



Working Group Name: Green Economy

3d Meeting Date: 1.11.2012 6.30pm to 8.30pm

Meeting Location: 1100 4th Street SW - 2nd Floor Hearing Room

Attendees:

Matt Slavin	Steve Senser	Howard Ways - Chair
Stella Tarnay	Jonathan Rifkin	Eric Crenshaw – Co-Chair
George Nichols	Gail Pinderhughes	Martha Ross – Community
Russel Klein	Scott Wryin	Chair
Judy Kosovich	C. Carlin	Andrea Limauro – SDC Staff
Erica Bennerman	Christian Hager	
Wendell (DC Biofules)	Johnathan Cohen	
Steve Ma	M. Watkin	
Randy Wilkins		

Main Points/Discussion

Meeting started with introductions of attendees and recap from previous 2 meetings. Meeting then moved to an open discussion of a straw draft vision statement drafted by the Workgroup Co-Chairs according to what they believed they heard from the workgroup in the previous 2 meetings as being the most important features of a Green Economy for DC. The Chairs heard the following themes as being the prominent features of the Green Economy for DC according to the Workgroup’s feedback:

- Equity
- Transparency
- Accountability
- Place-based approach

Accordingly the Co-Chairs offered the following as a draft Vision Statement to the group:

Co-Chairs Draft Straw Vision Statement: *The District of Columbia will pursue economic growth that results in triple bottom line benefits: people, planet and profits.*

Co-Chairs Draft Goals:

Stimulate demand and supply for goods and services that:

- Benefit all people regardless of income and wealth
- Restores and protects the environmental
- Promotes local businesses, creates jobs and prepares District residents for employment

Workgroup comments and reactions:

- “Economic growth” connotes too much of a consumption focus and can refer to non-productive economic activity. (digging a hole, filling it up.) Options: “economic health,”



“economic development,” “economy.” Put the word “quality” somewhere in the vision or goals.

- Vision doesn’t include the neighborhood focus.
- “benefit all people” goal:
- Is too vague. Our intent that the “green economy” should not only benefit upper income is not coming through.
- Add “race/ethnicity” to “income and wealth”?!
- “pursue” is too weak of a verb in the vision. Use “achieve” instead?
- Vision should be more tangible, outcome-based.
- One suggestion: say “DC should be a national leader in. . .” Though not everyone agreed with “national leader” concept.
- Current goals are more explication of vision than true goals. Would like to see them have numeric targets, like “80% of DC residents should take mass transit.”
- Drop the phrase “triple bottom line” – from a number of people
- Instead of the phrase “people, planets and profits,” a suggested alternative: citizens, communities and the city
- Critique of the words “planet” and “profits”
- “profits” is too narrow – refers only to the private sector, and not to the government and nonprofit sectors
- Use “prosperity” instead of profits
- “planet” – we don’t need to “save the planet” – it’ll survive in some form even if we and other life forms disappear
- Feels neutral, like it could apply to any city. Do more to connect to what makes DC unique – its international status and depth of communities. Another participant said it’s fine for the vision not to be specific to DC – those parts can be in the goals/actions.
- Talk about “strengthening” the environment in addition to “restoring” and “protecting”
- Don’t want the vision/goals/actions to promote “greenwashing” – making, buying, selling more stuff that is labeled green. Don’t need more consumption. Want to grow the local economy, reduce the imports of goods and services.
- Pushback on the “local” emphasis – also need to attract outside investment.
- Enhance the attractiveness of DC as a place to do business.

New Draft Vision Statements offered by the Workgroup:

- 1) The District of Columbia shall lead America’s cities in creating jobs and an economic vitality that embraces its residents, neighborhoods and general prosperity by economic activity that protects the environment and ensures that the economic needs of today’s generation are met without compromising the chance of future generations to meet theirs



- 2) The District of Columbia will support and promote economic development and will maintain quality, accessible, and responsive services benefitting its communities, neighbors and the planet
- 3) DC will leverage its core assets and nurture innovation to achieve environmentally sustainable and broadly-shared economic prosperity
- 4) DC will achieve environmentally sustainable and broadly-shared economic prosperity

Draft Goals 2:

- Reduce poverty and unemployment each by 50%
- Increase the number of locally-owned businesses by x%
- Reduce carbon emissions in the District by x%
- Reduce combined sewer overflows into Rock Creek and the Anacostia and Potomac Rivers by x%
- Reduce storm water runoff by %
- Another economically-focused indicator?

Education and Behavior

General Comments:

- Children should aspire to green careers early in their lives (at school, at home and in their neighborhoods)
- Turning out the lights and fixing things rather than buying new and throwing away stuff should become the new trend – create a culture of reuse, buying used, needing less
- X% of DC residents have access to renewable energy
- Learn to value community, immigrant wisdom and resourceful living
- Tourists and international dignitaries and US policymakers should tour model DC neighborhoods and green businesses
- % of DC residents and tourists/visitors have access to green transportation options as a primary mode of transportation
- % of DC residents and tourists/visitors have access to essential life services in their neighborhoods
- DC residents demand green healthy buildings, green energy, transportation, material goods and foods
- Peer learning opportunities for green will abound in neighborhoods, professional settings, churches, community centers etc.
- Residents and tourists support locally grown healthy foods by buying, growing and eating x% of their food from local farms



Workforce Development

General Comments:

As a global capital, DC should be a living laboratory for green jobs!

Education needed for employers (provide the jobs), employees (skilled workforce), consumers (to drive demand).

