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Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Paul Krutko

SUBJECT: Council Referral April 27,
2010 Item 4.1 Clean Tech
Jobs

DATE: May 13, 2010

Approved

Date

5/14/10

INFORMATION

At the April 27, 2010 City Council meeting, Mayor Reed was interested in receiving additional information on how the City is capturing and measuring Clean Tech jobs.

The Office of Economic Development has contracted with Collaborative Economics to help identify and track clean technology companies and jobs. Collaborative Economics in collaboration with NEXT 10 has created a definitive Green Establishment Database that is being used for U.S. stats and by Joint Venture Silicon Valley for the Silicon Valley Region. The Green Establishment Database utilizes multiple data sources for the classification of green businesses and leverages a sophisticated internet search process. The National Establishments Time-Series (NETS) database, based on Dun & Bradstreet establishment data, was sourced to extract business information such as jobs. The operational definition of "green" is based primarily on the definition of cleantech defined by the Cleantech Network. The Green Establishment Database does capture individual business units within larger companies that are focused on clean and green technology.

The main benefits of using the Green Establishment database by Collaborative Economics is that it allows for comparative analysis against the Silicon Valley region and the State of California, and it allows for a breakdown by different green industry segments.

PAUL KRUTKO

Chief Development Officer