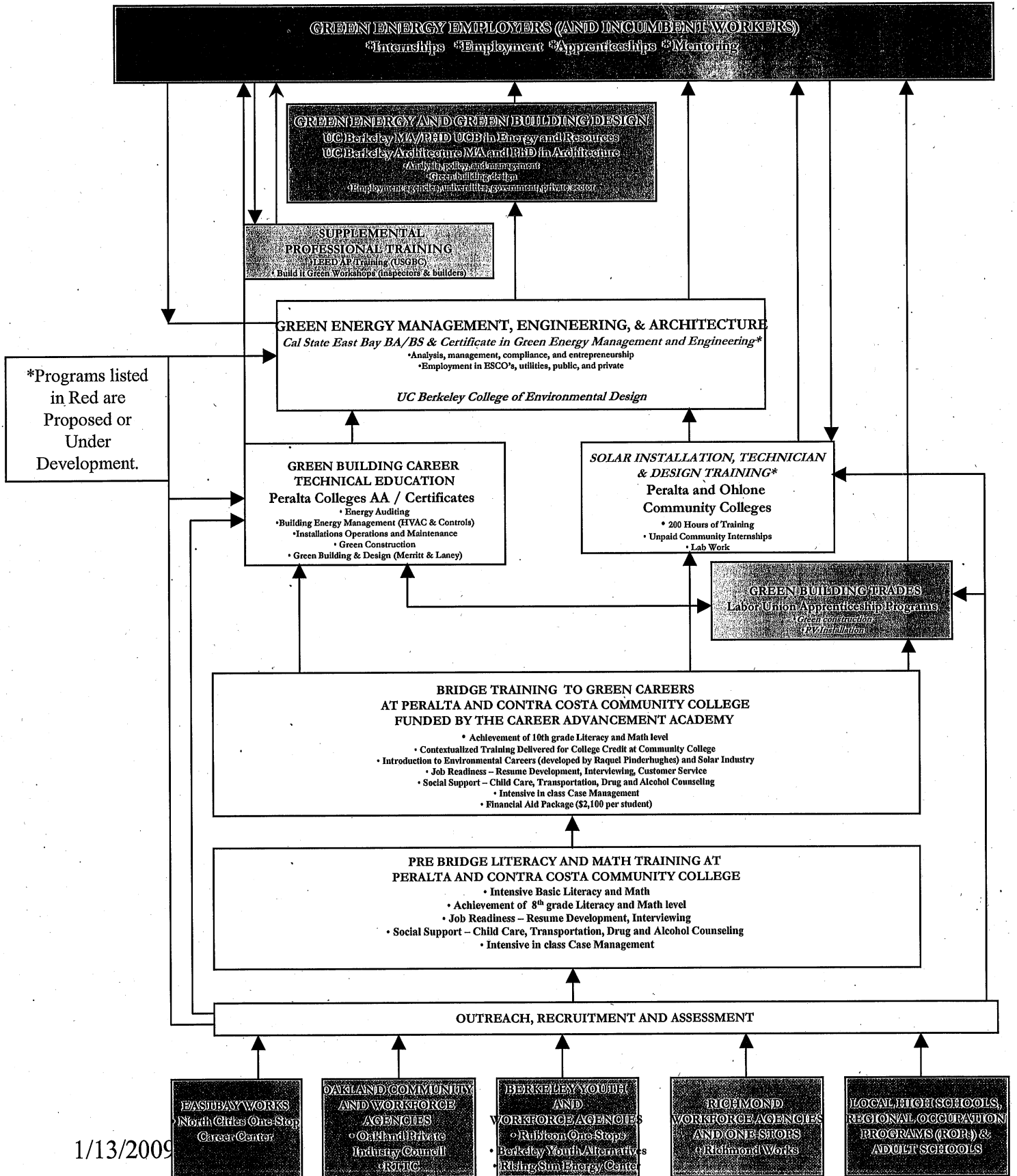


GREEN ACADEMY VISION

GREEN ENERGY EDUCATION PATHWAYS

In the East Bay Green Corridor

Education for Environmental Sustainability, Social Justice, and Community Development



1/13/2009

EAST BAY GREEN CORRIDOR PARTNERSHIP

2008 Accomplishments		2009 Deliverables
Business Development	<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"> • Assess needs and realities of venture capitalists and entrepreneurs. • Assess opportunities and challenges for property owners, developers, and brokers. • Develop priority strategy to move forward. <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	<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>

EAST BAY GREEN CORRIDOR PARTNERSHIP

<p>Career Pathways and Workforce Development</p>	<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>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>
<p>Research</p>	<p>Invited to join the CPUC Workforce Development Task Force</p> <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"> • Asset mapping of EB Corridor land, labor, markets, firms and policies • Network Analysis – lessons learned from 6 regions <p>First stage of commercial and industry land inventory complete.</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>

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<p>Policy Development</p>	<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"> ○ Green Building Standards ○ Sustainable Energy Financing Districts ○ Energy Efficiency Standards (RECO/CECO) ○ Solar Rebates <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>
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