

PLANNING FOR SUSTAINABLE ECONOMIC
DEVELOPMENT IN THE AMERICAS
CURITIBA, BRAZIL
June 7-8, 2011

SAN ANTONIO'S MISSION VERDE

Larry Zinn
President, Tejas Verde Group LLC
Chairman, Mayor Castro's Green Jobs
Leadership Council

A Defining Moment

“Every once in a generation, there comes a fundamental economic shift that provides for terrific opportunities for cities that are willing to go out there and grab them. And today, that opportunity lies in our green economy.”

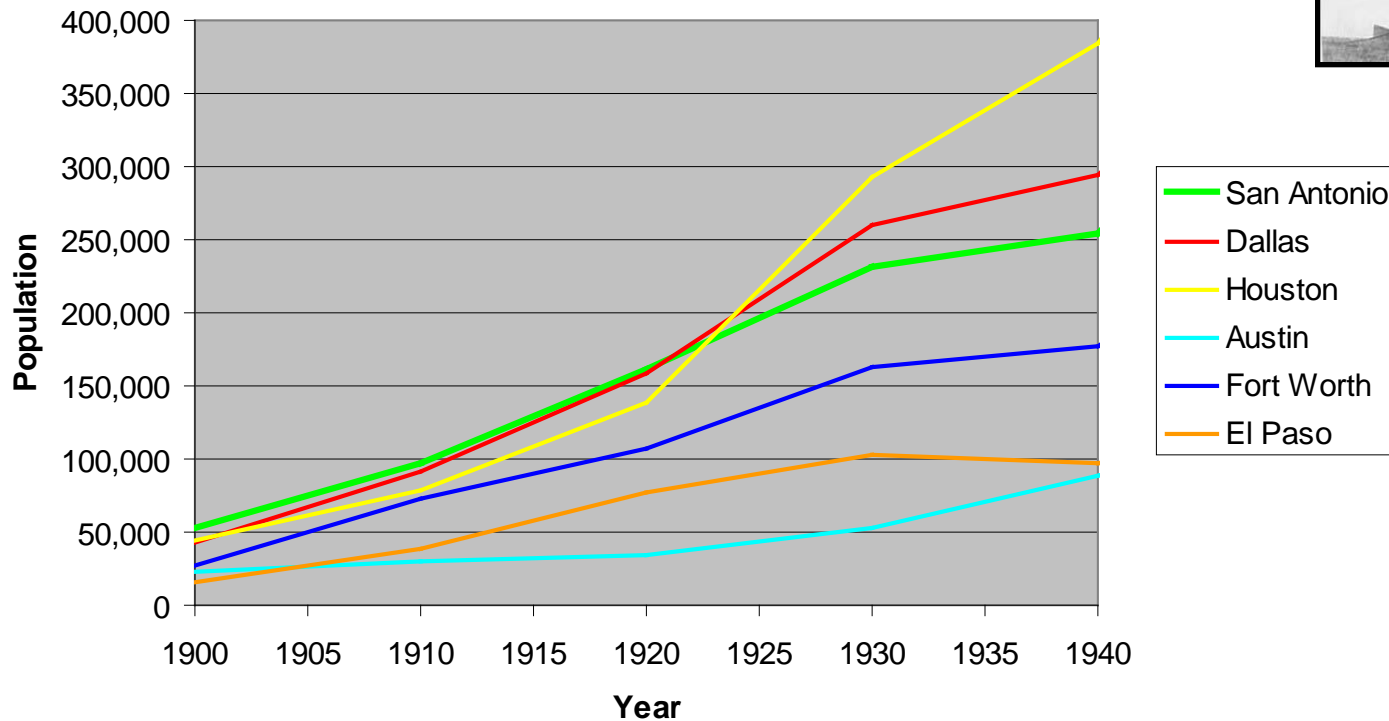
Mayor Julian Castro, Opening of the Mission Verde Center @ Cooper, January 25, 2010

