



THE CALIFORNIA APOLLO PROGRAM

CREATING AND KEEPING CLEAN ENERGY JOBS IN CALIFORNIA

EXECUTIVE SUMMARY



After years of sustained growth, California's economy has been hit hard by the current recession. With millions out of work, we can't afford to quit on California's best opportunity to create jobs and ensure a more prosperous decade: the continued expansion of California's clean energy economy.

The California Apollo Program is a comprehensive strategy to keep creating clean energy jobs in California, restore prosperity, and engage new and existing workers and businesses to retain our global leadership in clean energy and technological innovation. Now is the time to accelerate toward a clean energy, good jobs future for California.

Transforming the way that California generates and uses energy will ensure that we continue to create clean energy jobs, capture future investment and drive the national and global growth of clean energy technologies. We can do this by realizing the economic opportunity of California's groundbreaking comprehensive climate law (AB 32), which will create as many as 750,000 new jobs over the next ten years, and as much as \$104 billion dollars in economic activity.

By generating 33 percent of California's power with renewable sources by 2020 and prioritizing in-state production we can create as many as 566,000 new jobs while improving air quality and reducing the \$28 billion in pollution-related healthcare costs borne by our state and its residents each year.

Upgrading California's existing buildings to world class energy efficiency standards and ensuring that new construction is "green" offers the most immediate opportunity to create clean energy jobs and save consumers and taxpayers money.

Modernizing the power grid to support clean energy generation and smart grid technology will put Californians back to work updating and maintaining our current power grid, connecting new renewable energy projects, and leading the nation in the deployment of smart grid technologies.

Requiring smart, sustainable and equitable approaches to land use as California's communities grow, will reduce our reliance on cars and result in lower greenhouse gas emissions, more sustainable water use, and decreased costs for public services like road, power and water infrastructure.

Revitalizing rural California by expanding environmentally sustainable renewable energy and carbon sequestration

Summary of Recommendations

Create Jobs by Transforming the Way California Generates and Uses Energy

- Realize the economic opportunity of California's groundbreaking comprehensive climate law.
- Generate 33 percent of California's power from renewable sources by 2020 and prioritize in-state production.
- Upgrade California's existing buildings to world class energy efficiency standards and ensure that new construction is "green."
- Modernize the power grid to support clean energy generation and smart grid technology.
- Require smart, sustainable and equitable approaches to land use as California's communities grow.
- Revitalize rural California by expanding environmentally sustainable renewable energy and carbon sequestration projects.

Create Jobs by Maintaining California's Global Leadership in the Clean Energy Economy

- Invest in clean energy research and development.
- Target public and private support toward commercialization of new technologies.
- Support public-private research and development partnerships.
- Provide sufficient and stable support for California's institutions of higher education.

Create Jobs by Making It in California, by Californians

- Help manufacturers retool their factories and retrain their employees to produce clean energy products.
- Revamp California's transportation manufacturing industry to meet growing demand for high-efficiency vehicles.
- Invest in next-generation alternative fuels and California's low-carbon fuel infrastructure.
- Modernize California's transportation infrastructure to connect our neighborhoods, cities and rural areas with world-class transit systems.
- Promote "Buy California" and "Buy America" policies.
- Recycle and reuse it in California.

Create Economic Prosperity for All and Tap the Skills and Productivity of California's Workforce

- Train California's workers to meet the demands of the clean energy economy.
- Ensure that the transition to a clean energy economy creates pathways out of poverty.
- Prioritize the creation of good, family-supporting jobs.

projects will allow farmers, rural landowners and communities to own and sustainably manage the energy and fuel produced by these rural ecosystems. Rural industries like agriculture and forestry can generate environmental and economic benefits by developing locally appropriate carbon sequestration projects.

We can ensure that California becomes home to the “Silicon Valley” of the clean energy revolution by continuing to promote innovation and unlock larger clean energy investments, which will create new opportunities for California businesses and more jobs for our residents.

