

**Resolution 07/08-52 in Support of East Bay Green Corridors Initiative**

Whereas, the East Bay is endowed with unusual economic strengths, entrepreneurial drive and strong social and environmental values; and

Whereas, our region has a long and distinguished history in environmental awareness, conservation success and policy innovation as well as a remarkable labor force, extraordinary institutions of higher learning and research, and a culture of entrepreneurship and innovation that is known throughout the world; and

Whereas, the East Bay stands at the forefront of creating and incubating technologies that will transform the way we live in relationship to our natural resources and the eco-system – and they will greatly expand our options for a healthy future; and

Whereas, recently the Mayors of Oakland, Berkeley, Richmond and Emeryville joined with the Chancellor of the University of California at Berkeley and the Lawrence Berkeley National Laboratory to form the East Bay Green Corridor Partnership to strengthen the regional economy through support for emerging green and sustainable industries, alternative energy research, and a healthy built environment; and

Whereas, one of the keys to fostering growth in the green economy is developing a well-trained, specialized workforce as well as to identify and increase gainful employment opportunities in “green” businesses and industries that offer living wages and career ladders, with a special emphasis on removing employment barriers for local residents in low-income communities; and

Whereas, such a project will also develop pathways for students & professionals at all stages of the educational continuum to pursue specialized degrees and technical training relevant to careers in the green industry sector; and

Whereas, the Peralta Community College District has long-term interests and investments in job skills preparation and environmental sustainability that are manifest in a range of green collar job training programs throughout the District; and

Whereas, the City of Berkeley, on behalf of the four cities—Berkeley, Oakland, Richmond and Emeryville— is pursuing a Congressional earmark in the amount of \$3.4 million to coordinate regional job development and placement, develop education and training curriculum, and conduct business outreach and recruitment that will ultimately lead to a trained, educated workforce and a greater potential to attract green employers to the region; and

Whereas, the Peralta Community College District has a direct interest in supporting the development of the East Bay Green Corridors initiative as described above;

Now therefore be it resolved that the Board of Trustees of the Peralta Community College District supports said initiative and empowers and directs the District’s Chancellor and the Board’s Officers to draft and send a letter to the relevant Congressional leaders supporting the above-referenced Congressional earmark.



# EAST BAY GREEN CORRIDOR STATEMENT OF PRINCIPLES

DECEMBER 3, 2007

## East Bay Green Corridor

We, the Mayors of the East Bay cities of Berkeley, Oakland, Richmond and Emeryville, have come together with the Chancellor of the University of California at Berkeley and the Director of the Lawrence Berkeley National Laboratory to state our strong commitment to strengthening the regional economy through support for emerging green and sustainable industries, alternative energy research, and a healthy built environment.

We understand that we live in a part of California endowed with unusual economic strengths, entrepreneurial drive and strong social and environmental values. Our region has a long and distinguished history in environmental awareness, conservation success and policy innovation. We have a remarkable labor force, extraordinary institutions of higher learning and research, and a culture of entrepreneurship and innovation that is known throughout the world. And today, the East Bay stands at the forefront of creating and incubating technologies that will transform the way we live in relationship to our natural resources and the eco-system – and they will greatly expand our options for a healthy future.

Despite our obvious strengths, increased regional cooperation will be essential to actualize our potential as a center of the emerging green economy. Markets in labor, land and venture capital are larger than any single jurisdiction. Each of our entities is committed to bringing our unique strengths to the table and building the heart of the East Bay into a dynamic "Green Corridor". We each look forward to sharing the benefits of a more robust economy and environmentally linked regional identity.

We intend to build this cooperative vision on the following principles:

### I. Create Conditions that Support New and Emerging Green Industry

As new green technologies emerge and become commercialized, our jurisdictions will cooperate to create conditions that spark new companies, incubate their growth, and give them the opportunities to expand in the region. The retention of growing companies needs to become a shared regional priority. Increased coordination and information sharing between local government entities will help keep growing companies in the East Bay, preserving jobs and the local skills base while reducing long commutes and relocations. Green industries, defined by both the production methods they employ and the types of goods and services they produce, will find fertile ground here to grow and expand.

