

Progress Report on Joint Policy Committee Projects

September 9, 2011

Project #1: Near-Term Green Jobs+

Each of these three initiatives—Electric Vehicles, Local Renewable Power and Energy Efficiency Building Retrofits—is a “marketplace” composed of numerous Bay Area public, private and NGO stakeholders. The JPC agencies’ primary added-value is to coordinate with key partners to develop a more strategic and powerful Bay Area approach in each area.

Electric Vehicles:

Goals:

1. Electric Vehicles: 100,000 EVs in the Bay Area by 2015 (proposed)
2. Economic Benefits: TBD

The Economic Strategy Framework Project (Project #2) will provide analysis on Bay Area EV job potential. A recent University of Maryland study found that a package of U.S. transportation electrification policies would add 1.9 million jobs by 2030. Most EV experts believe that the largest economic benefits will be from decreased household transportation costs and redirecting those expenditures from oil companies and foreign countries to the local economy.

Action Plan:

JPC agencies with Bay Area EV Strategic Council:

1. Develop a Bay Area strategic plan for EVs to meet 2015 goal.
2. Implement EV aggregate purchase program.
3. Design and implement “Go EV” public campaign.
4. Take actions to create positive customer experience for early adopters—permitting, charging, etc.
5. Fund and strategically locate charging infrastructure.

Recent JPC Agency Activities:

1. Bay Area EV Strategy Council formed by EV Communities Alliance, Bay Area Climate Collaborative, BAAQMD, ABAG, MTC, EV industry, and EV advocates.

2. BAAQMD led Bay Area application process for major CEC grant.
3. *Ready, Set, Charge, California: A Guide to EV Ready Communities*, produced by ABAG, EVCA and other partners.
4. BAAQMD, ABAG and MTC reached agreement on their near-term EV roles and processes.

Local Renewable Power:

Goals:

1. Megawatts (Solar, wind, other): 2,400 new MW in Bay Area by 2020 (proposed)
2. Economic Benefits: TBD

The Economic Strategy Framework Project (Project #2) will provide analysis on Bay Area local renewable power job potential. A 2010 UCLA study found that a ten-year, 600 MW feed-in tariff solar program in Los Angeles would generate \$2 billion in private investment and create 18,000 job-years in the local area with minimal ratepayer impact.

Action Plan:

JPC agencies with public, private and NGO partners:

1. Create strategic plan to reach Bay Area goal and to support Governor's program for 12,000 MW of local renewable power statewide by 2020.
2. Reduce permitting, inspection and interconnection costs through streamlining processes and paperwork.
3. Work directly with state authorities to expand and strengthen financing tools (feed-in tariff, on-bill financing, etc.)
4. Conduct informational campaigns to spotlight/reward cities, counties, school districts and others that are installing renewable power.

Recent JPC Agency Activities:

1. JPC coordinated work by 25 Bay Area renewable power stakeholders—cities/counties, industry, advocacy groups, foundations, universities and others—to create a list for the Governor's staff of 9 specific state actions needed to support Bay Area renewables expansion.

2. JPC facilitated discussions between the Governor’s energy advisors and Marin Energy Authority, SFPUC, and Climate Protection Campaign (Sonoma) on state support for “community choice aggregation” programs.

Energy Efficiency Building Retrofits

Goals:

1. Create a strategic plan for a comprehensive, financially sustainable energy efficiency building retrofit program in the Bay Area.

2. Economic Benefit: TBD

The Economic Strategy Framework Project (Project #2) will provide analysis on Bay Area building retrofit job potential. A 2009 UC Berkeley study found that low carbon electricity strategies generate more jobs per unit of energy delivered than the fossil fuel-based sector, and that energy efficiency investment is generally the least cost and often the most readily implementable approach.

Action Plan:

JPC agencies with cities/counties, Energy Upgrade California and other partners:

1. Develop white paper on Bay Area energy efficiency building program.
2. Convene Bay Area stakeholders to design long-term (post-ARRA) program.
3. Work with local and state partners to create financing strategies/tools, strengthen and expand workforce development programs, streamline permitting, and other key program aspects.

Recent JPC Agency Progress:

1. ABAG is working with cities, counties and other regional/state partners to implement the Energy Upgrade California program in the Bay Area (ARRA \$\$).

Project #2: Bay Area Economic Strategy Framework

Goals:

1. Provide insight into the region’s business dynamics, business climate, economic competitiveness, workforce (with a specific focus on the workforce in LMI communities), and current and emerging business and economic trends.
2. Generate ideas and recommendations that will be actionable by the public and private sectors, will be integrated with JPC priorities, including its focus on energy

and climate resiliency, and will support and inform the region's ongoing Sustainable Communities Strategy (SCS) process.

Action Plan:

1. Business Dynamics – Current State of Business in the Region

This data-driven section of the study will evaluate the current state of business and the economy in the San Francisco Bay Area as a baseline for future measurement. This will be a comprehensive analysis of the Bay Area as a business and economic center.

2. Business Dynamics –Business Growth Drivers and Impediments

Building on the data-driven analysis, this section of the study will use existing regional and extra-regional source material and interviews with business and economic development organizations, investors, and leaders of both large and small enterprises to develop a qualitative assessment of the most important factors affecting current and future business location, hiring and expansion decisions.

3. Overview of Findings – Strengths and Constraints

Based on the quantitative and qualitative results, this section will present an overview of business, economic, and policy implications. The overview of findings will include both the Bay Area's distinctive strengths and assets, and issues requiring attention at the regional and/or sub-regional level to address specific constraints on business investment and development.

Recent Progress:

1. Bay Area Council Economic Institute (BACEI) assumed the leadership role for the project, to work in conjunction with private, public and non-profit partners.
2. BACEI and its partners created a detailed work plan and budget (\$150K-\$210K) for the project. SEE ATTACHMENT A.
3. BACEI hired staff to conduct portions of the project and has commenced private sector fundraising for consultant assistance.

Project #3: Bay Area Climate and Energy Resilience Strategy

Goals:

1. Engage top-level Bay Area leaders—business, government, and NGOs—to accelerate and formalize regional efforts to build resilience for critical climate/energy impacts, e.g., sea level rise, extreme events, water shortages, long-term energy price increases.
2. Increase understanding on how to integrate planning for climate/energy resilience with Bay Area planning for economic development, public health, transportation, land use, natural resource protection, and earthquake/disaster recovery.
3. Create a set of near-term action steps and clearly identify the more complex issues that require high-level regional discussion.

Action Plan

1. Summarize existing research on climate and energy changes that will have a substantial impact on the Bay Area's economy, ecosystems and public health.
2. Create a network of topic-specific advisory groups and work with them to identify potential Bay Area solutions/approaches to reduce risks and increase resilience.
3. Research and present options for decision-making, implementation and funding for a set of selected targeted regional solutions/approaches.
4. Discuss the overall project findings—in conjunction with the Project #2 findings—with a broad group of Bay Area leaders, and create an action plan for the region.

Recent Progress:

1. JPC conducted extensive work plan development with a 30-person advisory group and other public and private partners. SEE ATTACHMENT B.
2. UC researchers are constructing a database of 200+ research reports covering 10-12 Bay Area climate/energy impacts.
3. JPC is working with expert advisors in water, public health, energy, ecosystems, and other areas to build understanding of solutions, approaches and key issues.
4. BCDC is advancing the Adapting to Rising Tides project, working with a series of partners in the Bay Bridge to San Mateo Bridge target area.

5. JPC has initiated discussions with potential project partners—including universities, foundations, State of California, and science centers—to bring needed resources to the project.