



New York City Economic Development Corporation

Tokumbo Shobowale, Chief Operating Officer

“Transformation to a Green Economy”

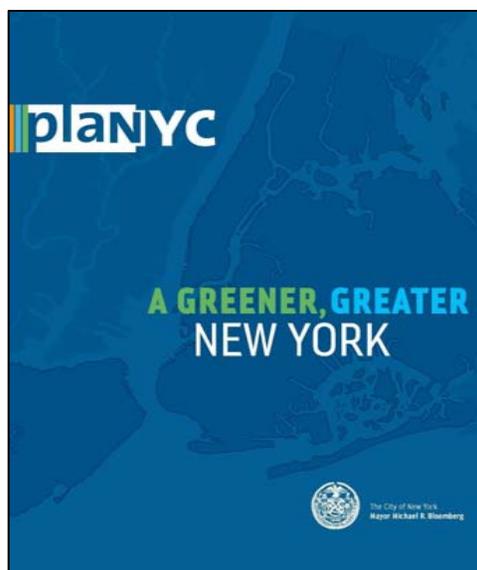
January 7, 2010



Growing awareness of climate change has spurred global, national, and local action

2007

Mayor Bloomberg launched citywide sustainability plan



2009

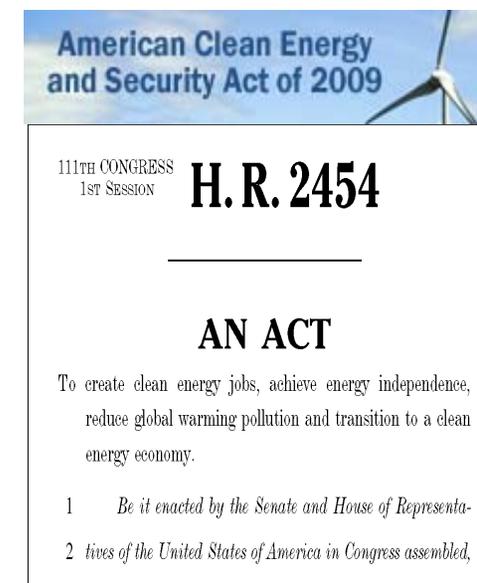
U.S. ranked #2 in global green stimulus spending

Green Stimulus Spending (USDbn*)

1.	China	\$221
2.	United States	\$112
3.	South Korea	\$31
4.	EU	\$23
5.	Germany	\$14
6.	Japan	\$12
7.	France	\$7
8.	Canada	\$3
9.	Australia	\$2
10.	UK	\$2

2009

Historic Waxman-Markey bill passed House in June



*Data from HSBC "Climate for Recovery", 2009

New York City has many advantages as a leader in the green economy

Green innovation leader

- City-based financial services and support services are key to supporting new and growing businesses
- City is a showcase for innovative green building design

Practical application location

- City is home to renowned, cutting-edge industries that drive innovation and commercialize green ideas

High quality, low carbon lifestyle

- City has the infrastructure and amenities that appeal to green entrepreneurs and consumers

Policy innovation generator

- PlaNYC is driving demand
- City is leading global conversation
- City is home to leading national environmental NGOs

Diverse workforce

- City has strong base of workers with a range of expertise

The City has built on extensive internal and external expertise to shape its green economy plan

