



San Joaquin Valley  
**Clean Energy Organization**

REPRESENTING THE CALIFORNIA PARTNERSHIP FOR THE SAN JOAQUIN VALLEY

Final Report to the California Partnership for the San Joaquin Valley  
Development of the San Joaquin Valley Clean Energy Organization

February, 2009

In May 2007 a grant (6B9100019-0) was awarded through the California Partnership for the San Joaquin Valley (California Partnership) to develop the San Joaquin Valley Clean Energy Organization (SJVCEO). Kings River Conservation District was selected to serve as the fiscal agent for this project until the SJVCEO was established and able to function on its own. Three major goals were set.

- Develop Final Work Plan and Approach
  - Begin Start Up Operation of the SJVCEO
  - Develop Pilot Approaches for Building Clean Energy Capacity in Communities and the Agriculture
- All of these goals were successfully accomplished under this seed grant with the California Partnership. A summary of SJVCEO's major accomplishments follows.

**1. Develop Final Work Plan and Approach**

In 2007 the California Partnership approved the By-laws, Article of Incorporation, and Board for the SJVCEO. The large and diverse Board for the SJVCEO contains senior representatives from Federal, State, regional and local governments, the private sector, utilities, nonprofits and colleges and universities from all counties in the region. The SJVCEO Board began meeting in September 2007 and developed the work plan and approach to be followed by the organization. SJVCEO was established to help the eight county region of the San Joaquin Valley significantly increase its use and reliance on clean energy (that is, energy efficiency and renewable energy sources) and serve as the principal vehicle through which the California Partnership could carry out its clean energy initiatives. The SJVCEO Board has developed a strong united vision for a clean energy future for the region. The mission of the SJVCEO is to build upon existing efforts and serve as a trusted resource on clean energy for San Joaquin Valley businesses, consumers, nonprofits and local governments. To significantly increase the level of clean energy activities in the Valley, the SJVCEO has established three priority areas of focus:

- Help "green" the 62 cities and eight counties in the Valley
- Serve as a demonstration region for the 25x'25 Initiative designed to significantly increase our nation's use of renewable energy for fuels and power production
- Support and help grow a "green" energy workforce in the Valley

**2. Begin Startup Operation of the SJVCEO**

The SJVCEO began start up operation in the summer of 2007. To minimize administrative costs and provide flexibility, consultants were hired to staff the organization. Best practice information was identified on how to set up successful clean energy programs. Marketing and outreach was conducted Funding sources were identified and pursued to supplement seed grant funding. Key activities included:

- Launched Web site in May 2008: [www.sjvcleanenergy.org](http://www.sjvcleanenergy.org)
- Received approval from the Internal Revenue as a non-profit organization in August 2008
- Held bi-monthly meetings of the SJVCEO Board
- Assumed seed grant administration responsibility from Kings River Conservation District in July 2008
- Co-sponsored and co-hosted 2007 Clean Energy Policy Conference, approximately 300 participants

- Joined KVPT's "Be More Green San Joaquin Campaign" in September 2008 to promote the implementation of clean energy and greening efforts in the region
- Hosted a "Clean Technology and Green Economy Forum" in September, 2008 to define needs and opportunities for growing a green economy in the region.
- Signed an agreement and initiated work under a memorandum of understanding with the national *25 by '25 Initiative* to help the San Joaquin Valley be a demonstration region for the nation on renewables.
- Identified opportunities and offered written comments and support for national energy block grant and tax credit legislation. Met with US Department of Energy representatives to explore how the Valley could participate in emerging federal clean energy programs.
- Participated in the redesign the California low income energy efficiency program.
- Assessed the market for Biofuels and renewable power production in the Valley and identified areas that it can assist in project development. We found that the Valley has the potential to generate all of its power in the future from renewable sources and can help the State meet its renewables goal.
- Identified valued-added services that the SJVCEO could provide to make communities more "green".
- