



Developing a Green Economy

*What Has Been Done in the San Joaquin Valley of California and
What More is Needed*

Paul Johnson, Executive Director
San Joaquin Valley Clean Energy Organization
January 21, 2010

For more information: pkjohnson49@comcast.net

Overview

- What We Have Done in the San Joaquin Valley
 - Market
 - Organizational Structure and Approach
 - Accomplishments
 - Lessons Learned
- What More We Could Do
 - Assistance to jurisdictions
 - Demonstration projects





Our Market

The San Joaquin Valley of California

- Central California: Sacramento to Bakersfield
- 8 county region with population of 3.5 million
- Significant agricultural base
- Huge economic and environmental challenges
- Tremendous energy assets
- CA Partnership set up to improve quality of life

Our Market

Clean Energy Assets in the Valley



- Solar
- Biomass/bioenergy
- Wind
- Energy efficiency investments from utilities, USDOE, state and Air District



Organizational Structure

- Established the SJVCEO as 501 c(3) to provide regional clean energy infrastructure
- Focused on greening jurisdictions, increased renewable energy production, and green jobs
- Staffed by consultants to minimize cost



Approach

- Partner with utilities, Feds, State and Air District
- Join the 25 x 25 Initiative
- Seek and secure USDA, utility, ARRA ,foundation, and Air District funding



Major Accomplishments

- Established September 2007
- Bimonthly board meetings with a large and diverse board
- Successfully secured ARRA utility, foundation, and other funding to launch start up programs and green workforce development
- Incorporated as a 501c3
- On the road to Financial Self-Sustainability



SJVCEO Accomplishments

Seeking Energy Stimulus Funding For the Valley

Hosting ARRA Funding Forums

- **Held ARRA meetings and workshops in February and March, 2009.**
 - Attended by over 200 cities, counties, and other stakeholders with focus on Energy Efficiency & Conservation Block Grant provisions and how the Valley can work together as a region.

Providing Technical Assistance

- **Held webinars to help large EECEBG jurisdictions understand DOE requirements.**
 - Selected to be part of three successful EECEBG large jurisdictions grant submissions

Developing Partnerships/Submitting Applications

- **Partnered with Air District and applied for EECEBG grants from CEC for 35 small jurisdictions.**
- **Partnered with jurisdictions/others to apply for residential/commercial/municipal SEP funds**
- **Partnered with jurisdictions/others to Green Main street through EECEBG competitive**

Representing Valley interests and Opportunities

- **Working with Federal and State Officials.**
 - Prepared comprehensive database of shovel-ready clean energy projects and marketed/represented Valley opportunities to state and federal officials



SJVCEO Accomplishments

Partnerships and Projects



- **Local government utility partnership**
 - Signed a contract with Southern California Edison and Southern California Gas Company to serve as the lead implementing organization for a local government partnership program to provide energy efficiency services to jurisdictions in Tulare County and Kings County for the period of 2009-2012.
- **Greenhouse Gas Emissions.**
 - Helped Visalia develop a greenhouse gas emissions baseline.
- **Greening Arvin.**
 - Received Valley CAN grant to help the city of Arvin develop and implement clean energy policies and projects. Implemented the REACON business model, with Greater Stockton Chamber of Commerce, to identify resource saving opportunities for local businesses.
- **WIA Grant**
 - Received grant through CA Partnership to ensure green economy and green workforces are part of new regional economy .
- **Sustainable Communities Initiative**
 - Partner with HUD/others to develop regional sustainability project through CA Partnership and COGs .



SJVCEO Accomplishment

Conferences and Campaigns

- **Clean Energy Policy Conference**, December, 2007, Fresno, CA. SJVCEO co-sponsored and co-hosted the Clean Energy Policy Conference attended by approximately 300 people.
- **Be More Green San Joaquin, Valley Public Television Campaign**. In September, 2008, SJVCEO joined KVPT's "Be More Green San Joaquin" Campaign promoting the implementation of clean energy and greening efforts in the southern and central part of the San Joaquin Valley.
- **Clean Technology and Green Economy Forum**, September 18, 2008, Fresno, CA. This forum defined needs and opportunities for growing a green economy in the region.
- **Farming Clean Energy Conferences**, November 5-6, 2008 and December 1, 2009 in Tulare, CA. Explored the opportunities for developing projects and advocating regulatory changes and policies to significantly increase clean energy use in the agriculture sector.



Lessons Learned

- **Growing a regional organization takes time** - be patient
- **Start small and expand your focus.** Pick achievable small scale pilot efforts in geographically diverse areas you build regional successes.
- **Minimize your administrative footprint and remain nimble by using contract staff.** Our staff have complementary skills, are regionally and nationally recognized as leaders, and have broad networks to draw upon.



Lessons Learned

- **Aggressively pursue available resources to achieve regional objectives.** The most viable resources for us have been:

- State
- Utility
- Regional foundations
- Corporate contributions
- Air District
- ARRA
 - EECBG large jurisdictions
 - EECBG small jurisdictions
 - EECBG competitive funding
 - SEP



What More Could Be Done By Policymakers

- **Flexible support for small jurisdictions** – to help them form understand, form partnerships, apply for and administer green programs during these tough economic times.
- **Technical assistance** – to understand AB 32 and AB 375 tools and best practices.



Capturing Opportunities Innovation

- We could also partner to identify and develop projects of mutual interest and seek funding to carry out these projects.
- These projects could include:
 - Technology demonstrations
 - Regulatory streamlining approaches
 - Innovative delivery or financing approaches
- These could be tied into DOE Labs and or CEC PIER programs and could include provide national visibility and substantive results.



In Conclusion

- An almost overwhelming array of opportunities in energy, sustainability, workforce development
- Federal/state/utility funding
- Questions? Suggestions? Ideas?

