

How Can We Create Green Jobs For Cinderella?

Presentation to the
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BAAQMD Climate Action Leadership Summit
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By Gary Wolff, P.E., Ph.D.
Executive Director, Stopwaste.org



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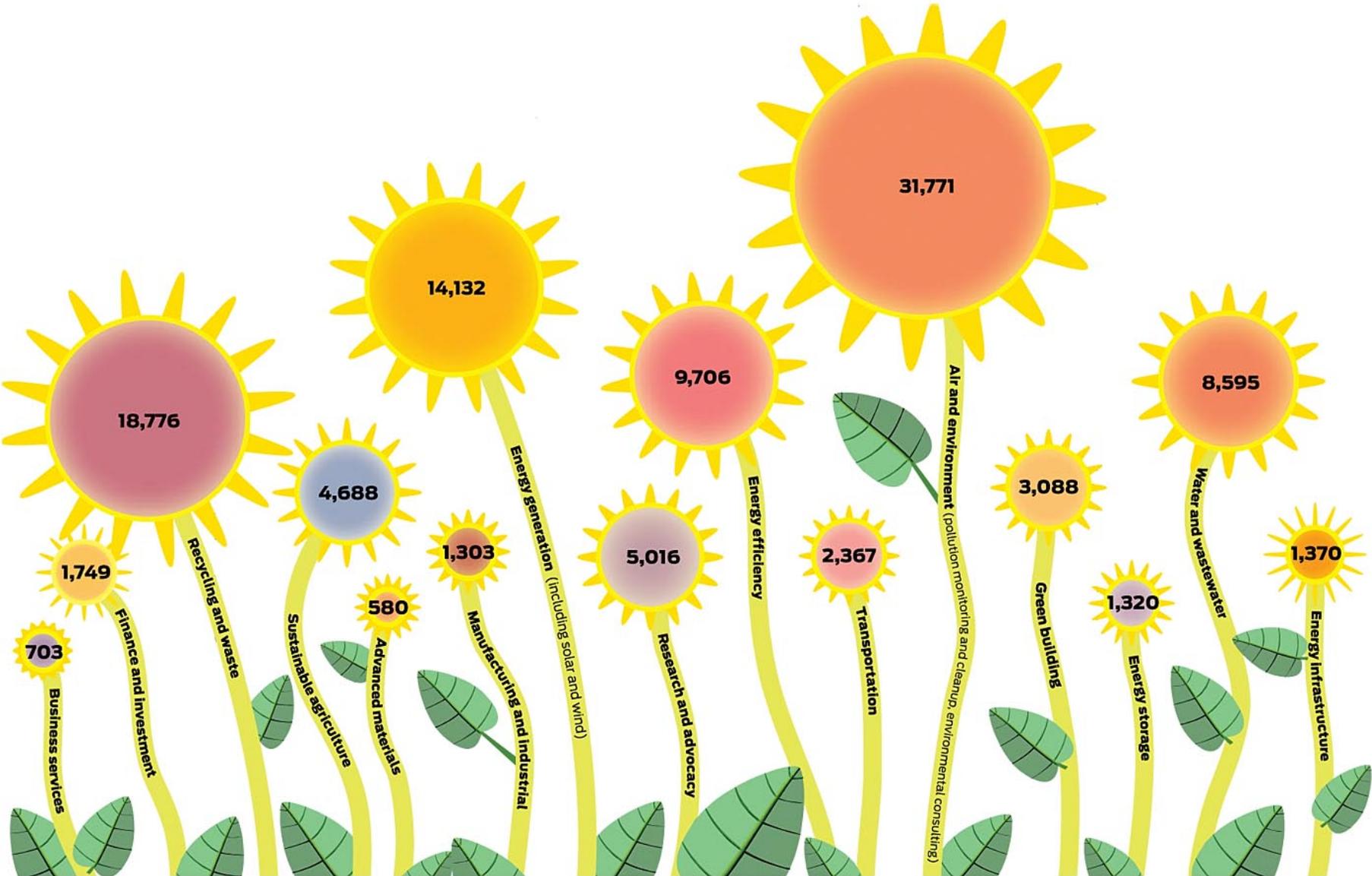
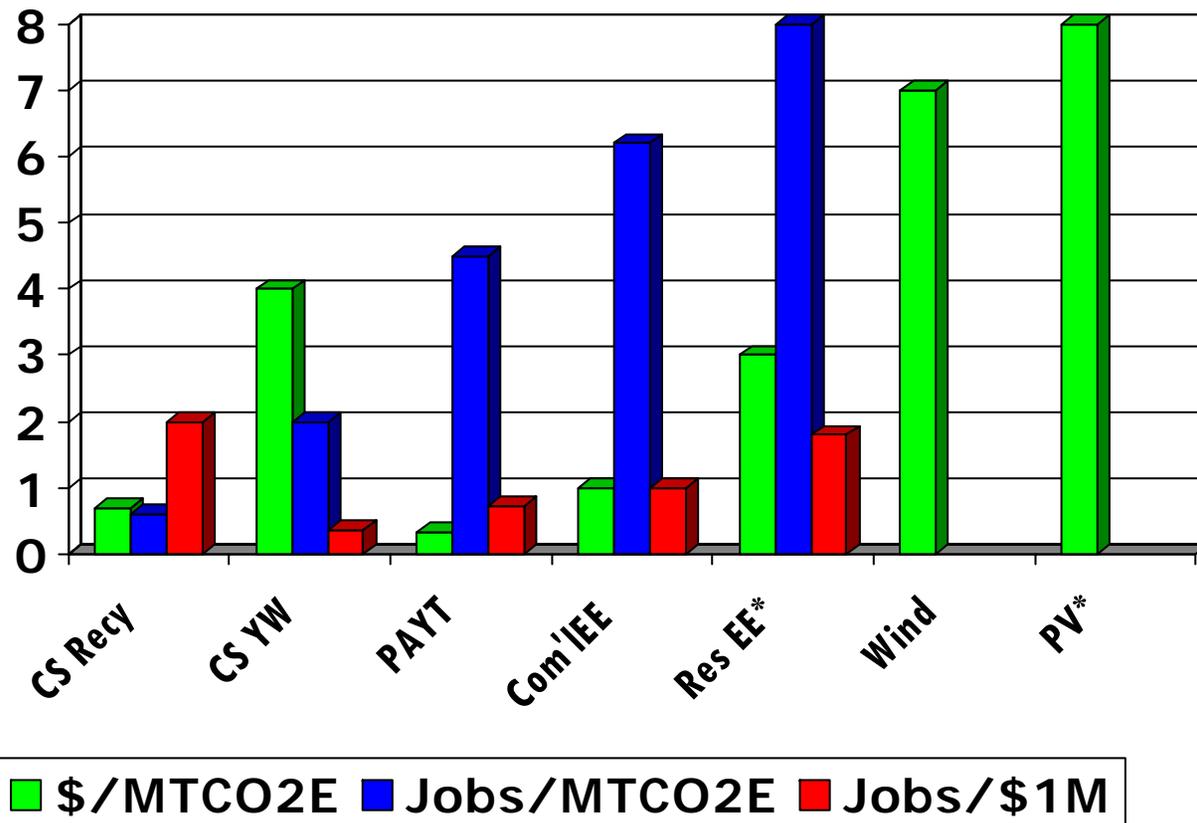


