



GREEN ECONOMY & LIFESTYLE

INTERRELATED ACTIONS



Urban Nature



Buildings &
Neighborhoods



Energy

Eco products and services and an active, eco-conscious community are vital to a sustainable city. The United States has only 5% of the world's population but consumes 30% of the world's resources and creates 30% of the world's waste. If every one of the world's 6.7 billion people consumed at these rates, we would need the resources and space of 3 to 5 planets. This pattern of over consumption is responsible for resource depletion and overproduction of waste. Ecologically and socially responsible products can help reduce our resource use as well as reduce our harmful impact on the planet. Eco products and services are those that reduce environmental impacts, are recyclable, made from recycled content, save energy and water, reduce waste, are made from organic and renewable materials and are free from hazardous or toxic materials. Purchasing choices made by the City can help support the market for green products.

An economy built on green jobs, from solar panel installers to green building contractors to bike shop owners, are essential green jobs, products and services that tie together the various aspects of sustainability—environment, economy and equity. Green jobs support a more environmentally friendly economy while providing good-quality, medium-skilled jobs that pay a living wage to support hard-working families. Green industries also provide the workforce to implement green changes and improve our neighborhood and community.

A large, vibrant eco-conscious community is necessary to support the market for eco products and services. An active, healthy, green lifestyle improves one's wellbeing as well as reduces one's impact on the environment. There are many benefits to a green lifestyle including reduced consumer costs and healthier people. For example, energy efficient appliances reduce electricity costs while drought tolerant landscaping reduces water use and therefore cost. Organic, whole food promotes health and green cleaning products improve indoor air quality and reduce exposure to toxins. Less driving and more walking and biking encourages exercise as well as reduces greenhouse gas emissions. As well as the personal benefits, green lifestyles also protect the environment and reduce resource use as well as support local green businesses and the jobs they create.

The City of Long Beach recognizes that environmental protection and sustainable development cannot be achieved without the help of individual actions in the community. This section will focus on initiatives and actions that will create green jobs and industries as well as encourage an eco-consciousness throughout the community. The goals and actions in this section are interrelated and will contribute to waste reduction, decreased water and energy use and will improve our neighborhoods and quality of life.

SUSTAINABILITY GOALS

1. Identify and develop at least 2,000 green collar jobs in Long Beach by 2012
2. Enroll 100 green businesses in the Long Beach Green Business Certification Program by 2012
3. Target half of the business grants/loans for green business development by 2012
4. Increase City green spending to 100% by 2020

Together, we can support a green economy that provides green jobs and an improved quality of life.



A HISTORY OF LEADERSHIP



ENVIRONMENTAL PURCHASING POLICY

The City established its first Environmentally Preferable Purchasing Policy in 2003. This policy was designed to encourage the purchase of services and products that reduce toxicity, conserve natural resources, materials and energy and maximize recyclability and recycled content. In 2009, the City has updated this policy to create a Citywide Green Purchasing Policy that reaches farther and establishes requirements that promote waste reduction and product efficiency, solicit “Green” businesses that use materials and practices that are environmentally friendly and includes language for 3rd party vendors/contractors that also require them to follow this policy when doing business with the City.



SUSTAINABLE OFFICE SUPPLIES (SOS) PROGRAM

The City has expanded their green purchasing commitment through the Sustainable Office Supply or “SOS” program. This program creates automatic product substitution, substituting non-green products for green products automatically. The City has also reduced the number of delivery days for office supplies from five to three days per week. This reduces emissions associated with transportation and delivery of orders. The SOS program is estimated to increase green spending from 10% to 15% and reduce cost by an estimated 10% to 12%.



LOCAL FARMERS MARKETS

The City of Long Beach is home to five farmers markets throughout the City, offering fresh food grown by local farmers. These markets include East Village, Alamitos Bay Marina, World Trade Center, Marine Stadium and Atlantic/46th Street. Farmer’s Markets give residents the opportunity to purchase healthy, locally grown food while supporting local businesses.



SHOP LOCAL. SHOP LONG BEACH.

The Shop Local. Shop Long Beach. Campaign is designed to educate and encourage residents to spend their money locally, with each dollar spent supports public safety, libraries, parks, infrastructure improvements and helps to create more local jobs. Shopping locally has many sustainable benefits, including reducing vehicle miles traveled, which contributes to less air pollution, reduces our carbon footprint, and helps save money on gasoline as well as helps support the local economy.

