Climate Smart Communities Certification Program

Certification Manual

PLEDGE ELEMENT 8: SUPPORT DEVELOPMENT OF A GREEN INNOVATION ECONOMY

Lead and support the transition to a green economy by incorporating climate protection and sustainability into economic development plans. Create demand and offer incentives and support for local green industries and green jobs training.

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Please note: The recertification requirements for each action are subject to change in future versions of the CSC Certification Manual.

Training and Education

8.1   CREATE A GREEN JOBS TRAINING PROGRAM

Action pathway phase: Implement
Eligibility timeline: Currently active
Total possible points: 3

A.   Why is this action important?

An essential component of shifting to a green economy is training individuals for the jobs that such an economy will create. Green jobs can include the following, among others, each requiring new or adapted skills for a clean, green economy:

- Energy Manager
- Green Building Professional
- Renewable Energy Installer
- Recycled Materials Handler/Hauler
- Biofuels Producer
- Land-use planner
- Energy Auditor
- Clean Technology Manufacturer/Researcher/Developer
- Sustainability Educator
- Brownfield Remediation Worker

Similarly, a shift to a greener economy will require a shift in the information and skills taught in schools that prepare students for their future jobs.

B.   How to implement this action

Local governments must determine the type of training that is most appropriate to the economy in their community and region. Smaller communities may seek to collaborate with neighboring communities to develop a green jobs training program that addresses the needs of the region. You must understand the job shortages in the community or region and local demand for certain green jobs or skills. Regional Economic Development Councils and associated regional economic development plans can help to inform the needs and types of programs which are most in demand locally. In addition, local governments should work with local trade organizations, vocational schools, and community colleges to survey existing training programs and gather information on the demand for new training programs. Once you have a good understanding of the demand and needs, you can develop the plans for the training program.

Local government staff should go through a "train the trainer" effort to work on greening existing job training curriculum and training staff on more sustainable approaches to be incorporated into their training programs. Implementing the green jobs training program could involve launching a whole new training course or program or updating existing training programs to incorporate sustainable principles and practices.

Local governments should track the number of attendees of the training program and, if possible, the subsequent job placement of the trained professionals. You may elect to highlight the success and impact of their training program through a press release, or possibly an event tied to a larger sustainability announcement or engagement opportunity.

Local governments can consider the expansion and improvement of existing education programs. Business owners can be educated on the benefits of investing in their workers to take advantage of market opportunities. Communication between schools and employers can be improved to support an increase in college classes, certification, and training programs. Also, programs can be tailored toward low-income workers. A "green collar" fund may be established to pay for worker training.

C. Time frame, project costs, and resource needs

The time frame and resource needs for this action depend on the approach to implementing the action, whether the approach involves developing a whole new training program, or incorporating sustainability principles and practices into an existing program. Local governments seeking to develop new training programs should seek opportunities to collaborate with other organizations such as local vocational schools or community colleges.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is relevant to any local government and would most likely be led by an economic development department or workforce development department or committee. Local school departments may also be engaged and it may be beneficial to collaborate with other non-profits or business entities within the community and work with the relevant Regional Economic Development Council. CSC can collaborate with local vocational schools and community colleges to incorporate green training into their curricula.

E. How to obtain points for this action

Points are earned for this action by establishing at least one green job or green skills training program or course per year. The program could be a single workshop that re-trains a particular profession for ways to "green" their work, or it could be an ongoing training program that introduces skills, provides hands-on training, and helps link participants to jobs. It might also be a "greening" of a curriculum or technical program within a vocational school or community college. The specifics will be dependent on the unique needs of each community.

F. What to submit

Local governments should submit documentation demonstrating that the training program occurred, such as an agenda for the training, any training materials used or provided, number of attendees (if available), and marketing materials. If the program is within an educational institution, a list of any relevant courses and or syllabi for those courses should be provided. Local governments

must demonstrate that the program is currently active and that the training course occurred within one year prior to the application date.

G. **Links to additional resources or best practices**
- City of New Rochelle, NY, "Green Supers" Program: http://www.newrochelleny.com/archives/43/NR-Green%20Supers%20Training%20Program%20Launched.pdf

- Association for the Advancement of Sustainability in Higher Education (AASHE) Curriculum Resources: http://www.aashe.org/resources/curriculum-resources/

- New York City, NY, Green Jobs Training Program (through NYC Brownfield Partnership): http://www.nyc.gov/html/oer/html/community/worker_training.shtml

- Green Jobs Training Center: http://greenjobtrainingcenter.com/pages/about.html

- Sustainable South Bronx Green Collar Workforce Training: http://www.ssbx.org/our-programs/best-academy-green-collar-workforce-training/
- New York State Regional Economic Development Councils: http://regionalcouncils.ny.gov/

H. **Recertification requirements**
The recertification requirements are the same as the initial certification requirements.

8.2   HOLD GREEN VENDOR FAIRS

Action pathway phase: Implement
Eligibility timeline: Within 1 year prior to the application date
Total possible points: 2

A. **Why is this action important?**
Organizing and holding a green vendor fair provides a great opportunity for local green vendors to market themselves to the community, network with each other, and educate community members about green products and services available. Supporting green vendors will support a shift to a local green economy.

B. **How to implement this action**
A green vendor fair can be a standalone event, or something a local government may want to do in conjunction with other environmental events, or with other regional events, or other local government partners. Depending on the size of the community and the resources available to plan the event, local governments should determine the most appropriate approach to hosting the event. Local governments will likely want to collaborate with community partners with shared objectives around promoting a green economy, and leverage the partner's resources to plan and execute the event.

Local governments will must identify and recruit vendors for the event, find a date and location for the event, and promote the event to the public. It is recommended to maintain a database of green vendors and make this information available to the public and to government contractors.

C. Time frame, project costs, and resource needs

Preparing for a green vendor fair can take four to eight months, depending on the size of the fair, availability of venues etc. Local governments can minimize costs for the event by using a government owned building for the fair and partnering with other organizations to plan and host the event. Local governments may also consider charging a fee to vendors to participate, which can offset the costs and possibly earn revenue for the community.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. It could be organized by a variety of departments, councils, or committees, such as the planning, public works, or sanitation department, a sustainability committee, an environmental committee, town council, or others. It may also be worth considering partnering with a local non-profit, the local chamber of commerce, or other neighboring jurisdictions.

E. How to obtain points for this action

Points for this action are earned by hosting at least one green vendor fair or environmental fair per year where green vendors are invited to participate and market their goods and services.

F. What to submit

Submit copies of event posters or advertisements, a list of vendors in attendance, local government departments or staff members in attendance, and an estimated number of attendees. Local governments must demonstrate that the green vendor fair occurred within one year prior to the application date.

G. Links to additional resources or best practices

- Ann Arbor, MI, Annual Mayor's Green Fair: http://www.a2gov.org/government/publicservices/systems_planning/Environment/Pages/GreenFair2009.aspx

- Boston, MA, GreenFest: http://bostongreenfest.org/about.html

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

Planning and Leadership

8.3   INCLUDE GREEN INDUSTRIES IN ECONOMIC DEVELOPMENT PLANS

Action pathway phase: Assess, Plan, and Govern
Eligibility timeline: Within 5 years prior to the application date
Total possible points: 4

A. Why is this action important?

For the purposes of this section, green industries are businesses that produce goods or provide services that benefit the environment or conserve natural resources. Such goods and services are those that support research, development or deployment of renewable sources of energy or energy efficiency; recycling; pollution prevention or abatement; reduction of greenhouse gas emissions; natural resource conservation; environmental compliance; or training and education in these fields.

CSCs can incorporate specific plans for development of green industries into their short-term and long-term economic development plans. Identifying needs for particular green industries or markets, and assessing existing assets should be part of this planning process.

B. How to implement this action

Local governments can implement this action by performing an assessment of green economy opportunities, assets, and needs in the community, setting specific goals and objectives for increasing green businesses and green jobs, and identifying initiatives for accomplishing these objectives.

It would be useful for local governments to identify the green economy sectors within their jurisdictions and high-growth employment opportunities. This can be done through a focused effort to contact green industries to help identify job shortages and needed skills. Green industry development can be tracked through workforce response teams.

A green industry-development plan could be a standalone effort or be included in an existing effort to develop or update an economic development, sustainability, or comprehensive plan. This effort could take place at the local level or the regional level, perhaps in collaboration with the regional economic development council and neighboring jurisdictions. Local governments should incorporate the relevant goals and strategies from the regional sustainability plans developed through the Cleaner, Greener Communities program.

C. Time frame, project costs, and resource needs

Most local governments will likely include this action in the scope of an existing effort to develop a new plan or update an existing plan. Thus, the additional effort to achieve this action will be minimal, if the planning process is already underway. However, if a local government elects to include an additional task in the scope of work, to perform a green economic development assessment, it could incur additional costs in staff time or consultants. The costs for such a study will vary based on the size of the jurisdiction and the number of economic sectors to be analyzed.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government and will most likely require engagement from planning staff, economic development or workforce development staff, and other relevant stakeholders from within and outside the local government. Local government economic development staff should participate in any regional effort and involve regional economic development council staff in any local efforts, as appropriate.

