



SACTO—Sacramento Area Commerce and Trade Organization

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Business Recruitment/Business Development

- Assisted with the successful location of 6 new clean technology companies to the Sacramento Region resulting in 1,540 new jobs and \$633.5 million in capital investment
- Industry Outreach – Promoted the Clean/Green strengths and opportunities within the Sacramento Region at: InterSolar Conference, Germany California Solar Day, Green California Summit, SACTO European Recruitment Mission
- Provided financial support to the UC Davis Little Bang! Program in the form of award money for all five award categories, two of which featured clean energy technology themes. This is the third year SACTO has provided financial support for this program totaling \$42,000 worth of awards that have been made to area entrepreneurs – resulting in:
 - 63 teams competing
 - Vast majority have continued on to the Big Bang! Competition hosted by the UC Davis Graduate School of Management. Eight of the 12 Big Bang! finalists in the past two years have originated in the Little Bang! Seven have founded their own companies in our region. Of these, four have secured rights to commercialize the UC Davis technology involved and two have concluded initial funding rounds.

Marketing and Public Relations

- Coordinated and hosted in-bound and out-bound multi-day media tours promoting clean/green technology and regional initiatives in the Sacramento Region.
- Focus on clean and green developments in the Sacramento Region resulted in more than 20 articles (and more than 45 million “impressions”) in national and international journals and media outlets, such as:

Economic Daily of China

Reuters

FDI – Foreign Direct Investment

The New York Times

CNN Money

And many others

Research and Data

- Together with industry experts, established a definition of clean energy/green technology industry by which the region can measure the growth and success of its collective efforts.
- Utilizing the above-mentioned definition to create a list of regional companies, contacts and expertise within the region.

Sacramento Metro Chamber

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State & Federal Engagement

- Support extension of the federal solar tax credit, and support its expansion for the residential marketplace.
 - Extension of the Federal Solar and Renewable Tax credits was one of 15 issues the Metro Chamber's Cap-to-Cap Clean and Green Energy Technology Team advocated in 2008. On October 3, 2008, President Bush extended the credits for 8 years as part of the Emergency Economic Stabilization Act of 2008.

Roles for Local Governments and Utilities

- Facilitate the installation of clean technologies across the entire region
 - Standardize permitting requirements, fees, and process times across all jurisdictions
 - Expedite permit processes and fast-track approval for "green" projects
 - Create fire codes that are amenable to new technologies (specifically rooftop solar installations)
 - Educate building department staff about new technologies
- The Metro Chamber's 2008 Cap-to-Cap Policy Briefing focused on Clean and Green Energy Technology. During the briefing, a panel that included Paul Misso (Marquiss Wind Power) and Kirk Uhler (Solar Power, Inc.) stressed the need for uniform regulations and fees across the region. Cap-to-Cap is annually attended by the six-county Sacramento region's key business leaders and elected officials.

Business Development

- Connect companies with available economic development resources in the region
 - On behalf of its affiliate SARTA, the Metro Chamber has been implementing a \$10,000 grant from PG&E to develop consolidated listing of the resources available to help clean and green technology companies succeed and grow jobs in the six-county Sacramento region. When published, the Green Pages will serve as a resource for connecting companies the region's economic development resources.
 - The 16 partners in the Metro Pulse program (Metro Chamber is the Managing Partner) are investing in developing strategies to actively develop and implement strategies that promote business success and job growth in the six-county Sacramento Region. Among these strategies, the partners have specifically targeted their clean and green energy companies for outreach.

The goal of the outreach is to connect each business with the resources they need to succeed and grow jobs.

LEED – Linking Education and Economic Development

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The Sacramento Regional Project Lead the Way Network

- LEED coordinates this group of 18 middle schools and high schools implementing a nationally recognized, project based curriculum designed to provide students with exposure to and preparation for careers in engineering LEED has worked with SMUD to develop an energy and power curriculum that will be piloted in our region during the 2009-10 school year.

Workforce Roundtables

- LEED is working with employers, educators and economic developers to convene Workforce Roundtables enabling educators to hear directly from employers concerning the skills, training and academic preparation necessary for success in growing and emerging occupations, critical for industry growth. LEED is hopeful to work with Los Rios Community College District and other educators to conduct a “drop-down” roundtable that reports to the Green Capital Alliance CEO Roundtable, prioritizing workforce needs among regional CET companies and developing coordinated strategies among educators and workforce developers to meet those needs.

Los Rios Community College District

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GreenForce Initiative

- The Los Rios Community College District has responded to the "green technology" workforce needs across the region by launching the GreenForce Initiative, at all four colleges. The GreenForce Initiative project will deliver ten community college certificate/degree programs to train new and incumbent workers for the clean energy industry, including Solar Photovoltaic Installer, Solar Thermal Installer, Solar Systems Design, Green Energy Systems Design, Green Building Draftsperson,

Sustainable Landscape and Water Systems Designer, Mechanical Electrical Technology and Energy Management Technician.

Federal Engagement

Additionally, we have received \$2 million funding from the U.S. Department of Labor Community-Based Job Training Grant to support the expansion and enhancement of green technology curriculum, to ensure that our faculty and students are prepared to support existing and expanding company needs.

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- Initiative with American River College, Holt, Sacramento Regional Transit, California Labor Federation, and County Office of Education to start up 2-4 unit green technology courses in biodiesel technology (AT 307) program at the college.
- Recruiting students for Community College (Los Rios Community College District and Sierra College) green technology courses in energy and sustainability, and the design and fabrication of solar projects.
- Recruiting and screening qualified candidates for OptiSolar, Inc., one of the largest photo-voltaic panel manufacturing plants in the world, which recently signed a lease for space to open a 600,000 square foot solar panel manufacturing plant in Sacramento County at McClellan Park. Although start date for production has been delayed due to the economy, OptiSolar will create over 500 jobs over the next three years at the manufacturing plant.
- , Recruiting, screening and referring job candidates for Siemens Transportation Systems (manufacturing light rail vehicles). Collaborating with Siemens and Los Rios Community College district on welding training for selected employees.
- Partnering with PG&E and American River College in PowerPathways, a bridge program to recruit and train Utility Workers; Apprentice System Operators; and Apprentice Electricians.
- Retraining residential construction workers in a variety of clean energy skills.
- Partnering with Community Resource Project, Los Rios Community College District and SMUD to plan and implement solar installation training.

Sacramento State University

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- Sacramento State is home to one of only two power engineering programs in the state of California. Sacramento State is a critical supplier engineers hired by SMUD and PG&E.
- Sacramento State's College of Engineering and Computer Science has been awarded four research grants totaling more than \$1.5 million for research in support of its Smart Grid Center. Two of the grants are for work in support of Information Security for Smart Grid projects, and the other two are in support of Distributed Generation and Advanced Smart Grid Technologies. The grants are with the National Renewable Energy Laboratory, the California Institute for Energy and the Environment at UC Berkeley, and the California Energy Commission, which made two of the grants.
- In April 2009, Sacramento State's College of Engineering and Computer Science will host a major roundtable on Smart Grid protocols, "Uniting the Electric Grid with the World Wide Web in support of Smart Grid."
- In conjunction with SARTA's CleanStart and regional clean energy technology firms and utilities, Sacramento State will host the 2009 Clean Energy Showcase in the University Union on October 16, 2009.
- Sacramento State's College of Continuing Education offers a Green Business Operations certificate program. This program increases the effectiveness of professionals at all levels charged with a role of implementing sustainable green practices within their organization. It is appropriate for private and public sector professionals wanting to understand the impact of "green responsibility" on their business and how to cost effectively implement sustainable practices.
- Sacramento State is developing the Sac State Tram Project, which will provide a loop around the 300-acre campus and link to Regional Transit's 65th Street Light Rail Station. The Sac State Tram will provide faculty, staff and students and the community at large with a safe and viable mass transit alternative to enter and leave the campus. Once in operation, the Sac State Tram will result in less congestion on area roads and freeways and fewer vehicle miles traveled in our region.
- Sacramento State has two major construction projects that will incorporate sustainable measures such as energy efficient lighting and cooling systems, water efficient fixtures, low VOC products, and bike racks. The first project is a 600-unit, apartment-style residential complex near the J Street entrance, with occupation of units scheduled for fall 2009. The second project is the planned 150,000-square-foot Recreation and Wellness Center, which is slated for start of construction in fall 2008. The goal is to obtain Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council on all new building construction.
- Sacramento State has joined 90 other college and university campuses in the pilot phase of a program designed to create national standards for environmental sustainability in higher education. Called STARS (Sustainability Tracking, Assessment, and Rating System), the national program will provide Sacramento State and the other campuses with a common yardstick to measure their success.
- Sacramento State was awarded the 2007 Best Practice Award in HVAC Design for the UC/CSU Energy Efficiency Partnership Program.

