

Saint Paul's Green Manufacturing Initiative

2009 CERTS Conference
11 February 2009



Vision – Sustainable Saint Paul



Take proactive steps to protect our City's air, water and urban landscape by focusing on energy-efficiency and conservation, clean energy supply, alternative fuels & vehicles, transportation options, water quality, recycling & waste reduction, reforestation and green space.

Saint Paul's Commitment to Reduce Carbon Dioxide (CO₂)



- On February 1, 2006, Mayor Coleman and City Council signed U.S. Mayor's Climate Protection Agreement.
- Reduce CO₂ emissions by 20% by 2020 by increasing energy-efficiency; promoting renewable energy and alternative fuels; and reducing vehicle miles traveled

Make St. Paul a Sustainable City Leader

- Mayor Coleman appointed St. Paul's 1st Sustainability Coordinator
- “Sustainable St. Paul” Initiative
- Energy retrofits on City's worst buildings
- Adoption of B3 for new City buildings
- LEED-AP for key staff
- Mandatory sustainability training for staff

Green Manufacturing Mission:



- To recommend policies and actions to position Minneapolis and Saint Paul as a national leaders in promoting and developing green manufacturing technologies and products while creating family supporting jobs.

Green Manufacturing Initiative



- Create development team of business leaders, labor unions, economists, elected officials, developers & environmentalists
- Identify economic growth areas for green industries
- Develop marketing strategy and business plan to attract new green manufacturers

Green Manufacturing Development Team



- Funds from Port Authority, Mpls, MPCA, McKnight Foundation, Xcel Energy, Rock-Tenn & Trades & Labor
- Three subgroups – Renewable Energy, Green Products & Transportation

Target Businesses for Minneapolis & Saint Paul

1. Existing manufacturers:
 - Expand production of green products here
 - Begin to produce greener products
 - Expand production into new lines of green products
2. ***New start-up ventures*** who can produce green products
3. ***New locations*** of existing companies now operating in other markets
4. Greening existing ***companies' processes***

Local Trends in Manufacturing

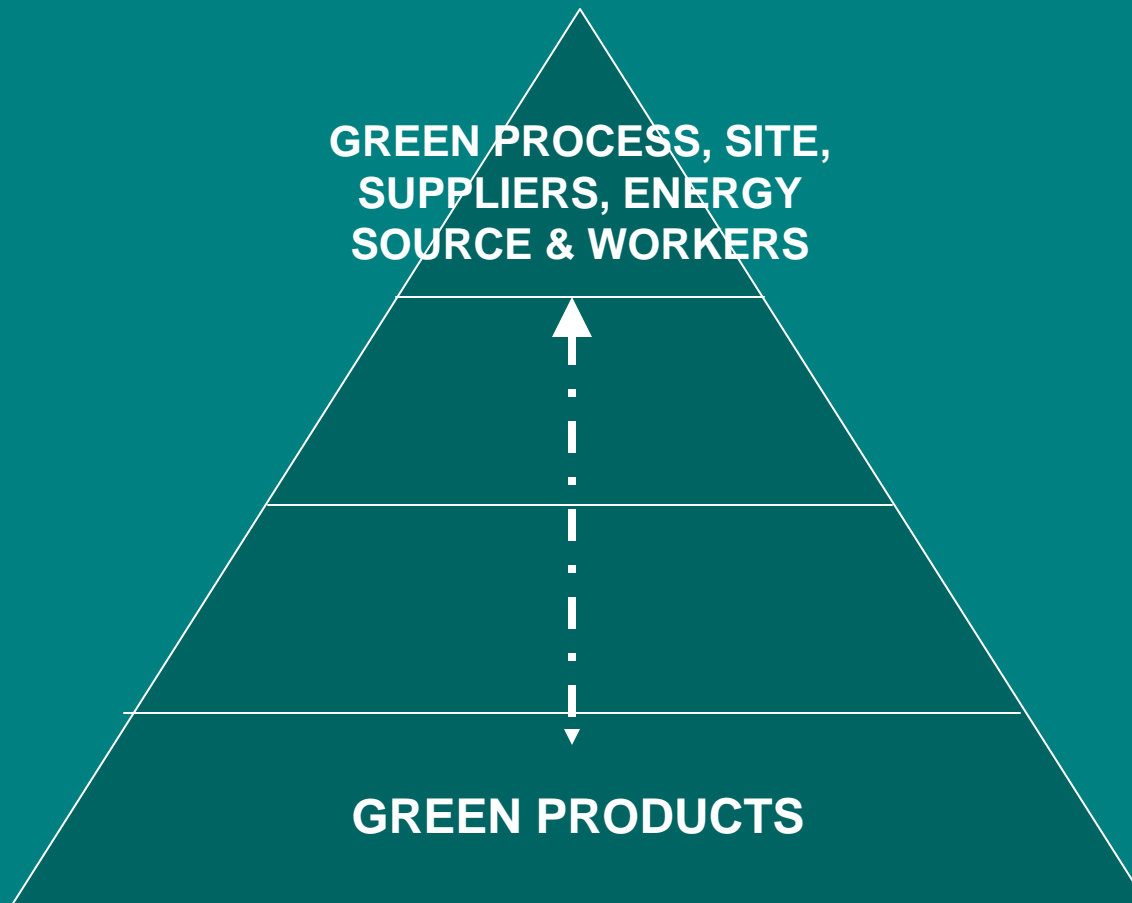
- Loss of Manufacturing Land
- Loss of Manufacturing Jobs
- Minnesota performs better than nation in manufacturing job growth
- Manufacturing jobs
 - still “good” jobs with average pay 11-19% higher than other jobs