E. How to obtain points for this action

Points are earned for this action by incorporating baseline assessments, goals and objectives, and initiatives for developing green industries into new economic development plans or for updating existing plans with this new information.

F. What to submit

Submit a link to or copy of a formally adopted economic development plan or other plan with economic development component that has incorporated goals, objectives and initiatives for promoting development of green industries in the community. Submit a memorandum or report summarizing and pointing to the sustainability sections or actions in the plan. The plan must have been created or updated within five years prior to the application date.

G. Links to additional resources or best practices

- New York, NY, Five Borough Economic Opportunity Plan: http://www.nyc.gov/html/econplan/downloads/pdf/diversification_final.pdf

- New York State Regional Economic Development Councils: http://regionalcouncils.ny.gov/

- Albany, NY, Albany 2030 Plan: http://www.albany2030.org/learn/final-plan
- Cleaner, Greener Communities Regional Sustainability Plans: http://www.nyserda.ny.gov/Statewide-Initiatives/Cleaner-Greener-Communities/Regional-Sustainability-Plans.aspx

- Bureau of Labor and Statistics: http://www.bls.gov/green/

- EPA, Clean Energy Workforce Development: http://www.epa.gov/statelocalclimate/documents/pdf/CPPD_CE_WD_PPT_4-28-09.pdf

- EPA, Synopses of Example State Workforce Development Programs
- and Related Legislation: http://www.epa.gov/statelocalclimate/documents/pdf/background_paper_attachment1.pdf

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

8.4 INCORPORATE SUSTAINABILITY REQUIREMENTS IN LOCAL GOVERNMENT-FUNDED PROGRAMS OR PROJECTS

Action pathway phase: Implement
Under development

Pending finalization of review procedures, documentation of this action cannot be accepted at this time.

Local Business Engagement and Support

8.5 ADOPT A GREEN PROCUREMENT POLICY THAT EMPHASIZES LOCAL SOURCING

Action pathway phase: Assess, Plan, and Govern
Eligibility timeline: Currently active
Total possible points: 4

A. Why is this action important?

 Local sourcing of goods and services reduces the total resources, particularly fossil fuel consumption, necessary to transport goods and services into the community from elsewhere. Supporting local businesses also strengthens and stabilizes the local economy and tax base and keeps jobs local.

B. How to implement this action

To implement this action, local governments need a commitment from the elected leadership to develop and implement a green procurement policy. Procurement staff will typically be responsible for developing the policy and must develop green requirements or guidelines for government specifications and contracts, standards for certain products, such as computers or printers, and processes and criteria to ensure that sustainability criteria are taken into account for all government purchases.

C. Time frame, project costs, and resource needs

Local governments should plan for approximately six to nine months to develop a green procurement policy, although this time frame will depend on staff availability and existing procurement policies. Implementing the policy will be an ongoing task, which will require some upfront training to relevant local government staff with procurement responsibilities.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. The procurement officer or purchasing department would be responsible for implementing a policy that must be drafted in coordination with all departments that purchase goods and services, and formally adopted by local government leadership.

E. How to obtain points for this action

Points are earned for this action through formal adoption and implementation of a procurement policy that emphasizes local sourcing of goods and services and is consistent with current New York State green procurement policies[1].

	Possible Points
• Adopt a green procurement policy consistent with current state policy	2
• Demonstrate implementation and compliance with the policy	2

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[1] Governor Andrew Cuomo Executive Order 4 or its successor.

F. **What to submit**

Provide a link to or copy of the formally adopted purchasing policy. The policy could have been adopted at any time prior to the application date but must be actively in use. To receive points for implementing the policy, provide additional documentation demonstrating how the policy was incorporated into procurement decisions. A memorandum summarizing the steps taken to implement the policy is also required.

G. **Links to additional resources or best practices**

- New York State Executive Order 4, Establishing a State Green Procurement and Sustainability Program: http://www.ogs.ny.gov/EO/4/Default.asp

- Seattle, WA Purchasing Policy: http://www.responsiblepurchasing.org/UserFiles/File/Computers/Policies/Seattle_Purchasing_policy_2003.pdf

- Madison, WI Local Preference Purchasing Policy: http://www.cityofmadison.com/business/localpurchasing/index.cfm

- Institute for Local Self-Reliance: http://www.ilsr.org/rule/local-purchasing-preferences/

- EPA Green Purchasing Guides: http://www.epa.gov/epp/pubs/greenguides.htm

H. **Recertification requirements**

The recertification requirements are the same as the initial certification requirements.

