



# REPORT TO COUNCIL

## City of Sacramento

21

915 I Street, Sacramento, CA 95814-2604  
www.CityofSacramento.org

Staff/Discussion  
February 8, 2011

Honorable Mayor and  
Members of the City Council

**Title:** Greenwise Sacramento Regional Action Plan

**Location/Council District:** Citywide

**Recommendation:** Receive and file.

**Contact:** Yvette Rincon, Sustainability Manager, (916)-808-5827, Department of General Services

**Presenters:** Yvette Rincon, Sustainability Manager, 916-808-5827, Department of General Services; Julia Burrows, Managing Partner, (916) 325-1630, Valley Vision, Rachel Gutter, Director, Center for Green Schools, USGBC

**Department:** General Services

**Division:** Office of the Director

**Dept ID:** 13001011

### **Description/Analysis**

**Issue:** The purpose of this Council item is to provide a brief overview of the Greenwise Regional Action Plan, to highlight how Sacramento can be a regional leader in Greenwise implementation, and to celebrate an early success directly resulting from collaboration between the Mayor's Office and the Sacramento City Unified School District.

Mayor Johnson launched the Greenwise Sacramento Initiative in May 2010 to transform the Sacramento region into the Emerald Valley – the greenest region in the country and a hub for clean technology. Over 275 regional leaders participated on five Policy Committees to create a shared vision for the region's future. The result is the 100-page Greenwise Sacramento Regional Action Plan, published online on January 20<sup>th</sup> to coincide with the 2011 State of the City address. The Executive Summary of the Plan is attached for reference by the Council. The presentation at the Council meeting will provide an overview of the goals, objectives, and signature projects contained in the Plan.

Throughout the Greenwise Action Planning process a number of projects, policies, and process improvements were recommended for implementation by cities and counties. City of Sacramento staff is pursuing a number of these items which will put the City in a leadership position with Greenwise implementation. These items are part of the City's 2011 Sustainability Implementation Plan.

An early success in the implementation of Greenwise and the commitment of the City and the Sacramento City School District to greening school campuses will be announced at the Council meeting by Rachel Gutter, Director of the Center for Green Schools at the U.S. Green Building Council.

**Policy Considerations:** NA

**Environmental Considerations:**

**California Environmental Quality Act (CEQA):** NA

**Sustainability Considerations:** NA

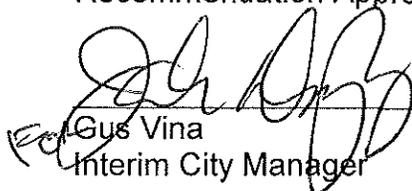
**Commission/Committee Action:** NA

**Rationale for Recommendation:** NA

**Financial Considerations:** NA

**Emerging Small Business Development (ESBD):** NA

Recommendation Approved:

  
Gus Vina  
Interim City Manager

**Table of Contents:**

Report

**Attachments**

1 Greenwise Regional Action Plan Executive Summary

# Executive Summary Greenwise Sacramento Regional Action Plan

## A Plan to Transform the Sacramento Region into the Emerald Valley – the Greenest Region in the Country and a Hub for Clean Technology

At the 2010 State of the City, Sacramento Mayor Kevin Johnson addressed the economic and environmental challenges in the region. He noted that the Sacramento area has a unique opportunity to be a leader in the green economy resulting in a more diverse economy, cost savings for residents through resource conservation, and a healthier environment.

On May 18, 2010, Mayor Kevin Johnson launched a bold initiative to transform the Sacramento region into the Emerald Valley – the greenest region in the country and a hub of clean technology. Acknowledging that Sacramento is already the greenest capital city in the greenest, most progressive

state in the U.S., Mayor Johnson detailed his belief that Sacramento’s competitive advantages, already burgeoning green job growth, and alignment with federal priorities demonstrated great promise for the region’s future economic and environmental health.

An invitation was extended to leaders from business, non-profit, academic, civic and governmental sectors to convene once a month from May through December and establish a shared vision for the region’s future. This once-in-a-generation opportunity to coordinate, align and leverage around a common vision resulted in participation by hundreds of community members.



## Purpose of the Greenwise Sacramento Regional Action Plan

The purpose of Greenwise Sacramento is the Greenwise Sacramento Regional Action Plan is to establish a bold vision for implementation through 2020.