**Mayor Tom Bates**  
City of Berkeley

**Mayor Nora Davis**  
City of Emeryville

**Mayor Ron Dellums**  
City of Oakland

**Mayor Gayle McLaughlin**  
City of Richmond

**Chancellor Robert Birgeneau**  
University of  
California, Berkeley

**Director Steven Chu**  
Lawrence Berkeley  
National Laboratory





# EAST BAY GREEN CORRIDOR

## STATEMENT OF PRINCIPLES

### II. Strengthen Existing Programs Promoting Technology Development and Transfer

We will work to strengthen systems that transfer new and evolving green technologies "from the lab to the street", to entrepreneurs capable of further developing and commercializing these technologies. Research now being conducted at the University of California and Lawrence Berkeley National Laboratory will yield new processes, products and services that will help drive local environmental entrepreneurship. Efficient lighting technology, solar energy and biofuels are just a few of the areas where cutting edge research is making vast strides.

### III. Support Employment Development Opportunities in Emerging Green Industries

We will strengthen the East Bay's competitiveness by educating the next generation of skilled workers. The availability of a skilled workforce is a critical factor in the decisions of growing firms. While our existing workforce, on average, is one of the most educated in the country, not all segments of the population have been able to substantively participate in the new and emerging green business sectors.

We are dedicated to working with both existing and new training programs that teach skills applicable to jobs in the alternative energy and emerging green industrial sectors. In particular, we will engage or emulate local programs that target high school and community college students just coming into the job market. This will expand the opportunities for a diverse cross-section of youth in our area's emerging "green collar" jobs. New opportunities for partnership along these lines will be explored with area high schools, community colleges, adult education institutions, the CSU and the U.C. systems.

### IV. Build a More Cohesive Regional Identity in Energy-Related Green Business Sectors

Our region has a robust green business sector with hundreds of local businesses certified as "green," contributing to environmental improvement and sustainability, and/or producing green products and services. Our successes have been particularly strong in alternative lighting, energy efficiency, solar energy, and biofuels development. These energy-related sectors represent huge growth opportunities for the East Bay economy and provide an economic development approach based on existing strengths, locally available skills and technologies, and proximity to green tech-oriented venture capital. Working together as a region we can take a cue from "Silicon Valley" and position our region as the "East Bay Green Corridor".

### V. Protect Our Economies from Climate Change and Energy Shocks

Increasing costs for energy and fuel, as well as disruptions caused by climate change, will pose major challenges to our local economies. A coordinated effort by our local jurisdictions and institutions to base our economic growth on sustainable companies, industries and technologies will make our region more competitive in a changing world economy and reduce the local impact of increasing energy costs and other energy-related disruptions.

### VI. Cooperate in Obtaining Grants and Project Funding for Green Research and Entrepreneurship

Our various jurisdictions will support each other in seeking out new State, Federal and private investment in research into alternative energy and other green technologies. Support and cooperation among our local jurisdictions can





# EAST BAY GREEN CORRIDOR

## STATEMENT OF PRINCIPLES

play a critical role in a competitive grant process, as was the case with the recent selection of LBNL to host the new Department of Energy biofuel research center.

### VII. Improve our Living Environment and Quality of Life

We will work regionally to help actualize the promise of the green economy through creation and implementation of policies and programs that promote sustainability, environmental stewardship and healthy cities. Themes to guide our work will include, but are not limited to the following:

- Promote energy conservation, energy efficient technologies, recycling and reduction of the regional waste stream.
- Encourage, incentivize, and eventually require the use of green building and construction standards.
- Implement land-use and development policies that support an urban form conducive to energy efficiency, pedestrian and bicycle accessibility and increased transit utilization.
- Recycle brownfield sites for future development as appropriate land use and to reduce toxics present in the environment.

### VIII. East Bay Green Corridor Partnership

To ensure that our commitment to these Principles has lasting value, all signatories agree to form and participate in an "East Bay Green Corridor Partnership" that will meet periodically to strategize and coordinate our various implementation efforts.