8.6   CREATE AND PROMOTE LOCAL FARMERS' MARKETS

Action pathway phase: Implement
Eligibility timeline: Within 1 year prior to the application date
Total possible points: 3

A. **Why is this action important?**

Support of local food production is an important piece of building a local green economy. Not only have farmers' markets become increasingly popular among consumers, they support local farmers while reducing the overall environmental footprint of food consumed within a community. Farmers' markets provide a venue in which local farmers can sell their products, connect to consumers, and establish brand recognition for their products sold in other retail venues. Farmers' markets are typically active during the growing and harvesting seasons, but winter farmers' markets have become increasingly popular as well.

B. **How to implement this action**

If a farmers' market does not already exist in the community, local governments are encouraged to collaborate with local community organizations, such as a chamber of commerce or business improvement district, to form and organize a farmers' market.

C. **Time frame, project costs, and resource needs**

The time frame to create a local farmers' market depends on the opportunities to collaborate with community-based organizations and the available resources in those organizations to assist in the creation of the market.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This is applicable to any local government. Farmers need not be from within the same community, but should be within the same region to keep sources as local as possible. Departments likely to be involved with supporting farmers' markets include environment, public works, parks and recreation, agriculture, and health. This initiative can greatly benefit from the support of a local chamber of commerce and local non-profits.

E. How to obtain points for this action

To earn points for this action, the local government must run a farmers' market or demonstrate support of the markets through financial support, making local government property available for the market, or offering other operational resources, such as waste management, safety assistance, staffing, etc. Many communities now establish systems to ensure that food stamps are accepted at local farmers' markets to ensure equitable access.

F. What to submit

Provide documentation of operation of at least one farmers' market for a minimum of 10 days per year, and an explanation and documentation of how the local government organized or supported the market(s). The market must have been active within the year prior to the application date.

G. Links to additional resources or best practices

- New York State Department of Agriculture Farmers Market Mini-Grants: http://www.agriculture.ny.gov/RFPS.html

- Farmers Market Federation of New York: http://www.nyfarmersmarket.com/

- Farmers Market Coalition: http://farmersmarketcoalition.org/

- Rutgers University Food Innovation Center: http://foodinnovationcenter.rutgers.edu/educational_resources/market/index.html

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

8.7 CREATE A "BUY LOCAL/BUY GREEN" CAMPAIGN

Action pathway phase: Implement
Eligibility timeline: Within 3 years prior to the application date
Total possible points: 2

A. Why is this action important?

While PE 8.5 encourages the local government to lead by example through local sourcing of goods and services, this action emphasizes developing a campaign to support local and green purchasing throughout the community. Creating a brand and an outreach and education campaign raises awareness of local, green purchasing for consumers. In particular, brand recognition can play a significant role in increasing consumer local, green purchasing trends.

B. How to implement this action

To implement this action, local governments should first form a team of stakeholders involved in the development and launch of the campaign. This team could include representatives from the economic development department, communications or press department, public health department, chamber of commerce, business improvement district, retailer association, agricultural committee, and local farmer coalitions. Working with a communications specialist, the team should craft a message for the campaign and develop a recognizable brand. The team should develop a campaign strategy that outlines the selected media and approaches for communicating the campaign message. Local governments may seek to advertise at local farmers markets, public events, on billboards or street furniture, through traditional direct marketing approaches, and online. Local governments may want to plan a public event to launch the campaign to increase awareness.

C. Time frame, project costs, and resource needs

Local governments should allow for several months to develop the campaign message, marketing materials, and to launch the campaign. Local governments can use their in-house press and communications staff, leverage partner organizations resources, or use an outside communications expert.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. Economic development staff, chambers of commerce, agriculture committees, and local retailers would all likely be engaged in this effort. Some local governments may elect to collaborate with neighboring jurisdictions to create a regional campaign.

E. How to obtain points for this action

Points are earned for this action by establishing a formal campaign with a brand for the community or region. The campaign should support local products and services, green products and services, or both. It could also focus on food and agricultural products or other significant segments of the local or regional economy that would benefit from such a campaign. Participation in a regional campaign (across several communities) will also earn points as long as the local government is playing an active role in supporting, promoting, or administering the campaign.

F. What to submit

Local governments must submit copies of materials developed for or used in this campaign, along with a description of the level of local government engagement, documentation of branding and other marketing materials, including a link to website, if applicable, and a list of local and green vendors participating in the campaign. The campaign must have been active within three years prior to the application date.

