



Office of the Mayor

ACTION CALENDAR

January 15, 2008

To: Members of the City Council

From: Mayor Tom Bates

Subject: Approval of East Bay Green Corridor and Joint Green Job Appropriation Request

RECOMMENDATION:

- 1.) Formally approve the City's participation in the East Bay Green Corridor Partnership
- 2.) Authorize the City to jointly request a federal appropriation for a regional green collar job and workforce development program along with the other city members of the East Bay Green Corridor.

BACKGROUND:

The East Bay took a big step towards becoming one of the nation's green economic engines with the announcement of the East Bay Green Corridor Partnership. The Mayors of Oakland, Berkeley, Richmond, and Emeryville joined with the leaders of the University of California, Berkeley and Lawrence Berkeley National Laboratory to sign a Statement of Principles launching a cooperative effort to lead the world in environmental innovation, emerging green business and industry, green jobs, and renewable energy.

The four cities and the two research institutions pledged to work together to harness the human, intellectual, and economic resources of the region. The East Bay Green Corridor Partnership Statement of Principles states:

“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... 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.”

Specifically, the six signatories on the Statement of Principles agreed to hold an annual green economic summit, set quarterly meetings of the directors of economic development, workforce development and technology transfer offices, and to coordinate

a major new regional green job training and placement effort. Other joint efforts will be developed.

This item would formally approve the City of Berkeley's participation in the East Bay Green Corridor and authorize a joint application for federal funds for a regional green jobs program. After submission of the application, staff from the members of the East Bay Green Corridor shall meet to discuss execution of an agreement to clearly identify the roles and responsibilities of the respective members and discuss specific policy objectives. Results of these negotiations will be provided to Council at a later date.

FISCAL IMPACTS: Staff time.

CONTACT PERSON: Mayor Tom Bates, 981-7100.

ATTACHMENTS:

1. East Bay Green Corridor Partnership Statement of Principles.



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.

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:

1. 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.

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





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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





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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.
- Recycle brownfield sites for future development as appropriate land use and to reduce toxics present in the environment.

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

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