Montgomery County Healthy and Sustainable Communities Workshop
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Universities at Shady Grove, Rockville, MD

Goal and Indicators Break-Out Session: Draft Notes

Draft Goal: Green Economy: Foster a stable and competitive business climate providing opportunities for the current and future work force to live in Montgomery County. Encourage new and existing businesses that complement the County's strengths and serve the county's need.

Draft Indicators Presented: Percentage of county land in farmland; Acres of harvested cropland; Number of nursery and greenhouse products sold.

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Draft Goal: Green Economy: Foster a stable and competitive business climate providing opportunities for the current and future work force to live in Montgomery County. Encourage new and existing businesses that complement the County's strengths and serve the county's need.

Major Theme of Discussion on the Goal:
1. There currently are no clear indicators for this goal as there are myriad job categories under each industry that would need to be tracked.
2. The data that may need to be developed is an estimate of green jobs, a survey approach and/or a modeling approach.

Draft Indicators Presented: Percentage of county land in farmland; Acres of harvested cropland; Number of nursery and greenhouse products sold.

Major Themes of Indicators Discussion:
1. As stated above, it is difficult to identify indicators for this goal. The experts in this session thought that the draft indicators were a good start. The group brainstormed and prioritized other indicators that may have more proxy power for the goal of having a green economy.

2. Farming is not necessarily a "green" economic venture as there are pollutants that result from farming.
3. Jobs can come from retrofitting buildings to be environmentally sound as well as from other forms of a green economy.
4. Other signs of a green economy are buying local produce and other products as this decreases the amount of energy and pollution resulting from transporting goods.

Indicators Brainstormed by the Participants:

- Number of buildings that are LEED certified
- Number of buildings that are certified green
- Measurement of buildings meeting a county standard of being an environmental building
- Dollars invested in human capital, research and development (knowledge production)
- Number of total acres and/or money invested in farms and agriculture
- Output of farm production
- Number of local farm markets
- Number of schools, restaurants getting produce from local farms
- Dollar value of natural space
- "Flow" (ratio) of natural products as compared to "out of county products
- Percentage of natural space
- Revenue to local economy
- Inventory of greenhouse gases
- Percentage of local content of total consumption
- Percentage of Montgomery County money spent on local products
- Number of landscapes that are managed under "Sustainable Sites Initiatives" protocol
- Percentage of public funding directed toward supporting green businesses/green jobs
- Percentage of dollars going into workforce development programs that do green training/certification
- Volume of materials recycled
- Number of jobs associated with recycling
- Jobs associated with preserving existing buildings (renovation and remodeling in an environmentally friendly way
- Percentage of jobs in the county that are green certified (must create that certification)
- Traffic flow on I-270
- Number of Montgomery County public projects that are renovations vs. tear-downs
- Percentage of farmland that is "green compliant"
- Number of green-related businesses/Percentage of businesses that are green certified by the county
- Percentage of Montgomery County residents who live and work in Montgomery County (by survey every two years)
- Number of people in CAP trend brokers

Discussion and prioritization of the indicators:

The group reviewed and discussed the list of brainstormed indicators. The content experts provided an opinion on which of these indicators would be the best proxy measurements of a "green economy". Governmental participants provided information on which indicators had timely and available data. The participants then prioritized the following indicators:

1. Number of buildings that are certified green. Starting with the LEED certification and possibly looking at a higher than required LEED certification.
2. Number of green-certified jobs. It was agreed that this is a top priority on a "Data Development Agenda".
3. Number and percentage of green certified businesses in the County. (partial data available).
4. Number of acres of farmland.

Prioritized Factors and Action Strategies

The group spent the majority of its time identifying indicators and did not spend much time on the "story behind the indicators". The group did attempt to address the first indicator: "Number of buildings that are certified green using the LEED standards".

Prioritized factors: The LEED certification is now a county requirement, so the percentage of buildings that are LEED certified should increase. This factor led to a discussion that perhaps the indicator should be measuring a higher level of certification than what is required of everyone.

The group did not suggest any action strategies at this time.