G. Links to additional resources or best practices

- Buy Local, Pride of New York: http://www.prideofny.com/

- Community Involved in Sustaining Agriculture: http://buylocalfood.org/

- Northeast Sustainable Agriculture Working Group: http://www.nefood.org/

- Santa Monica, CA Local Business List: http://www.buylocalsantamonica.com/buy-local/

- Do It Green, Minnesota!, list of green business and services in Minnesota: http://www.doitgreen.org/directory

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

Siting and Incentivizing Green Business/Industry

8.8   REDEVELOP A BROWNFIELD SITE

Action pathway phase: Implement
Eligibility timeline: Within 10 years prior to the application date
Total possible points: 10

A. Why is this action important?

There are many aspects of redeveloping a brownfield site that make the action sustainable. It avoids the environmental impacts associated with developing on greenfield sites and puts an environmentally damaged site back into productive use. It prevents the loss of open space or land for farming, food production or other related uses and preserves the ecological benefits of these open areas, such as stormwater management and carbon sequestration. To further the benefits of brownfield redevelopment for sustainability, many communities have focused such efforts on green redevelopment, such as renewable energy installations, urban farming, green buildings, smart growth development, or green business/industry siting.

B. How to implement this action

Local governments can start the process by identifying brownfield sites for redevelopment and possible incentives to foster the development of those sites. It is recommended to develop a plan for the site(s), either as a standalone redevelopment plan or as part of a larger comprehensive or economic development plan. The New York State Department of State (DOS) administers a grant program for municipalities that provides funding to identify areas with multiple brownfields sites (Brownfields Opportunity Areas) and perform some preliminary investigation of the site contamination. If a site is government-owned, then local governments will have more control over the use of the site and may elect to issue an RFP for possible development projects on the site.

Local governments should engage the local community to gather public input on the priorities and needs for the community and the best possible use for the site.
 Local governments can also consider engaging the local development community to promote the use of brownfield sites and provide training on brownfield cleanup.

Master plans or comprehensive plans should be modified as necessary to preferentially remediate and re-develop brownfields sites according to the priorities of the municipality as described in the plans.

C. Time frame, project costs, and resource needs

Developing a brownfield plan for a site or several sites could take up to a year, if the planning process involves an environmental analysis, public outreach, and a market survey. Developing a brownfield site can be a multi-year progress, but depends on the needs and demand for new development in the area.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is relevant to any community that has contaminated or potentially contaminated sites. Redevelopment of such sites will require coordination among planning staff, economic development staff, as well as remediation technical experts, and the State Department of Environmental Conservation.

E. How to obtain points for this action

Points are earned for this action by developing a brownfield redevelopment plan that emphasizes sustainable uses for brownfield site(s), cleaning up a brownfield site, or by supporting or leading the redevelopment of a brownfield site. Bonus innovation points can be earned for redeveloping a brownfield site using green building practices.

	Possible Points
• Update an existing master plan or comprehensive plan to prioritize brownfield redevelopment	1
• Develop a site specific brownfield redevelopment plan or a strategy for multiple brownfield sites	3
• Clean up brownfield site	2
• Utilize green redevelopment (e.g., LEED) or green remediation techniques (e.g., DER-31 or ASTM Standard Guide for Greener Cleanup (WK35161))	2
• Use the brownfield site for green industry or green business siting	2

F. What to submit

Local governments should submit a copy of a brownfield redevelopment plan and documentation demonstrating the completion of a brownfield redevelopment project. The brownfield redevelopment plan or project must have been completed within the last ten years.

- DEC, Brownfield Redevelopment Toolbox:
  http://www.dec.ny.gov/docs/remediation_hudson_pdf/bftoolbox.pdf

- DOS, Brownfield Opportunity Area Program:
  http://www.dos.ny.gov/communitieswaterfronts/brownFieldOpp/index.html

- DOS, Brownfield Opportunity Areas Grants:
  http://www.dos.ny.gov/communitieswaterfronts/grantOpportunities/boagrants.html

- DEC, Green Remediation Policy (DER-31): http://www.dec.ny.gov/regulations/2393.html

- U.S. EPA, Sustainable Reuse of Brownfields:
  http://www.epa.gov/brownfields/policy/initiatives_sb.htm#reuse

- U.S. EPA, Brownfields to Brightfields Initiative:
  http://www.epa.gov/swerosps/bf/partners/brightfd.htm

- U.S. EPA, Brownfields and Land Revitalization: http://www.epa.gov/brownfields/index.html

- American Planning Association, "Creating Community-Based Brownfield Redevelopment
  Strategies": http://www.planning.org/research/brownfields/

- DEC, Environmental Cleanup & Brownfields:
  http://www.dec.ny.gov/chemical/brownfields.html

- New York City Office of Environmental Remediation:
  http://www.nyc.gov/html/oer/html/home/home.shtml