Illustration by Tracy Cox; Graphic by John Blanchard / The Chronicle

Waste Diversion Is Low Cost/Ton of Carbon & Can Create As Many Jobs/\$ As "Energy"



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Notes:
Jobs/MT for
Res EE=11+;
PV \$/MT=18

City of Emeryville Top 11 Climate Action Measures

Measure	CO2 Reduced	Percent of Goal
• Transit Oriented Development	17,640	18.00%
• Reduce 2004 waste by 50%	16,766	17.00%
• Require Green Building	10,511	10.73%
• Energy Efficiency Residential	7,514	7.67%
• Water Conservation Ordinance	5,341	5.45
• GB loans & incentives	5,256	5.36
• Education: low carb transport	3,985	4.07
• Energy efficiency reqt at sale	3,757	3.83
• Commercial Energy Code	3,504	3.58
• Energy Retrofit existing bldgs	3,504	3.58
• Bus Rapid Transit	3,466	3.54

In Short, Materials Management Practices Matter

Practice	Metric	CO2 Reduction
Duplex copying	2,000 reams	2 tons
Bay-Friendly Landscaping	1 acre	4 tons
Green Point Rated	1 home	7.5 tons
C&D ordinance	1 home	5.7 tons
LEED civic bldg	Fire station	43 tons
Food Waste	1 ton	1 ton
Business Recycling (paper, cardboard)	1 ton	4 tons

And Purchasing Matters

- No Green Jobs Without Demand for Green Products
- State & Local Government Spending = \$400 Billion / Yr
- Large Corporate Supply Chains Have Similar Leverage

Purchasing Practice	Metric	CO2 Reduction
30% Post-Consumer Paper	20 Cases	1 Ton
98% Post-Consumer Plastic	15 Plastic Park Benches	1 Ton
25% Post-Consumer Plastic	100 96-Gallon Carts	1 Ton
100% Post-Consumer Recycled Rubber	900 Pounds	1 Ton

How Can You Increase Demand for Green Jobs?

- Increase Diversion Far Beyond 50%. Use Landfill Bans or Mandatory Recycling, If Necessary
- Require Green Point Rated Homes or LEED Certification for Civic and Private Buildings
- Require Bay-Friendly Civic and Private Landscapes
- Join the Bay-Friendly Regional Coalition
- Buy Recycled Content Products and Join Our Packaging Reduction and Pooled Purchasing Efforts
- Raise Rates When Necessary, or When Revenue Can Be Used to Reduce Other Municipal Fees or Taxes (Remember, Diversion is a Low-Cost Climate Action)

Follow-Up Questions?

Contact:

Gary Wolff, P.E., Ph.D., Executive Director, gwoff@stopwaste.org

or

Debra Kaufman, Senior Program Manager, dkaufman@stopwaste.org

(510) 891 6500