Partners
The group listed the following partners as essential to any discussions and action concerning the Green Economy goal:

- Hydrologists, geologists, wildlife conservationists, biologists
- Providers of equipment
- Industry partners
- Businesses
- Labor unions
    - particularly building unions
    - steelworkers union
- One-Stop Workforce Development
- "Builders without Borders"
- Business Roundtable for Social Responsibility
- Co-Op America
- Academics (to number crunch)
- Chamber of Commerce
- Community Colleges – Workforce Training

Suggested Follow-up for this Goal:
- Some county entity should be the keeper of the indicators (see Jacksonville)
- Contact WDC Dept. of Planning on their Green-collar jobs demand analysis
- Is the county prepared for increase in green jobs & need for green businesses?
- Green workforce training
- Laws & regulations
- Locate Maryland Clean Energy Center in Montgomery County
- Look at Jacksonsville FLA Quality of Life Indicators (non-profit, city-funded)
- Get monthly data on utility usage (in another session)
- Modify building permit process to track residential "greenness" – new const./renovations
- Follow-up with businesses around green economy
- Research systemic effort to link efforts across the country
- Van Jones (Oakland – in DC now)
- "Look" – "out of the box"

Other issues discussed:

- Are "green jobs" green all the time?
- What are the barriers to using local farms?
- Streamline regulations producing artificial barriers to green businesses

Additional Indicators, Factors, Strategies and Partners (as handed in on participant notes forms)

Additional Indicators Recommended:
- % of green jobs (need to define – tough challenge!)
- % of construction materials going into landfills
- % of procurement (goods & services) being sourced locally or from recycled materials
- % of Dept. of Econ. Dev. Revenues (grants, loans, training funds) being directed towards "green business", ? R& D, training in "green constructions", other green certifications
- % of funding to support green business
- carbon footprints on fuel consumption - efficiencies

Comments on the Goal:
- What are we considering the county's strengths & needs?
- Very broad & therefore encompassing
- Look to the future

Comments on the indicators:
- Cautioned on the costs of surveying.

The story Behind the Data – the Trendline

Factors that POSITIVELY influence the trend	Factors that NEGATIVELY influence the Trend
1. Progressive political ambition of the county	1. upfront costs of "green" investments
2. Large existing skill and knowledge base	2. convincing the public that this change will be a benefit
3. educated and concerned citizen base	3. cost
4. research	4. research
5. CESS Pollotion [sic]	5. older vehicles
6. modeling	

What are the most important FACTORS to address? What works?

Priority Factors	What Works (to do better)?
1. (workforce development programs) education at all levels of the community	1. County investment / policy efforts to get MD Clean Energy Center in Mo. Co.
2. breaking down stigma barriers around the "burdens" of going green	2. investment in educational programs!
3. increased local purchasing (food, goods, recycled items)	3. the government being the leader, <u>DOING IT</u>!
4. sustainable building – practices, what	4. incentives for doing so (tax benefits)

type of land is used, builder certification	
5. transit services	5. certification of builders
6. transportation partners	6. hybrid
7. jobs	7. bio-diesel
8. Key partners	8. total electric
	9. alternative methods

Partners who can contribute and assets they can bring to the table
1.   County government – procurement, regulatory, grants
2.   Educations institutions – training, certification Education (UMD, public/private schools, community college)
3.   Agricultural organizations
4.   local farming community / forestry / rural economies
5.   building industry (environmental consultants, landscape architects, etc.)
6.   DNR
7.   MDE
8.   USACE
9.   government agencies
10. private sector
11. public

Three Best Ideas on What Works (one no cost)
1.   Channel existing public resources more towards "local" or "green"
2.   Workforce development – create a pipeline of people trained for green jobs
3.   Continued public exposure / continued push from "top" of local government (Council, Planning Board)
4.   green permits (business, licenses, health dept.)

5. reuse of existing building / industries / infrastructures
6. research / innovation
7. education / training
8. quality of life

Other notes:
- Work with existing infrastructure to mitigate/rehabilitate/certify
- Green demonstration company: one that has a large percentage of employees who live in the county, is in a green certified building, green degrees, green continuing education, local purchasing power
- Educational approaches:
  - Workforce development programs (landscaping, hotel/restaurant management, gardening, brokers/bankers/realtors, recycling, etc.)
  - Much like having a bio-industry economy, encourage professional green jobs (planners, engineers, scientists, landscape architects, researchers, etc.)
- Consider recycling as an industry in itself
- MOU with academia to do surveys/ crunch numbers (on indicators)