- ASTM International, New Practice for Greener Site Assessment and Cleanup:
  http://www.astm.org/DATABASE.CART/WORKITEMS/WK35161.htm

- Guidance for Federal Agencies on Sustainable Practices for Designed Landscapes
  http://www.whitehouse.gov/administration/eop/ceq/sustainability/landscaping-guidance

H. Recertification requirements
The recertification requirements are the same as the initial certification requirements.

8.9   ESTABLISH INCENTIVES FOR GREEN INDUSTRY OR BUSINESSES TO LOCATE IN THE COMMUNITY

Action pathway phase: Implement
Eligibility timeline: Currently active
Total possible points: 4

A. Why is this action important?
A common local government strategy to promote economic development is to develop incentives to attract businesses to locate within a community. For this action, the emphasis is on attracting green

industries or businesses to further promote a green local economy[2]. Communities have several methods they can employ to support the development of their green economy, such as establishing green enterprise zones, providing local government property to be used as a business incubator, providing tax incentives for green business to locate in the community or designated zone, microloans for startups, or expedited permitting processes.

B.   How to implement this action

Local governments should initiate this action by performing an assessment of the needs, available skills, and opportunities for green industry in their community. Then the community can develop a plan and the appropriate suite of incentives for attracting green industry. Local governments may elect to establish a green enterprise or green development zone, which would require revising local zoning and designating the types of businesses or industry that qualify and the types of incentives provided for siting the business in that zone. Such zones could include recycling market development zones (RMDZ) that emphasize incentives for businesses that are diverting waste from landfills and creating new markets for recycled or reused materials.

Communities could also consider establishing a business incubator for small start-up green businesses that could use free or affordable space to launch their business. Microloans are other financial incentives local governments can offer green businesses to encourage them to locate in the community.

C.   Time frame, project costs, and resource needs

The time frame for developing and implementing green business incentives varies with the type of incentive. The costs of the incentive also vary and in some cases will require startup costs or funding for a business incubator or microloan program. For tax incentives, local governments will forgo future tax revenue to encourage job growth.

D.   Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This is applicable to any local government. It should involve planning staff, economic development staff, and in many cases, coordination with the local industrial development agency (IDA) or economic development corporation.

E.   How to obtain points for this action

Points are earned for this action by establishing incentives for green businesses to locate within the community. Incentives could be financial, such as development-fee waivers, or non-financial, such as expedited permitting or density bonuses. This action may also take the form of collaboration to support a clean-tech or green-business incubator program. Local governments must demonstrate the implementation of at least one green industry incentive.

F.   What to submit

Documentation should be submitted on the incentives established, including any policies or ordinances adopted as well as the criteria used to determine applicability of such incentives. Incentives for green industry may have been established any time prior to the application date and must be actively in use.

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[2] See description of green industries and businesses in 8.3.

G. Links to additional resources or best practices

- New York City, NY, Economic Development Council, Clean Technology and Energy: http://www.nycedc.com/industry/clean-technology-energy

- Business Incubator Association of New York State: http://bianys.com/clean_energy_incubators

- NYSERDA Energy Innovation and Business Development: http://www.nyserda.ny.gov/Energy-Innovation-and-Business-Development/Innovation-and-Business-Development.aspx

- Wilmington, OH Green Enterprise Zone: http://www.egovlink.com/public_documents300/wilmington/published_documents/Economic%20Development/GEZ%20Frequently%20Asked%20Questions.pdf

- Sacramento, CA: http://www.cityofsacramento.org/econdev/opportunity-areas/cleantech-enterprise-zone.cfm

- CalRecycle RMDZ: http://www.calrecycle.ca.gov/rmdz/

- N REL, Jobs and Economic Development Impact Models, http://www.nrel.gov/analysis/jedi/

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

8.10 SUPPORT ALTERNATIVE TRANSPORTATION FUEL SUPPLY INFRASTRUCTURE

Action pathway phase: Implement
Eligibility timeline: Currently active
Total possible points: 7

A. Why is this action important?

Central to any economy is the transport of goods and people from one place to another. One way to promote a green economy is to ensure that the transport of people and goods is done in a sustainable way. Actions related to public transit, bike and pedestrian infrastructure are discussed within other pledge elements, but investment in alternative fuel supply infrastructure is a way to support green transportation while also boosting the local economy. As demand for alternative fuels rises, providing the infrastructure and supply for such fuels is a great opportunity to generate revenue, create local jobs, and promote sustainable transportation.

