

# Green-Collar Jobs for a Greener Minneapolis Economy

CPED Strategies for Growing Green Businesses and Green Jobs in the City

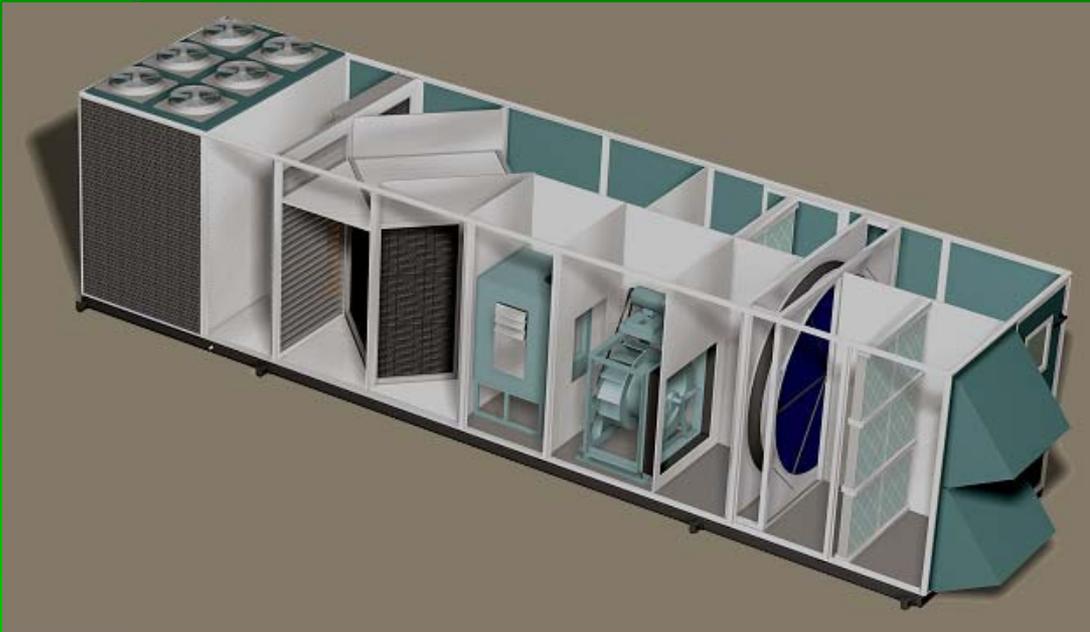


# What is a "Green Job" and a "Green Business"?



# 1. Manufactures “Green” or Clean Tech Products, Widgets

Examples: Innovent Air Handling Equipment  
Restore Cleaning Products



## 2. Provides a “Green” Service:

(Examples: Piper Jaffray – Renewable Energy/Clean Technology Investment Focus; Midtown Bike Center; Center for Energy and Environment – Energy Auditing; numerous architectural firms)



### 3. Tied to a “Green” Process or Output

Examples: Re-Alliance, The ReUse Center, Red Stag Supper Club



**The ReUse Center**  
Quality Reclaimed Building Materials

## 4. Green Mission or Green Footprint

Examples: Seward Co-op & New Store (LEED)  
Tree Trust



## CPED Green Business / Jobs Approach: Two Key Strategies

- 1. Build the Market** – Align our CPED tools and leverage local demand for green products and services.
- 2. Market the City** - Promote the City's assets that support green and clean tech businesses and a “green collar” workforce.

# 1. Build the Market

- **CPED Development & Asset Management Activities**
  - Target Center Green Roof
  - Demonstration Projects (201 Park)
  - CPED-Assisted Development Projects (LEED Projects include: Coloplast, Fairview-University Hospital Expansion, Seward Coop, Red Stag, Parking Ramp Sales, LEED Silver House in NE)
  - Exploring Other Green Development Incentives and Policies
  - Develop complementary financial tools



Coloplast – New Corporate HQ on West River Road, pursuing LEED certification



University of  
Minnesota  
Children's Hospital,  
Fairview



First LEED-certified  
home in  
Minneapolis (NE)

# Build the Market (continued)

## ■ Workforce Development

- METP Youth Programs – Exposing Minneapolis youth to “green” jobs and careers in the green economy.
- Connect to curriculum at U of M, MCTC, and Dunwoody Institute
- An estimated 500 summer jobs this year are within the green economy



# Build the Market (continued)

## ■ Planning/Zoning

- Comp Plan Update – *Minneapolis Plan for Sustainable Growth*
- Industrial Land Use Study and Employment Districts – Preserving industrial land
- Zoning – Green Roofs, Wind Turbine Siting, examining Solar Access issues.



# 2. Market the City

- **Goal:** Retain, expand, and attract businesses and jobs. Green businesses/jobs are an existing asset and future focus area.
- Economic Development Marketing Plan (under development)
  - Will emphasize our green values and assets
  - Will identify key green industries and businesses to target.