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**Chancellor Robert Birgeneau**  
University of California, Berkeley

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**Mayor Tom Bates**  
City of Berkeley, California

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**Director Steven Chu**  
Lawrence Berkeley National Laboratory

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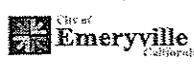
**Mayor Gayle McLaughlin**  
City of Richmond, California

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**Mayor Ron Dellums**  
City of Oakland, California

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**Mayor Nora Davis**  
City of Emeryville, California





## EAST BAY GREEN CORRIDOR WORKFORCE DEVELOPMENT INITIATIVE FOR HIGH GROWTH AREAS OF GREEN ENERGY AND TECHNOLOGY

### Concept Paper Summary

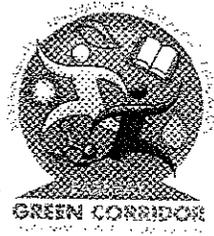
On December 3, 2007, the Mayors of the East Bay cities of Berkeley, Oakland, Richmond and Emeryville, came together with the Chancellor of the University of California at Berkeley and the Director of the Lawrence Berkeley National Laboratory to form the East Bay Green Corridor Partnership (The Partnership). The Partnership demonstrates their strong commitment to strengthening the regional economy through support for emerging green and sustainable industries, alternative energy research, and a healthy built environment.

This proposal provides framework for the implementation strategy for a key Partnership principle: *Support employment development opportunities in emerging green industries.* As part of a regional effort, we will strengthen the East Bay's competitiveness by educating the next generation of skilled workers. The availability of a skilled workforce is a critical factor in the decisions of growing firms. While our existing workforce, on average, is one of the most educated in the country, not all segments of the population have been able to substantively participate in the new and emerging green business sectors. The Partnership's **Green Workforce Development Initiative** is the mechanism by which the Partnership's principle to support employment development will be carried out.

There are four main components to the workforce development strategy:

1. Match Qualified Employee Applicants with Green Energy and Technology Businesses in the Corridor:
2. Bridge Educational and Training Systems
3. Interactive Website for Employers & Potential Employees
4. Fund Development for Developing Pilots and Institutionalizing Workforce Development for Green Jobs

To develop this initiative for Berkeley, Richmond, Oakland and Emeryville the Partnership requests a total of \$3,300,000 for three years. Questions and comments can be directed to Julie Sinai, Chief of Staff for Mayor Tom Bates, 510-981-7100 or [jsinai@ci.berkeley.ca.us](mailto:jsinai@ci.berkeley.ca.us).



## EAST BAY GREEN CORRIDOR WORKFORCE DEVELOPMENT INITIATIVE FOR HIGH GROWTH AREAS OF GREEN ENERGY AND TECHNOLOGY

On December 3, 2007, the Mayors of the East Bay cities of Berkeley, Oakland, Richmond and Emeryville, came together with the Chancellor of the University of California at Berkeley and the Director of the Lawrence Berkeley National Laboratory to form the East Bay Green Corridor Partnership (The Partnership). The Partnership demonstrates their strong commitment to strengthening the regional economy through support for emerging green and sustainable industries, alternative energy research, and a healthy built environment.

This proposal provides framework for the implementation strategy for a key Partnership principle: **Support employment development opportunities in emerging green industries.** As part of a regional effort, we will strengthen the East Bay's competitiveness by educating the next generation of skilled workers. The availability of a skilled workforce is a critical factor in the decisions of growing firms. While our existing workforce, on average, is one of the most educated in the country, not all segments of the population have been able to substantively participate in the new and emerging green business sectors.

We are dedicated to working with both existing and new training and education programs that teach skills applicable to jobs in the alternative energy and emerging green industrial sectors. In particular, we will engage or emulate local programs that target high school and community college students just coming into the job market. This will expand the opportunities for a diverse cross-section of youth in our area's emerging "green collar" jobs. New opportunities for partnership along these lines will be explored with area high schools, community colleges, adult education institutions, the CSU and the U.C. systems.

What follows is a preliminary design for a Green Collar Jobs Initiative in Berkeley, Oakland, Emeryville and Richmond. The initiative would be implemented by a partnership of private for-profit, nonprofit, and public entities and would be funded on a three-year basis by PG&E and other sources. Our ultimate goal is to identify and increase gainful employment opportunities in green technology and energy related businesses and industries for local residents, with a special emphasis on removing employment barriers for residents in low-income communities.

We will work with business organizations in each city to identify additional high growth sectors with green job clusters that would serve as viable employment opportunities for local residents, especially those from low-income communities. Our research will also include an assessment of the job readiness skills and educational paths that would most likely lead to successful employment of local residents.

Three of the cities involved in the Partnership (Berkeley, Richmond and Oakland) have vibrant workforce development initiatives, including ones that are have been moving into green technology and energy. Since Emeryville does not have a city-operated employment program, their economic development department, businesses and residents will be involved through Rubicon Workforce Services (the North County One-Stop) and other agencies serving that community.