B. How to implement this action

The first step in implementing this action is assessing the demand for and feasibility of an alternative fueling station. Local governments should gauge local and regional demand for alternative fueling stations and consider the most appropriate fuel type for the area. Alternative fuel supply infrastructure could include the following:

- Electric vehicle supply equipment
- Compressed natural gas (CNG) infrastructure for fleets
- Biofuels production and supply infrastructure

- Propane fueling infrastructure
- Ethanol fueling infrastructure

Local governments can support the development of alternative fueling stations in a variety of ways:

- Provide incentives for alternative fuel supply infrastructure in designated zones
- Expedite permitting for alternative fuel supply infrastructure
- Amend building code or zoning ordinances to require electric vehicle charging stations in parking lots

C. Time frame, project costs, and resource needs

The time frame to implement this action depends on the scope and approach to developing an alternative fueling station. Local governments should allow for a year to 18 months to perform a feasibility study, develop a plan, and implement the plan.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action may not be applicable to all local governments and most likely only certain alternative fuel markets will be relevant to certain locations. It is recommended that the local government conduct feasibility studies to determine which markets may or may not have a demand locally and regionally.

E. How to obtain points for this action

Points for this action are obtained through local government support of alternative fuel supply infrastructure development, through one or all of the approaches discussed above or other policy or programmatic approaches. To earn points for this action, local governments should provide documentation demonstrating what policies or incentives have been implemented to encourage the development of alternative fueling stations.

	Possible Points
• Provide incentives for alternative fuel supply infrastructure in designated zones	2
• Expedite permitting for alternative fuel supply infrastructure	2
• Amend building code or zoning to require electric vehicle charging stations in parking lots	3

F. What to submit

Local governments must submit documentation for the policies or incentives that have been developed. The policies, incentives, or code updates could have taken place at any time prior to the application date.

G. Links to additional resources or best practices

- Climate Smart Communities, Land Use and Transportation Planning Toolkit: http://www.dec.ny.gov/energy/85125.html

- NYSERDA transportation and alternative fuel programs: http://www.nyserda.ny.gov/Research-and-Development/Transportation.aspx

- New York State Transportation Fuels Infrastructure Study:
  http://www.nyserda.ny.gov/Energy-Prices-Data-and-Reports/EA-Reports-and-Studies/~/media/Files/Publications/Energy-Analysis/nys_transportation_fuels_study.pdf

- US Department of Energy, Alternative Fuels Data Center: http://www.afdc.energy.gov/fuels/

- Clean Cities Coalition: http://www1.eere.energy.gov/cleancities/

- Albany, N.Y., Electric Vehicle Feasibility Study:
  http://www.albanysustainability.org/documents/Albany_EV_Final%20Plan.pdf

- Exploring Electric Vehicle Adoption in New York City:
  http://nytelecom.vo.llnwd.net/o15/agencies/planyc2030/pdf/electric_vehicle_adoption_study.pdf

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

Create Demand for Green Jobs

8.11 ADOPT ENERGY BENCHMARKING REQUIREMENTS FOR PRIVATELY OWNED BUILDINGS

Action pathway phase: Implement
Eligibility timeline: Currently active
Total possible points: 5

A. Why is this action important?

Creating demand for green jobs is an important way to support a green economy. One way to increase that demand is to require energy benchmarking for private buildings, which requires owners of buildings over a certain size to benchmark their energy use and publicly disclose the data using EPA's Energy Star Portfolio Manager tool. This requires building managers to track building energy and water use on an annual basis and enter it into EPA Portfolio Manager, and then compare the results with other comparable buildings, to benchmark the buildings performance.

B. How to implement this action

Local governments can initiate this action by forming a task force of local government staff and external experts to analyze the community's energy use and determine the most appropriate path for regulating energy efficient buildings. To date, energy benchmarking requirements have primarily been implemented in larger urban communities, particularly those with larger commercial buildings, including New York, Philadelphia, Boston, San Francisco, Minneapolis, and Washington D.C. However, smaller communities should consider opportunities to implement a policy relevant to their jurisdiction.

To implement an energy benchmarking program, local governments can use the EPA Portfolio Manager and Energy Star systems as the framework for their programs but must define building size thresholds and the type of buildings covered by the mandate. Local governments are encouraged to

engage the real estate development and building owner communities to develop the benchmarking requirements. Communities that have already implemented mandatory benchmarking have typically set a building size threshold of 25,000 square feet.

Any amendments to local building codes must be approved by the State fire Prevention and Building Code Council (http://www.dos.ny.gov/DCEA/code_council.html).