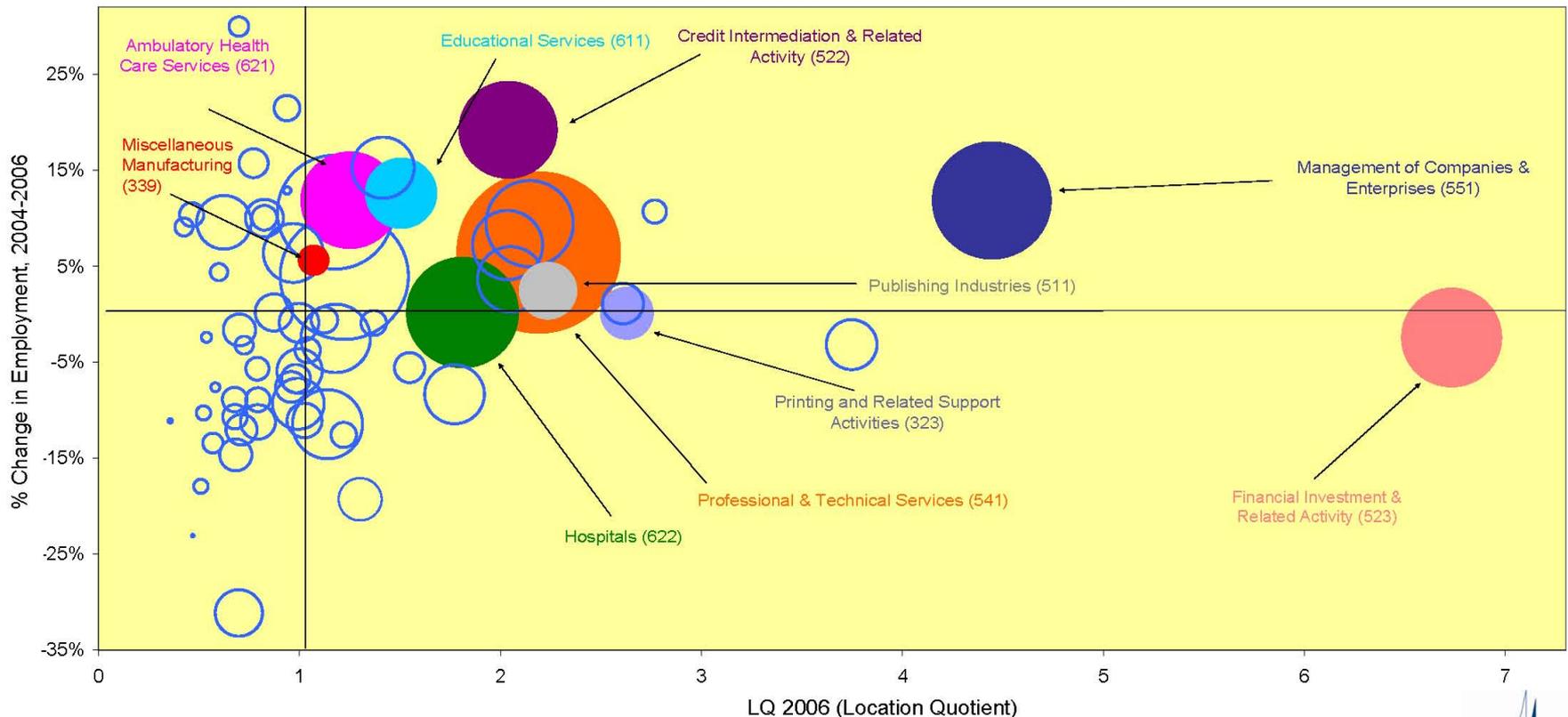


Photo credit: MeetMinneapolis.com

# Local Industry Strengths

## Minneapolis Jobs as a Function of Employment Concentration and Change

Colored bubbles represent priority sectors chosen for marketing study while bubbles outlined in blue represent non-priority sectors