The Partnership is designed to build on existing resources and expertise, while identifying gaps and needs to fully meet the growing demand for green jobs in our community. Current initiatives include:

Berkeley:

- Climate Action Plan and Aligning Jobs to Action Strategies
- Solar Financing Initiative (Berkeley FIRST)
- Green Jobs Study (2007 Pinderhughes)
- Sustainable Business Development - Green Business Certification
- Rising Sun Energy Services/CYES
- Rubicon Workforce Services–One Stop WIA program
- Trades Training w/Richmond BUILD for Photovoltaic Installation
- Youth Employment Expansion – Green Jobs
- BHS School of Social Justice & Ecology – Green Career Fairs
- Berkeley City College – Soft Skills with “Thinking Green on the Job” element

Oakland:

- Green Collar Jobs/Ella Baker Center
- Green Business Advisory Council/Ella Baker Center
- RTTC
- Oakland WIB/PIC
- Oakland Partnership:
  - Green Tech Cluster
  - Green Academy Workforce Initiative

Richmond:

- Richmond BUILD-Solar Tech & Installation
- Partnership with Solar Richmond, Adult Education, & Solar Living Institute on Solar Training
- Career Track & Industry Certification in Solar Technology
- Youth Employment – Green Jobs and Energy Efficiency Training
- Housing Department Providing Low Interest Loans for Solar Installation

Emeryville:

- Climate Action Plan and Aligning Jobs to Action Strategies
- Rising Sun Energy Services/CYES
- Green Business Certification & Green Chamber of Commerce
- Rubicon Workforce Services–One Stop WIA program

The Partnership's Green Workforce Development Initiative's goal is to place qualified candidates in local green energy and technology jobs in East Bay. The Partnership is requesting \$3,300,000 for FY 2009–2011 to support cross-jurisdictional coordination and implementation of the following green workforce development efforts:

**1. Match Qualified Employee Applicants with Green Energy and Technology Businesses in the Corridor:**

The Partnership will:

- Coordinate the identification of high growth green technology and energy oriented businesses;
- Convene green business leaders throughout the region that offer entry and mid-level employment that pay living wages; and,
- Identify the basic skills, job readiness, and educational levels necessary to meet the employment demands.
- Coordinate among the workforce development and training programs to prepare and link potential employees with real jobs.

**2. Bridge Educational and Training Systems:** The Partnership will bring together education and training institutions to identify existing programs that offer degrees or certificates in fields that prepare people for green energy and technology careers. The Partnership will convene:

- Peralta and Contra Costa Community College Systems
- UC Berkeley
- CSU East Bay
- Adult Schools
- High Schools
- Trades/training programs

The Partnership will build on existing efforts, such as the Green Academy Workforce Initiative to work with these partners and the local employers to develop strategies and programs to address the unmet training and educational needs in the local green energy and technology business arena.

**3. Interactive Website for Employers & Potential Employees:** The Partnership will work with the public and private sector to develop an interactive website that is accessible to employers and potential employees. The website will link with local initiatives, existing resources, regional and national resources, etc.

4. **Fund Development for Developing Pilots and Institutionalizing Workforce Development for Green Jobs:** The Partnership will coordinate fund development efforts to expand the capacity of the current workforce development and education initiatives to meet today's job market in the high growth green energy and technology industries. Specifically, the Partnership will apply for funding from the local, state and federal government, corporations and their foundations, and philanthropic foundations. The Partnership will also work to leverage existing public and private funds currently allocated to workforce development and education.

EAST BAY GREEN CORRIDOR PARTNERSHIP - WORKFORCE DEVELOPMENT

BERKELEY INITIATIVES:

- Climate Action Plan - Jobs Alignment
- Youth Employment - Green Jobs
- Rubicon Workforce Services - One Stop WIA program
- Green Jobs Study - Pinderhughes
- Sustainable Business-Green Certification
- Rising Sun Energy Services/CYES
- Solar Financing Initiative
- BHS School of Social Justice & Ecology
- Trades Training w/Richmond BUILD
- Berkeley City College - Soft Skills

EMERYVILLE INITIATIVES:

- Climate Action Plan - Jobs Alignment
- Rising Sun Energy Services/CYES
- Green Business Certification & Green Chamber of Commerce