C. Time frame, project costs, and resource needs

Implementing an energy benchmarking requirement can take approximately a year, to develop and adopt the legislation, train building owners, and establish any enforcement policies and procedures. Local governments will likely incur some costs in managing and implementing the program, and building owners that do not have robust energy management systems may incur additional costs in implementing new systems to track energy data.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is primarily applicable to larger urban communities; however, smaller jurisdictions or counties are encouraged to identify opportunities to implement a similar program or requirement. The planning or buildings department will most likely be responsible for implementing this action.

E. How to obtain points for this action

Points are earned for this action through formal adoption and implementation of a benchmarking requirement applicable to all buildings larger than the selected threshold. Owners of affected buildings must monitor and publicly disclose their energy use. The selected size threshold must be no greater than 50,000 square feet. Implementation requires identification of affected buildings and development of a mechanism to ensure public reporting of their energy use.

	Possible Points
• Adopt an energy benchmarking requirement for private buildings	2
• Implement the energy benchmarking requirement for private buildings	3

F. What to submit

Documentation of formal policy or code adoption as well as details on how it is being implemented and enforced. The benchmarking requirement may have been adopted at any time prior to the application date but must be actively in use to receive full points for this action. Documentation of implementation must include copies of public reports of energy usage as provided for at least one building of a size greater than the selected threshold.

G. Links to additional resources or best practices

- EPA, ENERGY STAR Portfolio Manager: http://www.energystar.gov/buildings/facility-owners-and-managers/existing-buildings/use-portfolio-manager

- Seattle, WA, Energy Benchmarking and Reporting Program: http://www.seattle.gov/environment/benchmarking.htm

- District of Columbia, Energy Benchmarking: http://green.dc.gov/energybenchmarking

- New York, NY, Benchmarking:
  http://www.nyc.gov/html/dob/html/sustainability/benchmarking.shtml

- Minneapolis, MN, Building Rating and Disclosure Policy:
  http://www.minneapolismn.gov/www/groups/public/@regservices/documents/webconten t/wcms1p-102210.pdf

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.

8.12 ESTABLISH A RESIDENTIAL ENERGY EFFICIENCY FINANCING PROGRAM

Action pathway phase: Implement
Eligibility timeline: Currently active
Total possible points: 7

A. Why is this action important?

Creating a demand for green jobs is an important way to support a green economy. Much of that demand can come from the residential sector as consumers seek to make improvements to their homes to lower energy costs. A challenge for implementing home energy upgrades is the upfront cost to do so. Local governments have increasingly been finding ways to support energy efficiency in their communities through financing mechanisms that help minimize those upfront costs.

B. How to implement this action

Local governments have developed creative approaches in recent years to promote, accelerate, and incentive residential building retrofit projects. Options for such a program could include, but are not limited to, the following:

- Establish a residential property-assessed clean energy (PACE) financing program (pending resolution of FHFA rule and federal legislation)

- Use a qualified energy conservation bond (QECB) to implement a residential energy efficiency financing program

- Establish an energy revolving loan fund

- Collaborate with local lenders to establish and promote energy-efficient mortgages

- Introduce on-bill financing

CSCs interested in advancing residential building retrofit projects should determine the best approach for supporting homeowners in their communities and consider initially piloting a program before launching it more broadly. Smaller communities may want to consider collaborating to develop a regional program to leverage resources and achieve greater economies of scale.

C. Time frame, project costs, and resource needs

Developing a residential energy efficiency financing program can take one to two years, depending on the level of effort to plan the program, organize partners, and develop the procedures for administering the program. If the local government seeks to administer the program, start-up costs and management costs will be incurred.

D. Which local governments implement this action? Which departments within the local government are most likely to have responsibility for this?

This action is applicable to any local government. Responsibility for implementation will likely require interdepartmental coordination, including planning staff, budget and finance staff, grant administrators, local government utilities and will likely benefit from coordination with local financial institutions and the state.

E. How to obtain points for this action

Points are earned for this action through creation of a financing mechanism that provides assistance to community homeowners in upgrading their homes for energy efficiency.

	Possible Points
• Adopt a residential energy efficiency program ordinance, plan, or policy	2
• Develop and launch a residential energy efficiency financing program	5

F. What to submit

Local governments should submit documentation demonstrating that the residential retrofit financing program has been established, and to receive full credit, it must be operational.

G. Links to additional resources or best practices

- US Department of Energy Financing Programs: http://www1.eere.energy.gov/wip/solutioncenter/financialproducts/financingprograms.html

- Long Island Green Homes: http://ligreenhomes.com/

- NYSERDA Residential Energy Efficiency and Renewables programs: http://www.nyserda.ny.gov/Energy-Efficiency-and-Renewable-Programs/Residential.aspx

H. Recertification requirements

The recertification requirements are the same as the initial certification requirements.