University of California, Davis

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Workforce

- Engineers: UC Davis has largest undergraduate engineering program in the UC system, graduating approximately 575 undergraduate engineers each year for the last five years (including about 250 in Civil/Environmental Engineering and Mechanical Engineering).
- Business Managers:
 - Economic (369) and Managerial Economics (284) are the 3rd and 4th largest u/g majors at UC Davis, graduating a total of about 650 students each year
 - Graduate School of Management produces about 135 MBAs per year
 - Graduate School of Management offers a Green Entrepreneurship Academy designed to help science and engineering doctoral students, post-docs and research faculty bring their green research to market
- UC Davis Extension has developed certificate programs in energy resource management, green building and renewable energy, green building and sustainable design, and LEED building certification and also offers courses in solar energy systems design and even green marketing

Research

- UC Davis students recently secured a grant from EPA to find green solutions to “protect the planet” by producing plastic from wastewater
- UC Davis out publishes every other higher education institution on environmental research by 18%.
- UC Davis has over 100 faculty members engaged in energy and power research, including renewable energy, lighting technology, bio-mass, energy efficiency and transportation.
- UC Davis has at least \$30 million/year in “green” related research from all sources
- 4 of fifteen regionally-based start-up companies that have originated at UC Davis since 2000 are “green” related

Partnerships

- Graduate School of Management students won a Bank of America Competition to design low income green housing at 7th and H Streets in downtown Sacramento. They are now talking to the Sacramento Housing and Redevelopment Agency about next steps
- Yolo County Climate/Sustainability compact
- UC Davis was selected by the California Energy Commission as the state’s Energy Efficiency Center in a competitive process, beating out both Stanford and UC Berkeley, for a \$1 million grant from the US Dept. of Energy. PGE also provided \$500,000 and other investments from Goldman Sachs, Chevron, Walmart and others have totaled over \$1.1 million.
- The California Lighting Technology Center partners with the state, electrical manufacturers, builders and utilities including both SMUD and PGE to develop and apply new and more efficient lighting for residential and commercial
- UC Davis leads two statewide collaboratives in wind and bio-mass that includes participation from academic, government and business interests.
- In July, UC Davis co-sponsored and co-organized the first international conference on plug-in hybrid vehicles was co-sponsored and co-organized by UC Davis, PGE, SMUD and a variety of other partners

Sacramento Area Regional Technology Alliance (SARTA)/CleanStart

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- On September 26 2008, CleanStart hosted the **Sacramento Region Clean Energy Showcase – Venture Expo**. It was a huge success by a number of measures:
 - Attendance exceeded 500.
 - 88.5% of the attendees rated the event “good” or “excellent”
 - 95.6% said they would attend a similar future event, and 94% said they would recommend others attend—a fantastic endorsement.
 - The event was covered by 16 news organizations. All three local network stations covered along with Internet news organizations such as OBS News, radio and all of the major local newspapers.
 - In addition, the event was picked up and covered by three international news organizations—*International Business Times*, *Earthtimes*, and *MarketWatch*.
 - Seventy-nine organizations had exhibit booths, including service organizations, colleges, economic development organizations, and the clean tech start-ups and companies.
 - The audience included four investor groups, with one major fund coming in from outside.
 - Networking and the exhibits by far were the features of the event most appreciated by attendees.

This event showcased what the entire Sacramento region had to offer in the way of start-up activity and organizations that support these young companies. Many exhibitors commented on the value they placed on networking with the others who attended and finding out what they did and how they could help.

- The **February 7 Roseville Utility Exploration Center Mixer** was a showcase of clean tech building companies mixed with tours of the newly opened Roseville Utility Exploration Center, a fantastic new center for educating our youth how to be clean and green and why it’s so important. Over 150 people came to see the latest in building technologies from Greenbuilt (green builders) to ‘ “smart switch” to LED and solar products for your home.

The **PowerSurge Event** hosted by CleanStart at West Sacramento City Hall on July 10 “was informative, fun and networking at its best,” said SARTA’s CEO JD Stack. The Roundtables covered clean energy topics of interest with panelists representing cities, chambers of commerce, entrepreneurs, researchers, investors and clean tech inventors. “

- Regional connecting
 - CleanStart presented regional cleantech data and networked with 3 groups monthly on average (Chambers of Commerce, government agencies, international visitors);
 - Hosted with Sacramento State the first “California Chile Connection” international video teleconference meeting focused on clean tech;
 - Participated on panels, moderated and co-sponsored clean tech focused events in the community (Morrison & Foerster clean tech panel, Global Entrepreneurship Week events, etc.)
 - Marketed through partnerships with organizations outside our region: California Clean Tech Open, Center for International Visitors, National Business Incubation Association

- SARTA's CleanStart program will continue the momentum now well underway in 2009 by;
 - Holding another **Clean Tech Showcase at Sacramento State on Friday, October 16, 2009**. This year's event focuses on displaying the regional start-ups to a wide audience of investors so that the companies can get an edge in obtaining financing.
 - Hosting **"Get Plugged In"** networking event on **April 16, 2009 at West Sacramento City Hall**....the clean tech community comes in full force, join us from 5:30 – 8:00pm.
 - Getting more companies involved in the **VentureStart** mentoring program to improve their skills and business plans and springboard them toward funding.