DC has an abundance of amenities to attract businesses

DC needs a strong labor pool and incentives to attract the businesses (Financial, training)

Greening existing businesses and an opportunity for the growth of new green businesses

Training people who are unemployed with green skills for green jobs especially for entry level jobs with low ed requirements

Partnerships with green ed providers for new employees – this should be employer-driven. City should be the facilitator of this conversation/partnership

Is the focus re-training or training new people?

How to involve students in training for green jobs?

Definition of green jobs should be somewhat tweaked to suit DC needs and reality from Dept of Labor's definition

Identify with other workgroups what opportunities their group will create for green jobs e.g. basic infrastructure improvements (road, sewers, MS\$ requirements); green building code; hospitality; hospitals and schools; tech/entrepreneurs

BLS Green Jobs definition:

<http://www.bls.gov/green/>

Green jobs are either:

- A. Jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources.
- B. Jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or use fewer natural resources.

Objectives:

Employ more DC residents in green jobs

Decrease the level of unemployment in the District of Columbia.

Create a pipeline starting with entry-level positions through management positions (upward mobility apprenticeship program and mentoring)

Tap into existing programs – NGOs, community college

Strategy:

By identifying areas of job growth, seize opportunities



Creating training opportunities and pipeline to jobs at multiple skill levels, (focusing on entry level)

Mentoring program – sector and job specific

Actions:

Employer survey

Explore areas in other Sustain DC working groups

Explore the top existing green jobs areas currently (22,000), get to 40,000

Natl, regional data focusing on areas of job growth, seizing immediate opportunities to train low-mid skill DC residents for eminent jobs (eg MS4 requirements – developing storm water capture storm water capture)

Partner with existing organizations, associations, govt, unions, private employers, CCDC,

Training pipeline from entry level to management positions, closely coupled pipeline to demand – plus with consumer demand

Capital and Finance

Objective 1:

- Create new and identify existing local resources of financing for the green economy
 - ✓ Strategy 1: Create a DC Public Bank
 - Action 1: Shows benefits to neighborhoods, local financial institutions and city
 - Action 2: Find allies and build support
 - Action 3: Pass legislation to establish it
 - Action 4: Create independent governance from Council and Mayor and a mechanism for transparency/accountability
 - Action 5: Capitalize DC public bank through all DC Gov deposits
 - expenditures and investment across neighborhoods
 - ✓ Strategy 2: Create new financing options for the local green economy through the DC public bank
 - Action 1: Ensure board-based geographic access to capital and financing to create equity across all neighborhoods.
 - Action 2: Create a city-wide participatory budgeting process to prioritize city expenditures and investments across neighborhoods
 - Identify financing priorities, such as green affordable housing, renewable energy, energy conservation, urban ag, recycling businesses etc.
 - Explore public bond financing savings thorough DC Public Bank
 - ✓ Strategy 3: Explore local capital financing models, including Cleveland cooperative model, which creates a central institution that provides start-up and working capital



to local cooperatively owned businesses, generate new capital, and invest in new business coops as opportunities arise.

- Action 1: Determine market opportunities for worker-owned business in DC, including green economy businesses and others
- Action 2: with foundation grants, loans and program related investments, socially responsible investments and other capital, establish central entity to invest in and support individual coops

Strategy 4: establish public-private financing systems/institutions for energy conservation, energy efficiency and renewable energy. Consider a new green Bank or expanding the role of the SEU to issue public or private bonds and partner with private entities to maximize federal tax credits

Objective 3

- Create transparent and public accountable processes for capital and financing
 - Action 1: make financial statements of public financing entities publicly available annually that identify all public investments and outcomes
 - Implement democratic governance structures for public financial institutions

Regulatory framework

General Comments:

- Action: Regional Congestion Pricing
- Action: performance-based parking pricing and taxation of parking lots
- Goal: Obtain DC Statehood and political freedom act
- Action: identify and address externalities and market failures and send accurate price signals
- Action: transform property tax into a value-capture user fee – encourage development and discourage speculative holding
- Phase changes in gradually. Be sensitive to windfalls and wipeouts
- Use govt tools (regs and economic incentives) to create an environment that provides better info about the benefits and costs of economic activity so people engage in more sustainable practices

Objective: Regs applied in a uniform and equitable way

Action: require gov to purchase environmentally preferable products and services with a preference for local businesses

Action: create sustainable business and supplier certification



Entrepreneurship and business development

General Comments:

- Make it easy to open a new business in DC and measure success by # of new green biz by ward by year
- Reposition government's role as a market maker
- Attract attention through green business competition
- Promote green tourism or greening of regular tourism in DC
- Link tourism with green products and businesses in DC
- Leverage investments and demand from existing anchor institutions and market sectors (which ones are they?)
- Government promotions, incentives and infrastructure
- Develop a network of like-minded business
- Risk mitigation
- Strengthen DC govt. environmental standards
- Preferred purchasing: develop educational guidelines and promote networks like Live Green
- Promote establishment of B-Corporation with legislation
- Make information more easily available
- Educate on local businesses that supply green products like Green Seal
- Universities to become incubators like Affinity Lab and Bethesda Green
- Create sources of local capital: establish a green innovation fund
- Grow CAPCO financing program and like programs that give capital funds and seed funds to green entrepreneurs – but make sure you have a framework to keep those businesses in DC once they grow
- Engage the investment community and develop an angel investor network and program
- Develop a culture of entrepreneurship starting in schools with school level business competitions
- Create a job pipeline that creates career paths

Next meeting Draft Agenda:

- Review results Meeting #3
- Finalize draft objectives, strategies and actions
- Qualitative assessment

Next meeting (4th):

January 25, 2011



6:30 pm to 8:30 pm

1100 4th Street SW

2nd Floor Hearing Room

Questions? Email andrea.limauro@dc.gov