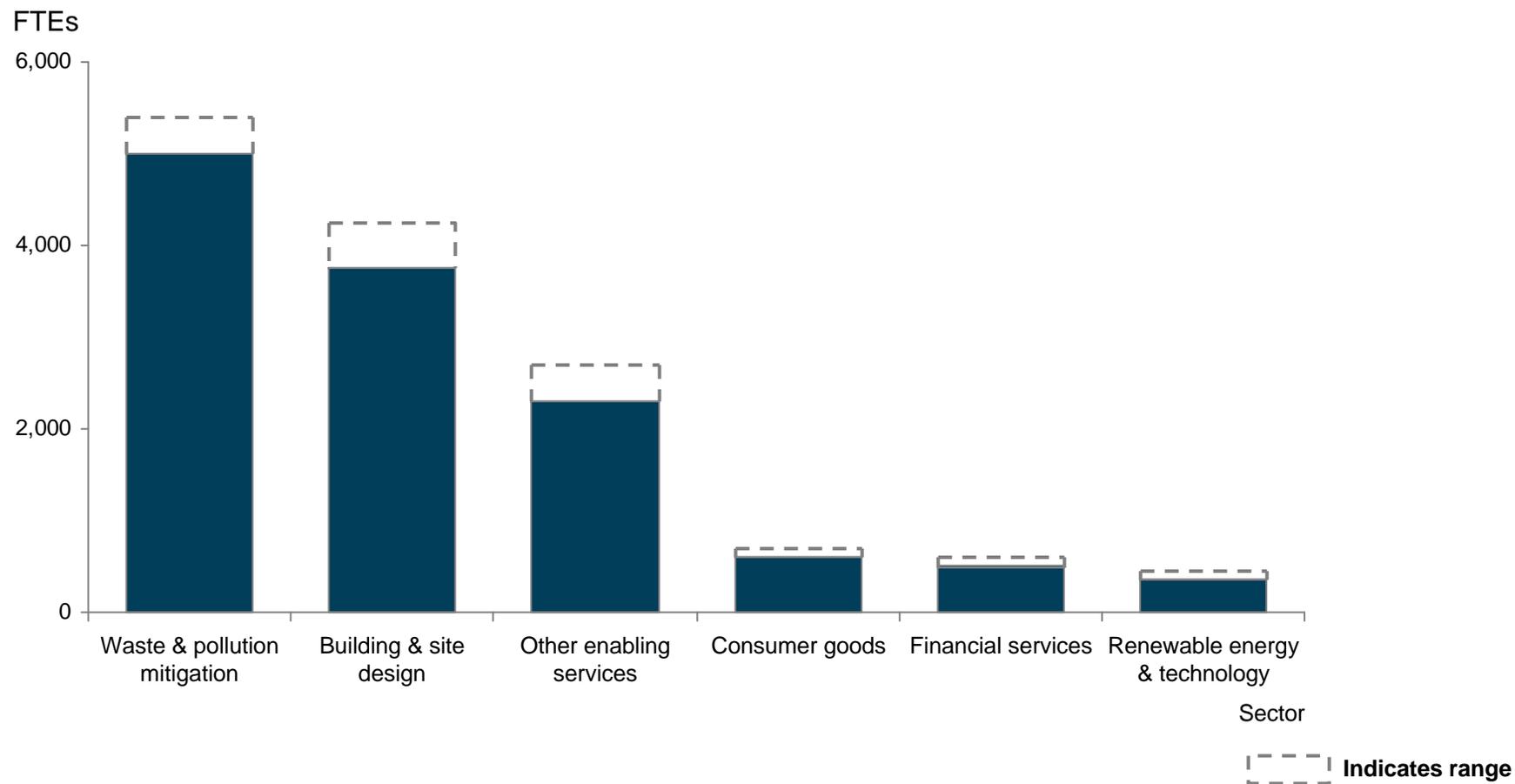
Sustainability policy expertise and program experience

- PlaNYC implementation
- MillionTreesNYC launch and expansion
- Brownfields program launch
- Solar America Cities partnership

Comprehensive studies and sector outreach

- NYCEDC's green sector study
- NYCEDC outreach and 145 interviews
- Renewable energy RFEI responses
- CUNY and Columbia University renewable energy studies
- Carbon roundtables
- Green buildings workforce development working group

Today, there are 12,000 green jobs in New York City today across six focus sectors



Note: Jobs reported in Full time Equivalents (FTE)
Source: Primary company research, literature searches, Dow Jones, expert interviews

Several actions will drive the City's transition to a green economy

Goals

Drive
Demand

Action

Policy Leadership -- Drive demand for green products and services in New York City with incentives and innovative policy

Create
Jobs

Green Economic Development – Foster enterprise growth and job creation

Develop
Skills

Workforce Programs -- Ensure that New Yorkers have the skills necessary for the green economy

Provide
Access

Education Efforts -- Provide the education, information, and coordination needed to facilitate growth

Target Area: Green Buildings

Existing policies and initiatives

- **PlaNYC's energy initiatives** drive demand for energy efficiency services
- **Local Law 86** drives green building construction
- **Greener, Greater Buildings Plan** updates the City's building and energy code, increasing activity in construction sector
- **City government's commitment to reduce carbon emissions 30% by 2017** drives demand for energy efficiency products and services