**CORRIDOR PARTNERSHIP COORDINATION**

Employer Outreach

Bridge Educational & Training Systems

- Community Colleges
- UC
- CSU
- Adult Schools
- High Schools
- Trades/training programs
- Build on existing efforts -i.e. Green Academy

Website Design

- Employers/potential employees
- Research

Fund Development

- Fed Earmark
- DOL Grant(s)
- Corp/Grant \$

OAKLAND INITIATIVES:

- Green Collar Jobs/EBC
- Green Business Advisory Council/EBC
- RTTC
- Oakland WIB/PIC
- Oakland Partnership:
  - Green Tech Cluster
  - Green Academy Workforce Initiative

RICHMOND INITIATIVES:

- Richmond BUILD-Solar Tech & Installation
- Partnership with Solar Richmond, Adult Education, & Solar Living Inst. On solar training
- Developing Career Track & Industry Certification in Solar Technology
- Expanding solar training & job placement
- Youth Employment- Green Jobs & Energy Efficiency
- Housing Dept. to provide low interest loans for solar installation

Priority Focus: Coordination of Green/Clean Energy & Technology Jobs

# EAST BAY GREEN CORRIDOR PARTNERSHIP

## FY 2009 - Year One -- Timeline and Funding Request

Goal	Strategy	Lead	Annual Funding Needed
Match qualified candidates in Green Energy & Technology with Jobs in the Corridor.	Develop coordinated pilot programs to recruit and match businesses with potential employees in Richmond, Oakland, Emeryville & Berkeley, including dedicating funding for training slots in existing trades programs -- such as RTTC and Richmond BUILD.	Richmond BUILD, Ella Baker Center; Rubicon Workforce Services	\$900,000 (\$300,000 per city)
Promote existing education and certificate programs preparing people (with emphasis on low-income residents) for Green Energy & Technology Jobs	Convene Peralta and Contra Costa Community College Systems to identify and market existing education and certificate programs that qualify candidates for local green jobs.  Convene Community Colleges with UCB, CSU and Adult Schools currently engaged.	Green Academy, Mayor's Offices of Oakland, Richmond and Berkeley	\$325,000
Establish Interactive Website	Work with public and private sector to develop and host a website designed for employers and potential employees	Green Academy, Mayor's Offices of Oakland, Richmond and Berkeley	\$150,000
<b>Total 2009 -- One Year</b>			<b>\$1,375,000</b>

# EAST BAY GREEN CORRIDOR PARTNERSHIP

## FY 2010-2011 – Two-Year Timeline and Request

Goal	Strategy	Lead	Annual Funding Needed
Match qualified candidates in Green Energy & Technology with Jobs in the Corridor.	Develop coordinated pilot programs to recruit and match businesses with potential employees in Richmond, Oakland, Emeryville & Berkeley; including dedicating funding for training slots in existing trades programs – such as RTTC and Richmond BUILD.	Richmond BUILD, Ella Baker Center; Rubicon Workforce Services	\$900,000 (\$300,000 per city for two years)
Promote existing education and certificate programs preparing people (with emphasis on low-income residents) for Green Energy & Technology Jobs	<p>Convene Peralta and Contra Costa Community College Systems to identify and market existing education and certificate programs that qualify candidates for local green jobs.</p> <p>Convene Community Colleges with UCB, CSU, and Adult Schools currently engaged.</p> <p>Convene the Trades Training programs to identify existing certificate and apprenticeship programs.</p>	<p>Green Academy, Mayor's Offices and Employment Dev. Directors of Oakland, Richmond &amp; Berkeley</p> <p>Rubicon, Ella Baker Center, Richmond Works, RTTC</p>	\$425,000
Offer new education and training programs/certificates to address the unmet needs of the labor market.	Convening the higher education, adult schools and Trades Training programs to develop new curriculum, apprenticeships and certificate programs.	Green Academy, Cities Employment Development directors, Rubicon, Ella Baker Center, Richmond Works, RTTC	\$500,000
Operate Interactive Website	Work with public and private sector host a website designed for employers and potential employees	Green Academy, Mayor's Offices of Oakland, Richmond & Berkeley	\$100,000 (\$50,000/yr for two years)
<b>FY 2010-2011</b>			<b>\$1,925,000</b>
<b>Total Three Year Budget:</b>		<b>Cities of Berkeley, Oakland, Richmond and Emeryville</b>	<b>\$3,300,000</b>