Investing in clean energy research and development will maintain California’s technological leadership and ensure that the state remains competitive with other states and countries that are making major investments in this sector.

Targeting public and private support toward the commercialization of new technologies will help ensure that new technologies ready for commercialization are manufactured and sold by California firms. And supporting public-private research and development partnerships and regional initiatives will promote innovative demonstration projects and attract venture capital to the state.

Providing sufficient and stable support for California’s institutions of higher education is key to developing the highly-skilled workforce needed to transition to a clean energy economy, and preparing the current and next generation of engineers, scientists, and clean energy leaders.

We can create economic prosperity for all and tap the skills and productivity of California’s workforce by preparing current and future workers for jobs in expanding clean energy sectors, making career pathways accessible to all Californians, and ensuring that as we expand California’s clean energy economy, we guarantee that clean energy jobs will be quality jobs.

Training California’s workers to meet the demands of the clean energy economy will enable new and existing workers to enter clean energy career pathways, starting with K-12 education, and with entry points for all levels of skill and experience.

Ensuring that the transition to a clean energy economy creates pathways out of poverty will create meaningful training and employment opportunities for individuals and groups that have historically been excluded from the state’s economic growth, including low-income and disadvantaged communities hardest hit by the recession.

Prioritizing the creation of good, family-supporting jobs will boost the economy in ways that low-paid jobs do not by increasing spending and tax revenue and reducing state expenditures on public safety-net programs.

California Apollo Alliance Steering Committee

Coordinator: **Lisa Hoyos**

Bob Balgenorth, President, State Building & Construction Trades Council of California (*Designee - Marc Joseph, Attorney at Law, Adams Broadwell Joseph & Cardozo*)

Jim Hussey, Management Co-Chair Cal-SMWIA & Cal-SMACNA Joint Committee on Energy and Environmental Policy

Betony Jones, Managing Partner, Fourth Sector Strategies

Ian Kim, Director, Green-Collar Jobs Campaign, Ella Baker Center for Human Rights

Lisa Mortenson, CEO, Community Fuels

Art Pulaski, Executive Secretary-Treasurer, California Labor Federation AFL-CIO (*Designees - Tim Rainey, Director, and Peter Cooper, Senior Program Manager, Workforce & Economic Development Program*)

Eric Reyes, Executive Director, The Institute for Socio-Economic Justice and Progressive Community Development, Inc.

Victoria Rome, Deputy Director, NRDC’s California Advocacy Program

Sarah Rose, Executive Vice President, California League of Conservation Voters

Al Shur, Business Manager, IBEW Local 569

Daniela Simunovic, Community Organizer, Center on Race, Poverty, and Environment

Ed Smeloff, Principal, US Utilities, SunPower Corporation

Tim Frank, Senior Policy Advisor for Livable Communities, Sierra Club

We Can’t Afford *Not* to Implement the California Apollo Program

The California Apollo Program does not require major new investments; it requires smarter investments and smarter policies. Building and strengthening California’s clean energy economy is our ticket – and that of future generations – to a more prosperous tomorrow. We can’t afford to quit while we’re ahead and miss out on this investment. Now is the time to aggressively implement the clean energy job creation strategies that will spur the continued growth of California’s clean energy economy.

As wildfires increase, snow packs recede, and sea-levels rise, we are already feeling the impacts of climate change. The cost of inaction is immense, and continuing our state’s leadership on this issue makes both environmental and economic sense. As one of the world’s largest consumers of oil and eighth-largest economy, California’s clean energy initiatives have global significance.

The California Apollo Program offers a comprehensive strategy for building the state’s economy and creating jobs. Taken together, these policies will ensure that as California emerges from the recession, we build a stronger foundation for future economic growth and sustainability that positions us at the forefront of the global clean energy race.

For the full report & more information please visit:
www.apolloalliance.org/programs/caap