	Drive Demand	Create Jobs	Develop Skills	Provide access
① Convene Urban Green Council's Green Codes Task Force	✓			✓
② Develop an Urban Technology Innovation Center on green buildings		✓		✓
③ Collaborate with Green Buildings Workforce Development Working Group			✓	
④ Develop green construction training for trades with Urban Green Council			✓	
⑤ Promote and provide green skills training for licensed home improvement contractors			✓	✓
⑥ Promote and provide code training for design professionals			✓	✓
⑦ Increase green training opportunities for City employees			✓	

Target Area: On-site Renewable Energy (1 of 2)

Existing policies and initiatives

- **NYC solar property tax abatement** reduces the upfront costs and boosts private sector demand
- State's **net metering law** boosts demand for renewable energy by providing economic incentives
- **City government's commitment to reduce carbon emissions 30% by 2017** drives demand in this sector

	Drive Demand	Create Jobs	Develop Skills	Provide access
⑧ Promote new solar property tax abatement	✓			✓
⑨ Work with Con Edison to streamline application process for solar PV				✓
⑩ Launch a solar thermal grant pilot program for businesses and institutions	✓			
⑪ Establish "Solar Zones" to encourage and facilitate expanded solar PV installations	✓	✓		✓
⑫ Build innovative solar project at the Brooklyn Army Terminal	✓	✓		

Target Area: On-site Renewable Energy (2 of 2)

Existing policies and initiatives

- **NYC solar property tax abatement** reduces the upfront costs and boosts private sector demand
- State's **net metering law** boosts demand for renewable energy by providing economic incentives
- **City government's commitment to reduce carbon emissions 30% by 2017** drives demand in this sector

	Drive Demand	Create Jobs	Develop Skills	Provide access
⑬ Launch the Buildings Sustainability Board to address green technologies not covered by the codes	✓			✓
⑭ Ensure that NYC receives its fair share of ratepayer-funded renewable portfolio standard (RPS) program funds	✓	✓		
⑮ Develop permitting process for building-sited wind projects	✓			
⑯ Partner with industry on building-sited wind demonstration projects	✓			✓
⑰ Support expansion of tidal power project in the East River	✓	✓		

Target Area: Carbon Trading and Finance

Existing policies and initiatives

- NYC is the headquarters of the **Regional Greenhouse Gas Initiative (RGGI)**, which makes it well-positioned to be the center for cap-and-trade activities in the U.S.

	Drive Demand	Create Jobs	Develop Skills	Provide access
18 Ensure City and State laws are ready for national cap-and-trade legislation	✓			✓
19 Drive City leadership in carbon reporting standards	✓			✓
20 Host public-private dialogue series on carbon trading and finance				✓
21 Launch Green JumpStartNYC to prepare the professional workforce for carbon trading and finance			✓	

Target Area: Greener Neighborhoods

Existing policies and initiatives

- **PlaNYC's Open Space initiatives**, like MillionTreesNYC, drive demand for sustainable development and a range of landscaping and horticultural services
- **NYC's Brownfield program**, run by the **Office of Environmental Remediation**, is the first of its kind in the U.S. and is driving demand for the remediation and redevelopment of brownfield sites

	Drive Demand	Create Jobs	Develop Skills	Provide access
22 Expand the MillionTreesNYC urban landscaping and forestry training program			✓	
23 Expand and establish new Parks Opportunity Programs (POP) in horticulture and weatherization with focus on disengaged youth			✓	
24 Create Green Knowledge Centers to provide ongoing green collar training			✓	✓
25 Work with NYC Partnership of Brownfield Practitioners to create and expand industry training programs			✓	✓
26 Establish a training program for petroleum bulk storage management at City-owned facilities			✓	

Target Area: Supportive Environment

Policies and initiatives

- To encourage the growth of a range of activities, the City will ensure that New Yorkers have the information they need to succeed in transitioning their businesses and skills to meet the demands of the green economy.

	Drive Demand	Create Jobs	Develop Skills	Provide access
27 Create a comprehensive information source on incentives and funding for green businesses	✓			✓
28 Incorporate green skills training in existing workforce development training programs			✓	
29 Improve data and information on the green economy to better support the public workforce system	✓			✓
30 Promote City's economic opportunity to national and international cleantech companies		✓		