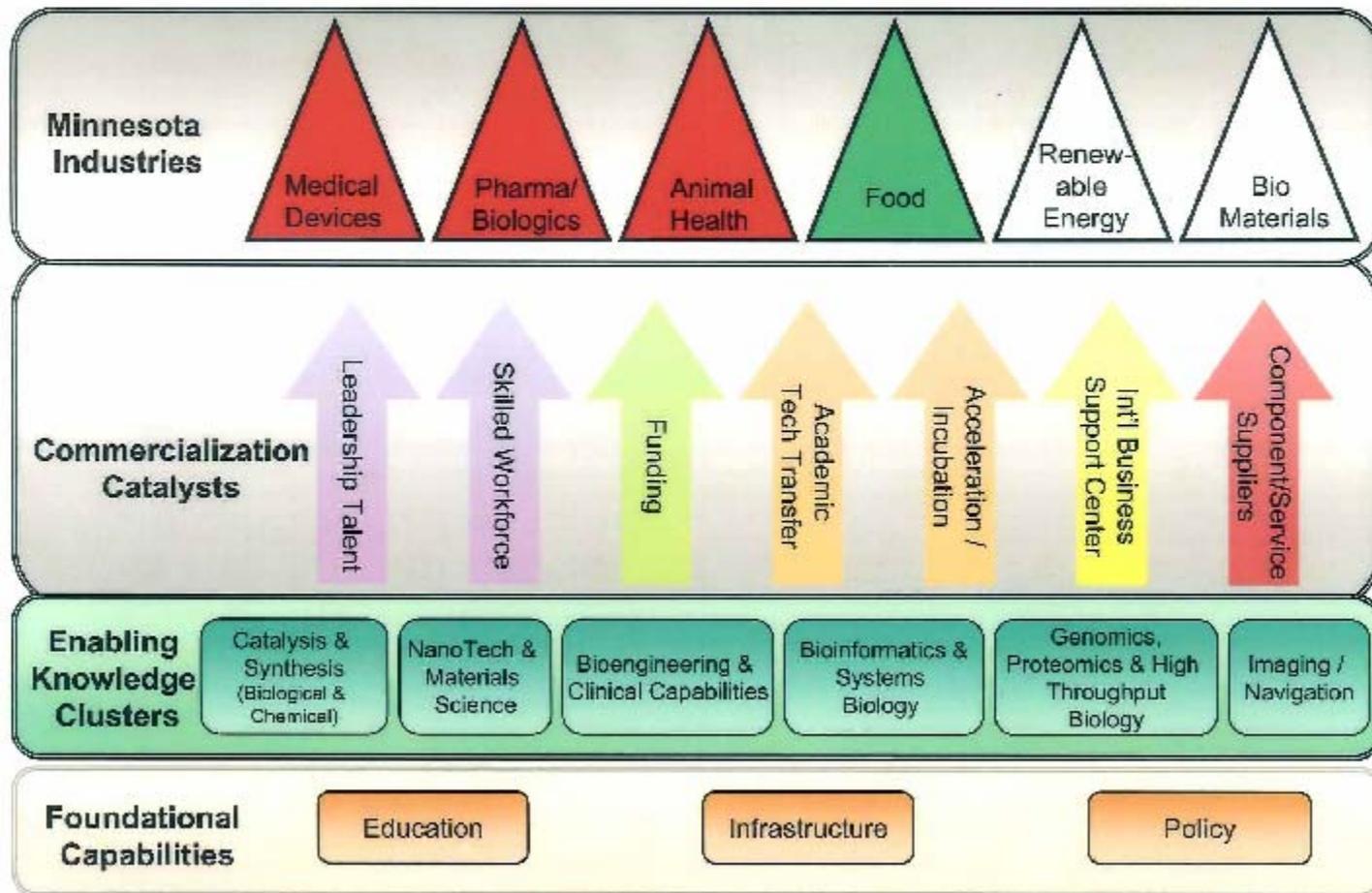
Note: Bubble size represents that sector's share of the total city employment

LQ 2006 (Location Quotient)  
1 = local industry represents same share of local economy as national industry does of national economy

CPED Research  
June 9, 2008  
Source: DEED-QCEW data



# Minnesota Life Science Community



# Key Market Segments and Opportunity Areas

## 1. Green Building Products:

- Leverage and support local Architecture, Planning, and Development expertise/excellence green building.
- U of M – Center for Sustainable Building Research
- Focus on green building technologies including HVAC systems, EE – Innovent, Johnson Controls; Xcel, CEE incentives/rebates.
- 2009 National APA Conference in Minneapolis



# Key Market Segments and Opportunity Areas (cont.)

## 2. Renewable Energy

- Strong existing manufacturing base – opportunity to reposition existing and recruit new component parts/ supply chain manufacturers.
- Mortenson – Industry leader in wind turbine installation
- Solar Cities Grant and start-ups - freEner-g
- M8 Electric
- Xcel, CEE partnerships
- 2009 National Windpower Conference in Minneapolis



# Key Market Segments and Opportunity Areas (cont.)

## 3. Transportation Products

- Clean Vehicle Technology
  - Plug-in Hybrids
- Bike Manufacturing/Suppliers
  - Strong Minneapolis bike culture - #2 bike-commuting city in the U.S.
  - Strong local/regional base of bike manufacturers, parts makers/suppliers and repair shops (Dero, Surly, QBP, Freewheel, the Hub, etc.)
  - New Midtown Bike Center
  - City's Bike-Share Pilot Project



Plug-in Hybrid



Dero Bike Rack Co. (Seward)



Planting City Hall's New Green Roof

Green begins  
at home!

Residential solar installation

