



Kristine Mazzei, Program Manager

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CARB Workshop at the Green California Summit

Alliance objectives:

- Support new clean energy technology businesses and entrepreneur development
- Attract and retain clean energy technology businesses
- Develop the regional market for clean energy technologies
- Produce and retain the skilled people needed to support growth in the industry
- Brand the region as a “hotspot” for Clean Energy Technology
 - **Intellect**: UC Davis, Sacramento State, Los Rios College District
 - **Influence**: Proximity and access to State Capital decision-makers
 - **Innovation**: SMUD, PG&E, Roseville Electric’s leadership, plus we are a proven leader in regional planning and action



Involved organizations:

Doug Dransfield, Bank of America

Julia Burrows, City of Roseville

Rob Fong, City of Sacramento

Ingrid Rosten, CleanStart

Jan Schori, Downey Brand & Valley Vision

Isabel Domeyko, EPS Sacramento

Jason Buckingham, Golden Sierra WIB

Dave Butler & Penny Corrubia, LEED

Dan Throgmorton, Los Rios CCD

Chris Flores, Rep. Matsui

Jerry Vorpal, Power Inn Alliance

Clay Schmidt, PG&E

Pat Fong Kushida, Sacramento Asian Chamber

Larry Greene , Sacramento AQMD

Matt Mahood, Sacramento Metro Chamber

Phil Garcia, Sacramento State University

Barbara Hayes , SACTO

JD Stack & Meg Arnold, SARTA

Robin Purdy, SETA/Sacramento Works

Greg Hribar & Ruth McElhinney, SMUD

Keri Thomas, Sutter Health

Marj Dickinson, UC Davis



Underlying magic:

- Jump start on other States and regions
- Unique players with advanced competencies
- State Capitol connected
- Mature, effective regional partnership network
- Success breeds success
- Results orientation



2009 Results:

- CEO Roundtables with 35+ leaders of local clean tech companies— input guided our activities
- Helped partners secure funding for region's priorities:
 - \$2M of DOL funds to support Los Rios' GreenForce Initiative
 - 5 for 5 Clean Energy Workforce Training Program grants
 - Solar America Cities grant partner with Sacramento
 - Launch of PACE programs in Sacramento region
 - SMUD and Sacramento State's \$100+ Million Smart Grid program



2009 Results:

- Region's first workforce needs forecast and gap analysis to guide ARRA investments
- Core staff support to develop the Sacramento and Yolo County AB 811 programs
- Drafted position papers to support advocacy needs at the state and federal levels



2009 Results:

- Regular e-newsletter publication
- Monthly meeting of the GCA Steering Committee— alignment between activities of 20+ organizational partners
- Responded to multiple briefing requests from electeds: Congresswoman Matsui, SACOG Board, SMUD Board, and others



How to take advantage of the growing green economy?



Some ideas...

Broadening opportunities in the green economy

- Save your money: reduce energy consumption by taking advantage of newly available retrofit programs
 - Rebates and incentives
 - PACE programs
- Tap new markets: associate your “brand” with sustainable business practices



Broadening opportunities in the green economy

- Diversification: change traditional business enterprises to address demand for new services
 - Example— Building performance analysis and energy retrofiting
 - Example— Alternative fuels and new vehicle technology
- Competitive advantage: be the trusted source of information on new programs for consumers



Broadening opportunities in the green economy

- Get smart: access low and no-cost training opportunities sponsored through ARRA funds
 - GCA's Green Careers Guide
- Get great people: benefit from the new wave of trained “green” workers
- Be innovative: partner with green energy companies to connect your offerings, and/or serve as a pilot for new technologies



Broadening opportunities in the green economy

- Ride the wave: expansion in the green sector will ripple out to all other parts of the economy (lawyers, bankers, etc.)



What's next for GCA:

- Gathering input: 2010 Clean Energy Roundtables
- Workforce Development: Clean Energy Workforce Training Program
- Policy: CaliforniaFIRST launch (AB 811)
- Policy: Green Building Task Force
- Research & Planning: Regional Clusters of Opportunity
- Outreach: 2 large-scale GCA gatherings
- Communications: GCA website and e-news



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Sponsors:

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Downey Brand

Sacramento State University

Questions & Answers



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