Growing Green in Riverside
Integrating Climate Action with Entrepreneurial Opportunity

League of California Cities Conference
October 6, 2016
ABOUT THE CITY OF RIVERSIDE

The City of Arts & Innovation

- 60 miles east of Los Angeles
- Fastest growing region in California
- Over 320,000 residents
- 12th largest city in California
- Approximately 85 Square Miles
- Charter City: 7 Wards
- Riverside Public Utilities: City owned & operated public utility providing electricity & water
- Home to 3 major universities, including the University of California, Riverside
AWARD WINNING CITY

#1 U.S. City for Small Business

Inc.

#1 Coolest California City (2014)

Forbes

#8 America’s Coolest Cities

#2 Hot Spot for Tech in the U.S.

#6 Happiest City in the Nation for Young Professionals
The RRG combines two plans:

1. *Economic Prosperity Action Plan (RRG-EPAP)*
2. *Climate Action Plan (RRG-CAP)*

The Plans work in conjunction to *spur entrepreneurship*, *smart growth* development and *sustainable infrastructure* investment while advancing Riverside’s GHG emission reduction goals.
RIVERSIDE COMMUNITY GHG EMISSIONS BY SECTOR

<table>
<thead>
<tr>
<th>Year</th>
<th>Solid Waste</th>
<th>Transportation</th>
<th>Commercial/Industrial</th>
<th>Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td></td>
<td>-13.4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td></td>
<td>+14.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td>+40.4%</td>
<td></td>
</tr>
<tr>
<td>2035</td>
<td></td>
<td></td>
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</tbody>
</table>

Legend:
- Solid Waste
- Transportation
- Commercial/Industrial
- Residential

Source: RiversideCa.gov
GHG REDUCTION MEASURES

Measures to achieve reduction targets of 15% below baseline emissions by 2020 and 49% below 2007 baseline by 2035.

- Transportation + Land Use
- Energy
- Waste
- Water
- Other

State measures | Regional measures | Local measures

RiversideCa.gov
RRG - ECONOMIC PROSPERITY ACTION PLAN

• Identifies GHG reduction measures in the RRG-CAP that have potential to spur economic development, inspire entrepreneurship, and create jobs

• Identifies strategies to facilitate Smart Growth development and stimulate sustainable infrastructure investment
BENEFITS OF AN EPAP

EXISTING BUSINESS INITIATIVES

• Develop Green Business Program
• Highlight successes and showcase leadership (i.e., awards program)
• Build supportive business networks and cultivate affiliations and connections between stakeholders
• Grow existing businesses and services offered leading to job growth

NEW BUSINESS DEVELOPMENT

• Develop incentives to attract new businesses and create demand for relocation to Riverside
• Incubate and foster the growth of clean tech and sustainable businesses
• Create partnership opportunities between the business community and university programs
A GHG reduction strategy or measure that also aims to inspire entrepreneurship and spur economic development and prosperity.

- Energy and Water Upgrades for Home or Business
- Green Building Standards
- Clean Vehicles and Charging/Fueling Stations
- Riverside Public Utility Clean Technology Funding
- Eco Business Zone
- Clean-tech Incubator
OUTREACH & ENGAGEMENT

Influencer Workshops

Crowdsourcing & Research Campaign

• Engaged local residents and a global audience for idea sharing
• Solicited feedback and input from a wide knowledge base
• Obtained a perspective beyond the Riverside community
• Learned from the successes and experiences of similar programs around the world

mindmischer

Quora
OUTREACH & ENGAGEMENT

Crowdsourcing Campaign Reach
COMPETITIVE LANDSCAPE

RIVERSIDE BUSINESS LEADER INTERVIEWS

• Individual interviews with business leaders to gather insight on the “Top 10 EOAs,” ideas for incentive programs and funding recommendations

RESEARCH & ANALYSIS OF COMPETITIVE LANDSCAPE

• Survey interviews with economic development representatives from other cities and regions to gather insight
  • Los Angeles, California - LACI
  • San Jose, California – PROSPECT Silicon Valley
  • Portland, Oregon – Economic Development Office
  • New York City, New York – Economic Development Office
WHY RIVERSIDE?

2015

U.S. CLEAN TECH LEADERSHIP INDEX

State & Metro / June 2015
COMPETITIVE LANDSCAPE

- Review of the **U.S. Clean Tech Leadership Index**, and analyze factors leading to success of cities in leadership positions across:
  - Advanced Transportation
  - Green Building
  - Clean-tech Investment
  - Clean Electricity
RIVERSIDE’S SCORE CARD

Riverside placed in the **top 50 Metro areas** for the four major categories used by the Clean Tech Leadership Metro Index:

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td>Green Buildings</td>
<td>#41</td>
<td>#37</td>
</tr>
<tr>
<td>Advanced Transportation</td>
<td>#10</td>
<td>#4</td>
</tr>
<tr>
<td>Clean Electricity &amp; Carbon Management</td>
<td>#13</td>
<td>#14</td>
</tr>
<tr>
<td>Clean Tech Investment, Innovation</td>
<td>#45</td>
<td>#44</td>
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<tr>
<td>&amp; Workforce</td>
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PROMOTING RIVERSIDE’S ADVANTAGE

A comprehensive incentive package to further attract and support local clean-tech businesses:

FINANCIAL SUPPORT AND INCENTIVES

- Riverside Public Utilities - Energy Technology Grant Programs
  - Building end-use efficiency
  - Environmentally preferred advanced generation
  - Renewable generation
  - Energy-related environmental research
  - Strategic energy research
  - Electric transportation
- Business Photovoltaic Incentives Program
- Rebate Programs
  - Energy efficient lighting, appliances, HVAC systems, and motors
  - Upgrading irrigation systems and drought tolerant landscaping
PROMOTING RIVERSIDE’S ADVANTAGE

**Support and Guidance**
- Office of Economic Development - Technology Ombudsman
- Complimentary Energy Audit Services
- Energy Load Profiles

**Promotional Strategy** to help raise awareness both internally and externally

**Additional Support under Consideration**
- Green roof incentives
- Subsidize recycled and eco-friendly materials for manufacturers
- Create a clean-tech incubator
- Develop an inter-college sustainability apprenticeship program
- Provide a business and/or staff training program on recycling
- Sponsor a clean-tech investor series
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Alexa Washburn, LEEP AP
Vice President of Planning
National Community Renaissance
awashburn@nationalcore.org
949.394.7996