Saint Paul Minneapolis

4th in the Nation

- 13% of Minnesota's manufacturing jobs are in Minneapolis or 65,797 jobs (down 3.9% or 2,671 since September 2006)
- Saint Paul has 47,644 jobs, down 5.8% since a year ago
- Together, Saint Paul & Minneapolis rank fourth in the nation for number of manufactures with over 2,000 plants

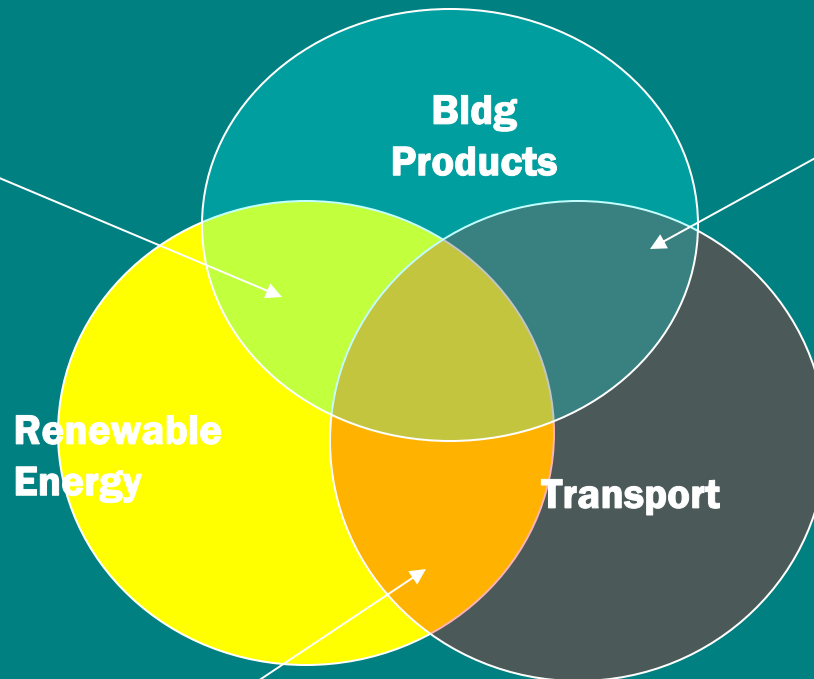
Defining “Green” Manufacturing Base



Green Manufacturing Opportunities

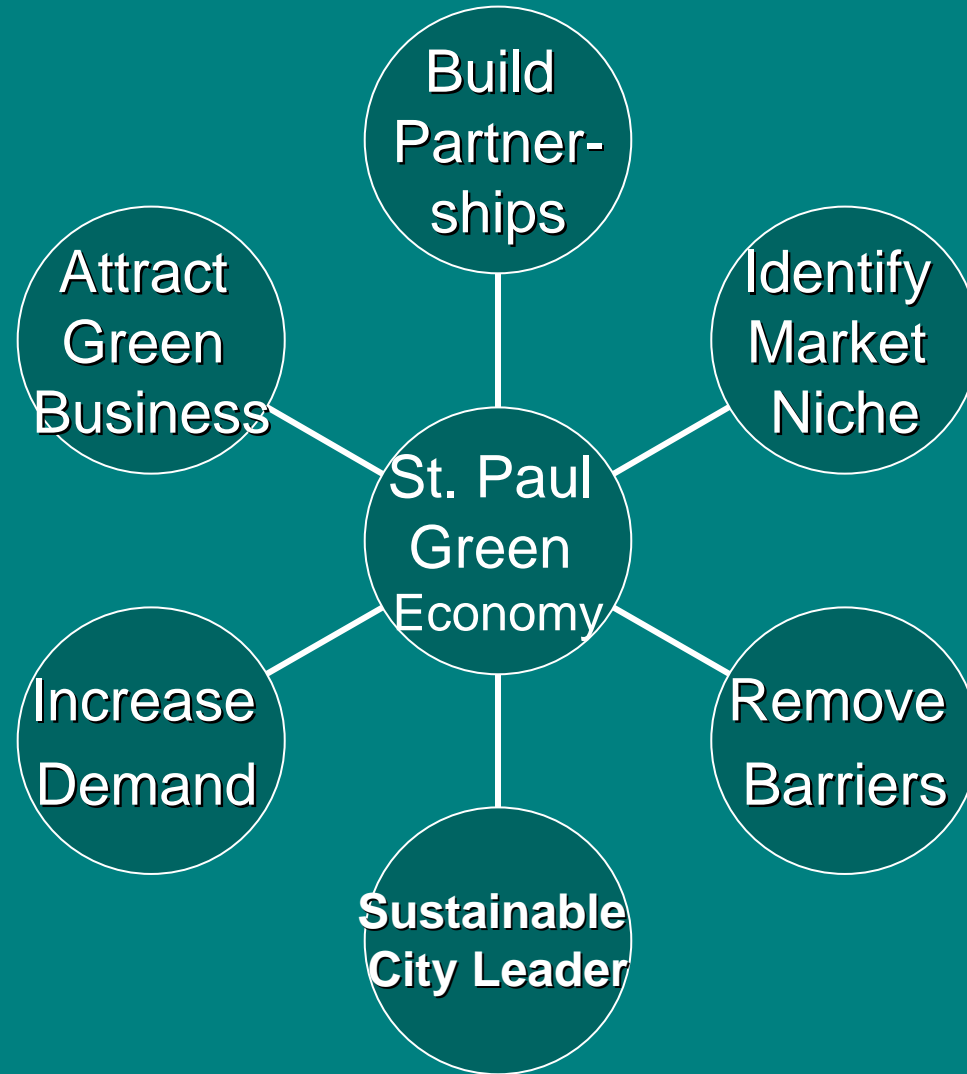
Energy Efficiency
(insulation, HVAC
systems and
controls, glass
coating, PV
Geo/solar thermal

Bio-Based
Materials



Alternative Fuels
Storage/Batteries

Growing Saint Paul's Green Economy



Saint Paul Ford Site



- Returning jobs to the site a priority
- Ford Site Green Mfg Reuse Study with \$100,000 from MN Depart of Commerce
- Examine 5 green industry sectors
- Is site a fit for any of the industries? -
- Niche as a green site/green jobs hub?

Grow Demand for Green Products and Services

- Saint Paul Green Policy for New Construction (pending) – projects with \$200,000+ of City funding
- Solar Cities Grant (\$200,000 for Saint Paul/Mpls) – goal is market transformation
- Retrofits – the real growth market
- Small business energy efficiency project
Energy Coordinator and Xcel

Next Steps

- Follow-up on recommendations from *Making It Green Minneapolis Saint* report and the work with Humphrey Institute's report on zones, strategy, finance and workforce initiatives
- Tap state and other fed'l resources to accomplish targeted marketing strategy and implementation plan
- Coordinate with MN Green Jobs Task Force
- Work with the BlueGreen Alliance on phase II to deeper review of market sectors, develop & implement marketing plan and create model stakeholder process.

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