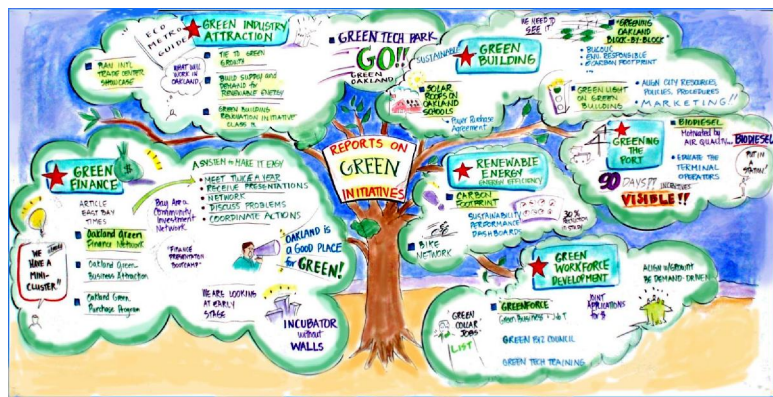


## Green Tech Cluster Update

September 20, 2007



### Top Priorities

- Reduce emissions and energy consumption to meet AB32 goals and create new markets for green tech companies
- Expand Oakland's Green Tech sector by helping existing companies to grow and attracting new ones

### Strategies

- Conduct a greenhouse gas audit and identify areas where there is room to modify behavior on the municipal, firm, household, and consumer level.
- Launch the Green Finance Network to assist entrepreneurs, builders, developers, and planners in developing business plans and identifying sources of funding.
- Work with green tech companies to understand current and projected workforce needs and develop curriculum/ training programs that will prepare our workforce with the skills necessary to accommodate demand.
- Find ways to showcase Oakland's green tech expertise, such as a biodiesel pilot project at the Port of Oakland, making Oakland a test-bed for a municipal Plug-in Hybrid Fleet, and establishing "green city blocks" in downtown Oakland.
- Coordinate city's land use planning, business recruitment policies, and incentives to attract new green tech businesses and meet the real estate needs of potential spin-offs from LBL, Berkeley, and other regional research institutions.
- Connect distinct sustainability and green tech business attraction efforts within Oakland and other nearby regions.

### Actions to be taken immediately

- Mayor's office to announce plan to develop an Oakland "dashboard" to identify key areas for emissions reduction, decreased energy consumption, and other environmental leadership opportunities. Acquire funding through PG&E or other foundations/ business sponsorships.

- Launch Oakland Finance Network in October or November with Mayor Dellums at first meeting
- Bring employers together with training providers to help shape and expand workforce education programs. Help the Ella Baker Center to establish a Green Business Council.
- Developers to identify downtown blocks for green retrofitting or new green development. City to offer incentives for green building or launch Green Building challenge for buildings over 50,000 square feet.
- Port of Oakland to flesh out plan for biodiesel pilot with City, local biodiesel companies
- OUSD to work with MMA Renewable Ventures on identifying school rooftops for PV installation
- City of Oakland synchronizes land use planning, transportation infrastructure, business attraction policy, and policy incentives/tax credits to encourage green building and green tech industry growth.
- Mayor's office hires sustainability point person to be liaison with green technical experts, businesses, city, etc.
- Mayor Dellums invites other regional leaders to come together to discuss the Bay Area's Green Tech assets, business attraction plans, and sustainability policies

