

## East Bay Green Corridor- Accomplishments

The East Bay Green Corridor's mission is to create a thriving region of green technology innovation, commercialization and local economic development in a manner that creates high quality jobs and meets environmental and social goals.

Established in December 2007 by UC Berkeley Chancellor Birgeneau, Berkeley Lab Director Steve Chu, and the Mayors of Berkeley, Oakland, Richmond and Emeryville, the Corridor expanded in 2009 to include the cities of Alameda, Albany, El Cerrito and San Leandro; CSU East Bay and the Peralta Community College District; and again in 2012 with the addition of the City of Hayward.

### Principles

*The East Bay Green Corridor is committed to strengthening the regional green technology economy while reaching sustainability goals and applying the following principles:*

- Create conditions that support new and emerging green industries
- Strengthen existing programs promoting technology development and transfer
- Support employment opportunities in emerging green industries
- Build a more cohesive regional identity in energy-related green business sectors
- Protect local economies from climate change and energy shocks
- Improve the environment and quality of life

### Highlights of Accomplishments

#### Structure

- Moved from volunteer-based initiative in 12/07 to a funded, staffed partnership by 8/09.

#### Fundraising

- Raised \$325,000 from 2 Dept of Energy grants to support Green Corridor solar permitting initiative and \$10,000 from private sector, with **\$120,000 for City efforts (@\$15,000/city)**;
- \$4.5 million in Recovery Act funding raised by the East Bay Green Corridor workforce training collaborative for basic training in energy efficiency and green building;
- \$150,000 from foundation grants raised to support the Green Energy & Technology High School Academies.

#### **Streamlined Solar Permitting (top policy initiative established by Principals in late 2010)**

- Poised to implement standardized, streamlined solar permitting process in Summer 2012;
- Business-friendly initiative promises to remove barriers, increase efficiencies and reduce costs; drive local solar PV market & bring to scale; grow existing businesses and create jobs;
- Green Corridor is now a recognized regional leader on solar permitting in the State and nation.

#### Business Development

- Achieved initial designation by the Governor's Office of Economic Development as one of California's "iHubs", or Innovation Hubs. The Green Corridor joins a collaborative, state-

wide network of regional innovation centers that will provide innovation platforms for startups, businesses, economic development organizations and investors.

- Established the Green Corridor's Mentoring Program, managed in partnership with Wavepoint Ventures, a venture capital firm, which matches experienced mentors with cleantech entrepreneurs to help develop the next generation of market-leading companies and locate them in the Green Corridor.
- Provided key resources to 24 cleantech startups re: location assistance, business incentives, supply chain referrals, pitch events, early customers, potential new export markets, support letters & e-newsletter coverage.
- Help site ImprintEnergy (advanced battery) at R&D site in Alameda and Halotechnics (solar thermal) at Wareham's Emery Station.

### Events Held

- June 2012 Mid-County Chamber mixer at **Halus Power in San Leandro**, joined by over 65 community members from SL, Hayward & CV;
- January 2012 reception at the Skydeck Innovation Center with Green Corridor Principals and clean energy business leaders, attended by over 60 people;
- Held April 2010 *Brokers & Property Owners Reception*, connecting over 70 green-leaning property owners with clean energy business leads and economic development communities;
- Sponsored 3 Green Education and Career Exploration Fairs partnering with industry- March 2012; April 2011; may 2010.

### Visibility

- Landed features in the East Bay Express: *Slashing the Solar Paperwork*, June 1st 2011; SF Chronicle: *Solar Firms Bemoan Costly Permit Process*, March 23<sup>rd</sup> 2011;
- Launched e-Newsletter "GreenBeat," profiling Green Corridor cities and businesses, including **San Leandro's OSIssoft, Energy Recovery Inc. & Cleaire.**
- Published the report, "Building the East Bay Green Economy," in conjunction with the Oakland Chamber of Commerce and the UC Berkeley Goldman School of Public Policy, laying out a roadmap for improving the region's market share in green building, energy efficiency, environmental consulting, recycling and solar energy.
- Updated logo, developed website and added 12 business testimonials, 187 green business listings. **Home page highlights OSIssoft's selection as a 2011 Microsoft Partner of the Year Award Winner.**
- A comparison of website page views for the period of 1/11-6/11 and 1/12-6/12 shows a 9.9% increase.

### Letters of Support to San Leandro

- City of San Leandro's Dept of Transportation TIGER discretionary grant application
- City of San Leandro, CA's Public Works Economic Development Assistance Grant Application

## **Green Corridor Goals, 2012**

### ***Business Promotion & Stimulation***

#### **Publish quarterly e-Newsletter**

- Showcase Green Corridor activity to increase visibility

#### **Populate website with existing green businesses & startups**

- Show the East Bay as a green technology magnet

#### **Drive viewers to website**

- Via e-Newsletter, marketing materials, public appearances

#### **Strengthen referral network of “feeder groups”**

- Capture startups and work to site locally

#### **Develop & market opportunity sites**

- Expand & retain existing businesses, attract new businesses, develop cleantech clusters.

#### **Track metrics**

- Quantify & demonstrate effectiveness

#### **Develop Private-Public Partnerships & Revenue Stream**

- Increase revenue, build partnerships with industry.

#### **Hold key events with strategic partners**

- Strengthen leadership position, increase visibility, increase networking/business opportunities & linkages

#### **Strengthen ties to green businesses**

- Achieve more fully integrated innovation ecosystem

### ***Policy Development***

- **Develop Standardized Solar Energy Permitting Process**  
- create stronger solar markets, job creation, solar business attraction and growth
- **Develop iHub state policy initiative**  
-support cleantech development and business creation