The Regional Action Plan is intended to:

- Establish a Shared Vision to transform Sacramento into the Greenest Region in the Country and a Hub of Clean Technology.
- Detail the Goals, Objectives, Strategies and Actions that when implemented will strengthen the region’s economy, improve environmental stewardship and engage the entire community.
- Coordinate activities across the region to promote stronger partnerships and coordinate funding appeals and grant applications
- Highlight specific projects that have great potential to take Sacramento to the next level.
- Inform elected officials and decision-makers at the federal, state, regional and local levels.
- Serve as a marketing document for entrepreneurs considering an investment in the green economy and the potential of the Sacramento region as a place to start a company and grow a business
- Supplement and align existing Sacramento area economic development and environmental planning documents
- Define the measurements and outcomes expected for each of the key economy and environment objectives and task the Greenwise implementation team with setting indicators for engagement in the early stages of Greenwise implementation.
- Create shared messaging regarding the bold action anticipated for the Sacramento region. Brand the Sacramento region as the Emerald Valley with a thoughtful Plan in place upon which to build a strong marketing and public relations campaign for the future.
- Create Jobs!

This is the business plan to build on the many competitive advantages and challenge the region to be bold in the future. The transformational goals, and objectives that support them, will require a concerted effort to fund, implement, and measure.

---

*“The environmental consciousness of our region was catapulted to great heights by Mayor Johnson’s Greenwise program.”* -Rosa Escutia, Sacramento Hispanic Chamber of Commerce

---

## Transformational Goals

The Plan details three transformational goals developed over the eight month process. Each goal is supported by seven objectives that represent catalytic, integrated ideas that cross numerous economic sectors and environmental fields and create new ways to brand the region and engage the community.

Greenwise Sacramento Transformational Goals:

1. Create a Self-Sustaining Sector – ECONOMY
2. Become the Greenest Region in the Country-ENVIRONMENT
3. Brand the Region as the Emerald Valley-ENGAGEMENT

Three key principles will be integrated throughout the Greenwise Sacramento Regional Action Plan. First, the plan will be **regional** and will in most applications include the six-county region comprised of El Dorado, Placer, Sacramento, Sutter, Yolo and Yuba Counties and the 22 cities within these counties. However, the initiatives are not limited by political boundaries and in some cases the work will extend to a larger area.

A second key principle is a focus on **innovative policy**. To implement this plan and to truly transform Sacramento, a number of local and regional policies to support local consumption of green products, to streamline processes, and to allow development and investment regulated by outdated policies, must be amended. This will require collaboration, continued participation by the regional leaders who have shared their expertise during the Greenwise initiative, and support from elected officials throughout the region.

And third, this initiative will be different from dozens of others across the country because of the focus on job quality and the inclusion of the disadvantaged in the transformation of Sacramento's green economy. Advisors from Green for All and regional workforce initiatives will help Sacramento implement the Greenwise transformational goals with a continual focus on **social justice**. Only if the least among us are included will this truly be transformational for Sacramento's green economy.

## Implementation

Implementation of the Greenwise Sacramento Regional Action Plan is proposed to occur through Greenwise Joint Venture. Greenwise Joint Venture will have three purposes:

1. Convene, coordinate, leverage and align
2. Implement the Greenwise Sacramento Regional Action Plan
3. Market the Sacramento region

The intent is to fundraise at a level to make significant progress in project implementation. Initial staff will include a lead designee, staff support for project management, grant writing and marketing. Establishing the structure of Greenwise Joint Venture and action on signature projects will be the first order of business.

## Greenwise Sacramento Regional Action Plan: 2020

Create a Self-Sustaining Sector <b>ECONOMY</b>	Become the Greenest Region in the Country <b>ENVIRONMENT</b>	Brand the Region as the Emerald Valley <b>ENGAGEMENT</b>
1. Double the Number of Green Jobs from 14,000 to 28,000	1. Plant 3 Million Trees	1. Create Greenwise Engagement Campaigns
2. Create a \$1 Billion Investment in the Sacramento Region's Green Economy	2. Reduce, Reuse and Recycle 85% of the Region's Waste	2. Implement a Series of Greenwise Challenges
3. Purchase 20% of the Region's Food from Local Farmers and Ranchers	3. Reduce Water Use in the Region by 20%	3. Establish a Greenwise Business Leadership Council
4. Create a Regional Market for Green and Clean Technology Products	4. Reduce Per Capita Energy Use by 15%	4. Certify 10,000 Businesses as "Greenwise Businesses"
5. Retrofit Existing Buildings	5. Design all New Planned Communities Consistent with "20 Minute neighborhood" Principles	5. Establish a Sacramento Greenworks Program
6. Streamline Permitting	6. Increase the percentage of all trips taken by walking, biking or transit by 30%	6. Create a Greenwise Sacramento Marketing Plan & Campaign
7. Create a Biofuels Industry	7. Reduce Pollution Levels by 20%	7. Lead by Example at the Local Government Level

## Conclusion

Greenwise Sacramento represents the best the Sacramento region has to offer – inspired leadership, creative problem solving, shared values, and unparalleled participation. Each and every idea, goal, success story and hope for the future represents what the people of the Sacramento region believe – that the future matters and that every resident is responsible to engage individually and collectively contribute to the region's economic prosperity and environmental health.