Lessons from the Past



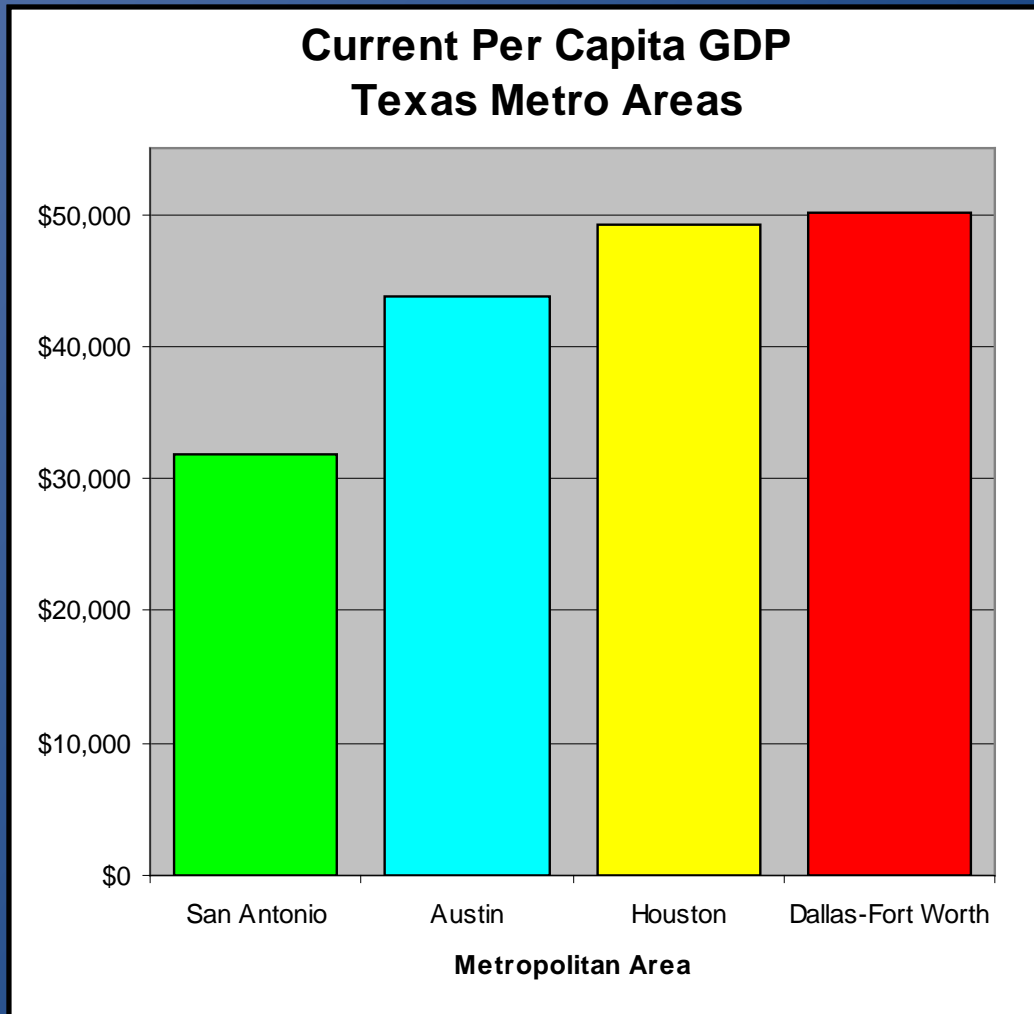
Spindletop
Oil Field

Population Trend 6 Largest Texan Cities



Source: U.S. Census Bureau

Lessons from the Past



Source: U.S. Department of Commerce, Bureau of Economic Analysis

Mission Verde – San Antonio's Strategic Vision

- Economic approach to sustainability, focused on energy
- Position San Antonio to be a leader in the 21st Century Economy
- Create new jobs and industries in a time of economic downturn

Mission Verde Initiatives

- Create a 21st Century Energy Infrastructure
- Double Bottom Line Venture Capital Fund
- Green Jobs Program
- Economic Development Strategies
- New Construction Green Building Code
- Green Retrofit Programs
- Multi Modal Transportation System
- Sustainable Real Estate Development
- Green One Stop Centers
- City Government Leading by Example

Green Jobs Leadership Council

- Larry Zinn, chairman of the Council
- Councilwoman Ivy Taylor, City Council District 2
- Dr. Bruce Leslie, Chancellor, Alamo Colleges
- Chakib Chehadi, Executive Director, Workforce Solutions Alamo
- Cris Eugster, Chief Sustainability Officer, CPS Energy
- Alex Briseno, Chairman of the board, San Antonio Water System
- Dr. Les Shephard, Director, Texas Sustainable Energy Research Institute, University of Texas at San Antonio
- William H. 'Skip' Mills, Director, San Antonio Operations, Texas Engineering Experiment Station (Texas A&M University)
- Anita Ledbetter, Executive Director, Build San Antonio Green
- Mike Burke, Chairman/Founder, Clean Tech Forum
- A.J. Rodriguez, Deputy City Manager, City of San Antonio
- David Marquez, Executive Director of Economic Development, Bexar County
- Richard Perez, President and CEO, Greater San Antonio Chamber of Commerce
- Brandon Seale, Entrepreneur
- Bill Sinkin, Chairman, Solar San Antonio

Current Green Jobs Situation in San Antonio

Scenario	Green Jobs (%)	Green Jobs in the San Antonio MSA*	Source
Low Case 1	<.5%	2,220	US Conference of Mayors (2008)
Low Case 2	.5%	3,375 (55,000 in Texas)	Pew Center for the States (2009) ^[1]
Medium Case 1	1.5-2%	10,125-13,500	US Department of Commerce (2010) ^[2]
Medium Case 2	3.4%	22,275	California LMI Division (2010) ^[3]
High Case 1	4%	27,000	Management Information Systems/American Solar Energy Society (2008) ^[4]
High Case 2	9%	60,750	Political Economy Research Institute (PERI)

^[1] http://www.pewcenteronthestates.org/uploadedFiles/Clean_Economy_Report_Web.pdf

^[2] <http://www.esa.doc.gov/GreenEconomyReport>

^[3] <http://www.labormarketinfo.edd.ca.gov/contentpub/GreenDigest/CaliforniaGreenEconomy-070910.pdf>

^[4] http://www.ases.org/images/stories/ASES/pdfs/CO_Jobs_Final_Report_December2008.pdf

Opportunity Analysis Overview

The five industries profiled were:

- Energy Storage
- Energy Sector Cyber Security
- Solar Hot Water (Solar Thermal)
- Solar Photovoltaics (PV)
- Electric Vehicles

Additional opportunities in the green economy were identified as well, including:

- Other Green Building Products
 - Advanced Lighting (e.g., LEDs)
 - Advanced A/C
- Geothermal Energy
- Smart Energy Technologies
- Alternative Fuels (Algae-based, NGV)

Key Findings and Conclusions

Creating Green Jobs



Green Economy = Green Jobs

Green Economy - Comprehensive and dynamic approach that brings together various components of successful green economy

Components of a Successful Green Economy



Education &
Workforce Development



Political Leadership
& Policies



Innovation
& Entrepreneurship



Public Policy
Initiatives



Investment
& Capital



Research
Capability



Marketing &
Outreach



Strategic
Vision & Plan



Economic
Development

New Approach needed

- ① Move beyond old models and ways of doing things, such as grant-funded and stimulus programs that focus on short-term job training or near-term programs
- ② Develop dynamic, comprehensive strategy and action that bring together successful components for sustainable green economy