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Eco Initiative 1:

Establish Long Beach as the leading California city for green business and green job growth

SUSTAINABILITY GOALS

Identify and develop at least 2,000 green collar jobs in Long Beach by 2012

Enroll 100 green businesses in the Long Beach Green Business Certification Program by 2012

Target half of the business grants/loans for green business development by 2012



STATISTICS

- There are currently 925 green collar jobs in the City of Long Beach, which is 4.7% of the City's 195,000 total jobs
- The City has been granted \$4.3 million for Stimulus projects related to energy efficiency projects.
- The Workforce Investment Network established a Green Jobs Center in May 2009.
- The City's Microenterprise Loan Program & the Grow Long Beach Loan Program provides up to \$25,000 to start-up or support existing businesses.

ACTIONS

1. Attract, retain and create new green businesses using targeted economic development tools
2. Promote Long Beach as a preferred site renewable energy and green technology manufacturing companies to establish a presence/office in Long Beach and facilitate the creation of jobs in the renewable/clean energy sector
3. Promote the development of emerging greenhouse gas reduction technologies
4. Partner with CSULB, LBCC, Youth Opportunities Center to create training programs for green jobs and create a green jobs center and training academy
5. Aggressively pursue grants and other funding related to green job training and placement
6. Use business development financing, permit and business license incentives to encourage technology and manufacturing firms to take advantage of Long Beach green business development opportunities
7. Support power purchasing agreements and bulk purchasing arrangements for solar
8. Encourage and create innovative renewable energy demonstration projects
9. Implement a City green business program that incorporates goals and strategies for waste reduction, reduced paper use, energy efficiency, water conservation, green purchasing, etc.
10. Encourage the formation of an environmental business network to share information and promote green business strategies and best practices

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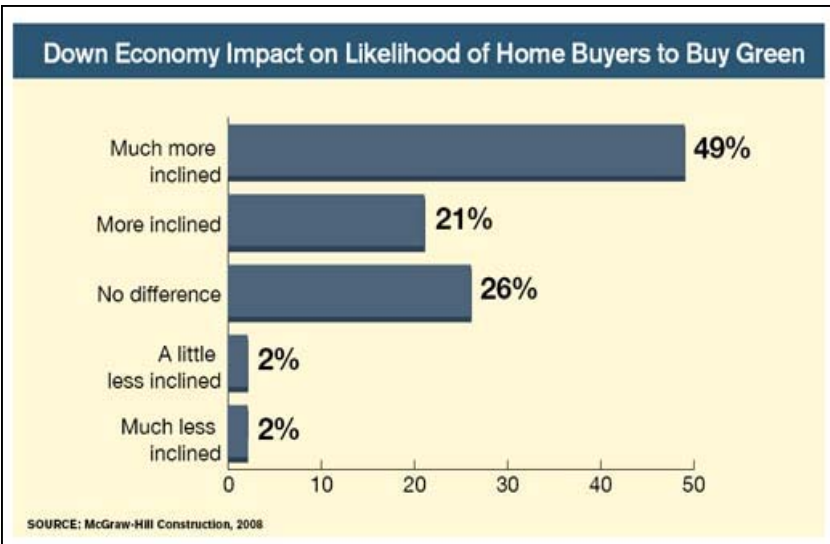


Eco Initiative 2:

Promote individual action that encourages active and green lifestyles, which supports a green economy

SUSTAINABILITY GOALS

Increase City green spending to 100% by 2020



STATISTICS

- The City spends over \$1 Million in office supplies each year.
- By purchasing remanufactured (recycled) toner instead of new, the City expects to save \$6,699 a year.
- City Bike Share encourages city employees to ride a bike to lunch or meetings by providing bikes to share in the Civic Center Plaza.

ACTIONS

1. Update the City's green purchasing policy and the Sustainable Office Supply program to include additional requirements, green-only choices and automatic green product substitution
2. Develop a 'shop green' program to increase consumer awareness about local green businesses and available green products and where to get them so that consumers can easily make green purchasing choices
3. Organize and produce a Long Beach eco guide that includes information from all green programs across the City and create targeted outreach materials for homeowners, businesses and renters about how to live a green lifestyle
4. Advocate for extended producer responsibility (EPR) national legislation and for EPR programs developed regionally, statewide, and nationally
5. Expand public-private green partnerships that promote green products
6. Incorporate green benefits/message into all other City programs
7. Encourage healthy food options in Long Beach neighborhoods that are convenient and walkable/bikeable and encourage healthy eating habits
8. Encourage residents and their children to make exercise a lifestyle habit by participating in recreational and outdoor activities
9. Support the greening of neighborhood associations and encourage green neighborhood programs and activities such as tree plantings, cleanups and education
10. Leverage CDBG, HUD, and other funding to conduct green rehab projects, affordable housing programs, retrofits and weatherization
11. Partner with Southern California Edison and other agencies to implement green dorm program for local colleges and student housing