



**Oakland Partnership Green Tech Cluster
Meeting #5 Minutes**

June 16, 2008

Wendel, Rosen, Black & Dean, 19th Floor

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| 1:00pm | WELCOME & INTRODUCTIONS <ul style="list-style-type: none"> • <i>Self-Introductions around the room</i> • <i>Quick Overview of Oakland Partnership Progress to Date</i> |
| 1:15pm | PASSING THE ONE-YEAR MARK: WHERE ARE WE? INITIATIVE UPDATES <ul style="list-style-type: none"> - <i>What has been accomplished since the last meeting?</i> - <i>What next steps are planned to make sure the initiative moves forward?</i> - <i>What can cluster participants do to support the implementation of this initiative?</i> |
| 2:00pm | GREEN TECH CLUSTER COMMUNICATIONS STRATEGY |
| 2:30pm | BUILDING REGIONAL CONNECTIONS <ul style="list-style-type: none"> - <i>Bruce Kern, East Bay EDA</i> - <i>Michael Caplan, East Bay Green Corridor Partnership</i> - <i>Karen Engel, Working with the other Oakland Partnership Clusters</i> |
| 2:50pm | NEXT STEPS |
| 3:00pm | CLOSURE |

Meeting Summary & Key Outcomes

The Mayor's Economic Summit on May 2, 2008 marked the Oakland Partnership's transition from the strategy development phase into the initiative implementation phase. The Green Tech Cluster has many strong initiatives and will need to focus energy in the coming months on implementing them. The champions of the Green Finance Network, Green Academy, Oakland Solar Rooftops, Greening Oakland Block by Block, Oakland Sustainability Dashboard, and Industry Attraction Strategy Initiatives all shared updates on the initiatives' progress. The City of Berkeley's Director of Economic Development, Michael Caplan, and East Bay EDA's Director, Bruce Kern then shared information about the East Bay Green Corridor Partnership (EBGCP) and East Bay Regional Green Tech Cluster study, respectively. The Green Tech cluster agreed that many of the Oakland Partnership initiatives could be scaled to encompass the broader East Bay region and there was consensus that the Oakland Partnership would continue to collaborate with the East Bay EDA and EBGCP to expand the scale of some of the initiatives to a regional level. It was also determined that the group will focus on initiative implementation by continuing to meet in smaller working groups. The Oakland Partnership Green Tech Cluster also will share information through the Oakland Partnership website and email communications and focus on implementing the initiatives so they can be presented/ highlighted at the EBGCP's Summit in December 2008.



Passing the One-Year Mark: Where Are We?

Karen Engel, Oakland Metropolitan Chamber of Commerce

Where we are in the process? The work plan is done. Download *A Collaborative Economic Development Plan for Oakland* at:

<http://www.oaklandpartnership.com/2008%20Quick%20Links/Reports/Reports.htm>

Now the focus is on implementing initiatives. Anything that's blocked should get kicked up to Mayor and Leadership Council.

Initiative Updates

James Nixon, Sustainable Systems: Green Finance Network

January launch was very successful. 60 people attended, 40 of which represented significant amounts of capital. The Mayor participated and the group had a good conversation. Four Oakland-based companies presented. James has gotten a lot of calls. Two of the companies had long flirtations with financial partners. One decided not to go with equity after all. The other decided they wanted equity and not debt. Two others are still in conversation. Companies that are interested in participating should email James (JNixon@CTCluster.com). Network's focus is on getting entities that represent financial resources together with green tech companies that need money. Next meeting date: TBA

Karina Garbesi, CSU East Bay: Green Academy

Focus of the initiative is on *green energy* workforce development in Alameda and Contra Costa Counties. Energy efficiency, solar tech, green buildings (in the near term). They have achieved a “vision” given the talents and strengths of existing local workforce institutions. The Green Academy has created a Steering Committee, created a Green Energy Career Pathways map for the region, drafted a proposal, and is partnering with several organizations to implement solutions to many different pieces of the puzzle. The Green Energy Career Pathway map, proposal, & vision will be available soon on the Oakland Partnership website.

Erika Shumate, MMA Renewable Ventures: Solar Rooftops (& Energy Efficiency Financing)

MMA has been talking with Peralta CC, who is working with Chevron on their energy plan. OUSD may plan to issue an RFP for solar installation – date of issuance is not yet known. MMA met with OUSD in December and has another meeting scheduled for early July.

MMA’s mission is to put solar panels on businesses and to sell the energy at below or at-grid rates. MMA’s Bright Future Project is using an allocation of New Markets Tax Credits to make low-interest loans to solar installation and energy efficiency training programs in low-income census tracts. The Project has \$4 million in hand - ready to fund training programs.

Susan Kattchee, City of Oakland: Scott Wentworth has been working on a solar assessment tool to measure potential of rooftops. Will use it to ID City buildings with solar rooftop potential. The city also hopes to get the tool out to non-profits. The city is waiting to issue an RFP until they figure out what the megawatt potential is. Next step: When solar assessment tool is up and running, MMA can match it with info about 3rd party financial resources. (some installers are bundling financing, such as Sungevity). The new markets tax credits offer an added layer of subsidy (US Treasury) and it incentivizes long-term commitments to stay in lower income neighborhoods.

Erick Mikiten, Mikiten Architecture: Greening Oakland Block by Block

This group has developed promotional materials and is looking for ways to get the word out about the Green Blocks initiative. The initiative’s goal is to have a replicable process and a strategy for outreach so it will catch on. The group is developing a “how to” guide using Brandywine Realty Trust 2100 Block as the pilot. Brandywine has just received LEED- Gold certification for 2100 Franklin and is working on the LEED-EB green retrofit of the adjacent 2101 Webster. Slides and more information about the pilot and the Green Blocks concept will be available soon on the Oakland Partnership website.

