

The West Coast Clean Economy

Opportunities for Investment & Accelerated Job Creation

The West Coast Clean Economy Report was commissioned by the Pacific Coast Collaborative (PCC) jurisdictions of British Columbia, California, Oregon, and Washington. The report provides a comprehensive analysis of economic growth and job creation potential within these jurisdictions associated with the emerging clean economy. With a collective population in excess of 50 million and a gross domestic product (GDP) of more than US \$2.5 trillion, the four West Coast jurisdictions constitute the world's sixth largest economy, this West Coast mega-region is a world leader in terms of clean economic growth and job creation.

The report is a forward-looking assessment of what is and what could be as the West Coast region of North America progresses toward a cleaner, lower-carbon economic future. Opportunities abound for these members of the PCC to act cooperatively to maximize the benefits of their shared economies, to minimize the overlap of efforts, and to address shared priorities and challenges. The following is a brief overview of the key findings of this report.

2020 STATISTICAL SNAPSHOT

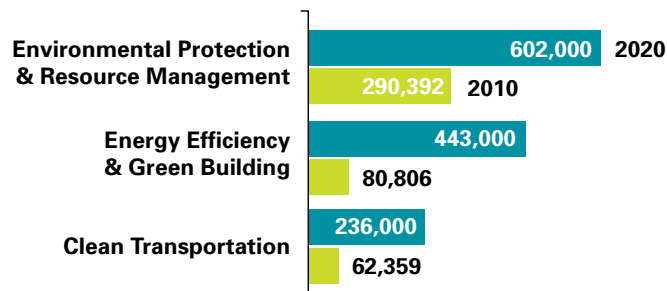
Potential Net Job Creation: 1.03 Million Full Time Equivalent (FTE) Jobs – a 200% Increase

Total GDP Contribution: Up to US \$142.7 billion

Increased Investment: US \$147-192 billion

Top Three Clean Job Growth Sectors

(Total net new FTE jobs 2010-2020):



A report commissioned by the **Pacific Coast Collaborative**

Prepared by:

