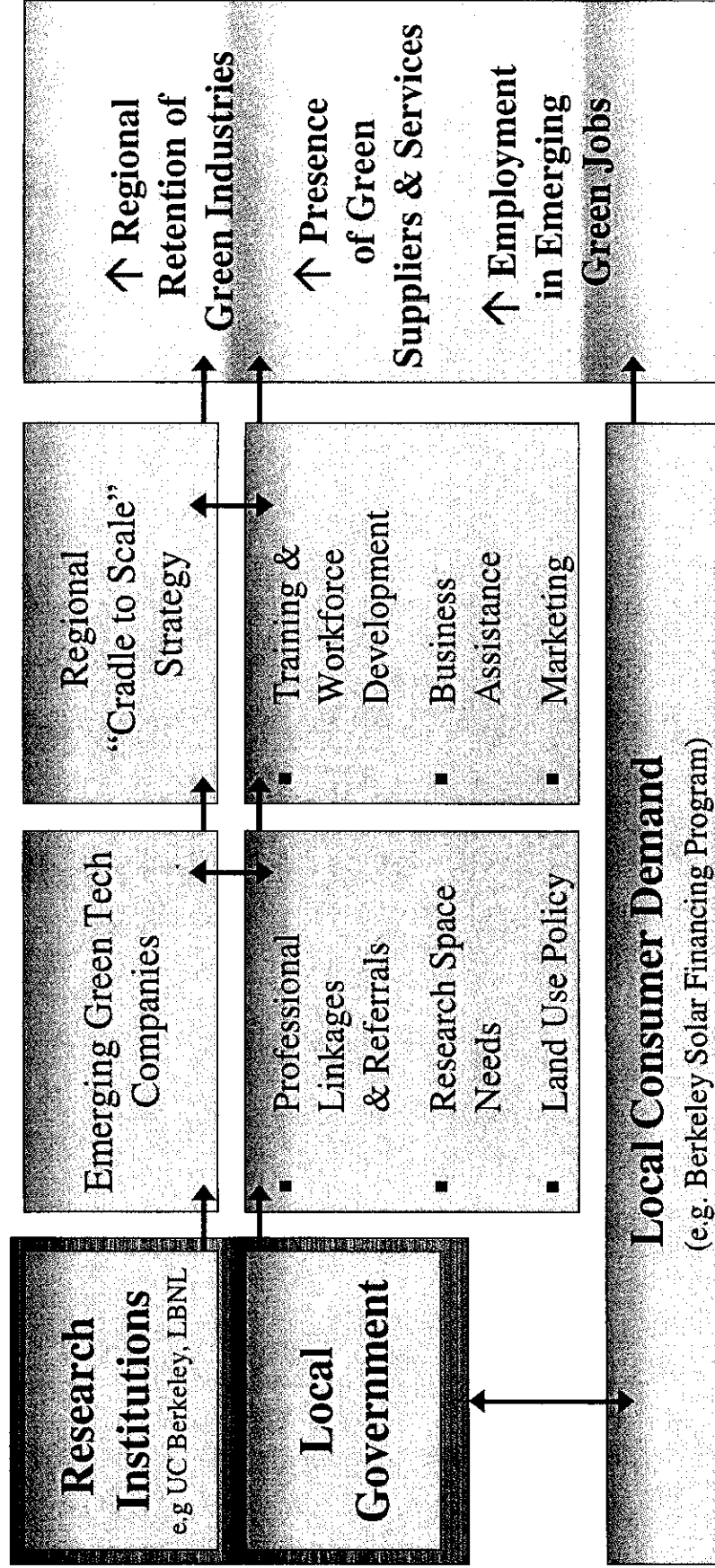
### In the East Bay Green Corridor

Education for Environmental Sustainability, Social Justice, and Community Development



3/2/2009

# Retaining & Building the East Bay's Emerging Green-Tech Economy



**East Bay Green Corridor Partnership**