Gil Friend, Natural Logic: Regional Sustainability Dashboard

Idea is to create a monitoring tool that can track carbon, energy, water consumption, etc. Natural Logic has met with PGE to provide data and the utility is looking into

confidentiality issue (but there is now a law in the books that requires utilities to share data). So far PGE has not indicated that they want to give financial support for the dashboard.

Natural Logic has hooked up with Star Sports and the Empowerment Institute to create a National Carbon League. The idea is to work with sports teams to use their marketing and advertising to engage more people in GHG reductions. Slogan is, "Lose 5000 pounds in 5 days." The strategy is to use peer pressure and collaboration to get people to decrease carbon use. The dashboard serves as a way to change people's psychology and motivation.

Natural Logic would like to get letters of support for a regional sustainability dashboard from all the Mayors in the region. And they need help getting connected to professional sports teams about participating in the National Carbon League. They are currently in the process of building a demo of the sustainability dashboard.



Steve Lautze and Susan Kattchee, City of Oakland: Industry Attraction Strategy, Green Light on Green Building, and other City initiatives

-Green Light on Green Building: City held a series of listening sessions with builders back in April to learn about relevant green building policies and incentives. They are reviewing the findings. There is state legislation that might provide assistance in making improvements in Oakland.

-Website: City is updating their website and there will be a green portal on the home page. They'll put a lot of things that are happening across city departments related to green.

- Communications Strategy: Did insert for *Oakland* magazine. The Marketing Dept is creating the Oakland Marketing Alliance to attract businesses generally. Will do *SF Business Times* insert again & include Green Blocks story. Let's tell all the cluster stories!!
- Business Attraction: Oakland to have a booth at the Pacific Coast Builders Conference. Two green tech startups (modular zero energy affordable housing & a company that wants to reprocess glass from recycled monitors and TVs) looking at Oakland as a location
- Business Support/ Expansion: Working on the second edition of the Eco-Metro Guide (Coupon book for sustainable, organic local businesses.) Exceeded all goals of the first year. Participating in EBGCP and developing a regional recruitment protocol. Golson Devt Corp. E-cullet. Both want to double their footprint in Oakland.
- Oakland Army Base: Received 13 applications to the RFQ, none were intrinsically about green tech, but RFQ isn't binding. The cluster should follow up with a position letter re the Oakland Army Base...supporting the development of "flex-tech" century 21 commercial and industrial buildings on the base that could house green tech and related companies.
- City will be hiring a Sustainability Coordinator. Will start having interagency sustainability meetings to discuss green initiatives that cut across city departments.

Michael Caplan, City of Berkeley: East Bay Green Corridor Partnership

Labor trends, culture, and investment patterns are regional.

Gave details of what EB Green Corridor Partnership is and its four initiatives:

1. Research – developing metrics, working with UC- Berkeley
2. Business Development, Retention & Assistance- working with Haas School of Business at UC Berkeley & LBNL to get 10-20 spin-offs/ year to stay in region
3. Workforce development- working with Green Academy
4. Marketing – website being developed and Green Summit

Need to start planning the Summit in December. Would like the Green Tech Cluster to help.

East Bay EDA & Oakland Chamber to convene a meeting of local business groups, chambers, & trade associations to see where they can fit into EBGCP.

Bruce Kern, East Bay EDA: Green Tech Cluster Study

In response to EBGCP, in October, East Bay EDA hired Gary Craft and Associates (Craft Consulting Group) to do a cluster study (with financial assistance of Contra Costa Council).

Study breaks cluster down into four industry segments:

Biofuels

Solar energy

Environmental solutions providers
Green Building

The full study will be available soon through East Bay EDA and posted on the Oakland Partnership website.

Other Regional Updates: Bay Area Climate Change Compact

Background: The Compact is a call to action for the Bay Area community to take immediate steps to limit greenhouse gas emissions and increase the resilience of the region to the effects of global climate change. This is a partnership with the three “big city” mayors in the Bay Area – Chuck Reed of San Jose, Gavin Newsom of San Francisco and Ron Dellums of Oakland – along with the Leadership Group and its member companies as well as the appropriate regional entities such as ABAG, MTC, BCDC, and BAAQMD.

Goal Areas:

1. Creating a common reference standard for green building and rooftop solar;
2. Incentivizing transportation mode-shifts
3. Increasing availability of renewable energy
4. Reducing energy usage
5. Increasing the available green workforce
6. Decreasing water consumption and increasing water recycling
7. Adopting climate change adaptation plans and strategies
8. Implementing a regional public information campaign
9. Decreasing the amount of waste generated and disposed

Progress to Date:

Two meetings of the various principles have been held (the third will be this week). There is strong agreement regarding the draft Compact and nine goal areas. The Leadership Team is now finalizing the language for the Compact as well as strategy for each goal area.

Next Steps:

Finalize goals for action, metrics and timeline for implementation; hold a signing ceremony; delivery of the action items.

Next Steps

- Initiative leaders to keep moving initiatives forward through small working groups.
- Make OP more regional- Link Oakland Partnership Green Tech Cluster initiatives to East Bay Green Corridor Partnership and East Bay EDA Green Tech work. Figure out which organization has funding & staff capabilities to keep things moving forward.
- Help the EBGCP prepare for the Green Summit in December.
- Other cities/ efforts to support Green Tech Cluster coordination and initiative development. “Pay to Play”

- Circulate a quarterly newsletter or email update so initiative leaders can stay informed/ accountable for making progress.