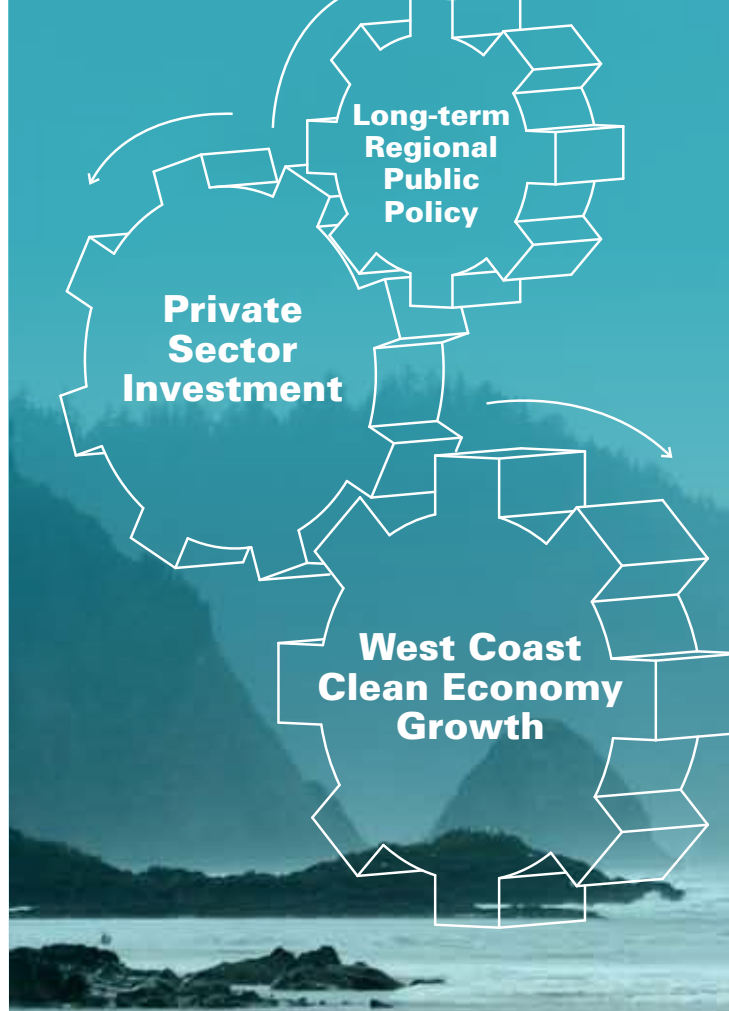


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KEY HIGHLIGHTS

- The transition towards a cleaner economy is well underway throughout the West Coast region with a GDP contribution of US \$47 billion and 508,400 Full Time Equivalent (FTE) clean jobs in 2010.
- It is estimated that up to 1.03 million net new jobs can be created between 2010 and 2020.
- GDP contributions of up to US \$142.7 billion and increased investments of between \$147-\$192 billion USD are also possible during this period.
- Five high growth clean economy market opportunity segments exist: Clean Energy Supply, Clean Transportation, Energy Efficiency & Green Building, Environmental Protection & Resource Management, and Knowledge & Support.
- Regional collaboration will allow the leveraging of each jurisdiction's strengths to create a strong, globally competitive market for clean technology products and services.
- Leveling of the playing field for clean energy, energy efficiency, and clean transportation solutions, as well as the true costing of carbon, is essential to achieving clean economic prosperity.

HIGH POTENTIAL AREAS FOR REGIONAL COLLABORATION

CLEAN ENERGY SUPPLY

- Working cooperatively to expand private investment in the region's clean energy sector and leveling the playing field to facilitate deployment of clean energy supply throughout the west coast region.

ENERGY EFFICIENCY AND GREEN BUILDINGS

- Using the "highest" green building standards for public buildings, particularly with respect to energy efficiency retrofits and new building construction; promoting the use of zero-net energy building design and practices; and encouraging private sector support for innovative financing mechanisms.
- Harmonizing environmental and energy efficiency standards and requirements, where appropriate, to accelerate clean economy initiatives and to provide greater levels of transparency, predictability, and certainty to businesses, entrepreneurs, and private sector investors.

CLEAN TRANSPORTATION

- Building on the West Coast Green Highway initiative by expanding on additional, region-wide clean transportation initiatives that include using joint purchasing power for low carbon vehicles; integrating electrification and/or alternative fuel use in port activities and coastal ferry systems; exploring the regional benefits of high-speed rail corridors; and lowering the carbon footprint of long-haul trucking operations.

ENVIRONMENTAL PROTECTION AND RESOURCE MANAGEMENT

- Collecting and sharing data and information for use in monitoring efforts and for developing the region's climate adaptation and resiliency strategies, including the potential to further develop emergency response plans and create a region-wide natural capital index.
- Establishing a resource recovery initiative to develop a market for recycled goods and deconstruction resources, diverting potentially reusable material away from landfills and creating immediate employment and business opportunities.

KNOWLEDGE AND SUPPORT

- Creating a network of existing centers of excellence to facilitate greater collaboration on research and development by lowering associated costs and improving information sharing.
- Attracting, retaining, and sharing high-caliber workers, researchers, and investors from around the world by developing shared vision and leveraging marketing and branding efforts to promote the strengths of the West Coast region's clean economy.

CLEAN ECONOMY GROWTH POTENTIAL FOR THE WEST COAST REGION

Key Market Sectors	2010 Baseline Jobs	2020* Policy Driven Potential New Jobs	2010 Baseline GDP (US\$ Millions)	2020* Policy Driven Potential Growth in New GDP (US\$ Millions)
Clean Energy Supply	56,813	Up to 132,000	\$13,757	Up to \$32,000
Energy Efficient & Green Building	80,806	Up to 362,000	\$5,885	Up to \$26,400
Clean Transportation	62,359	Up to 174,000	\$3,197	Up to \$8,900
Environmental Protection & Resource Management	290,332	Up to 312,000	\$23,113	Up to \$24,800
Knowledge & Support	18,162	Up to 49,000	\$1,241	Up to \$3,400
Total	508,462	Up to 1,029,000	\$47,193	Up to \$95,550

* Modeled scenarios to 2020 are derived in part upon insights garnered from analyses originally related to areas outside the West Coast region. As a result, in order to more accurately assess the macroeconomic dimensions of the West Coast clean economy, further analysis will be required.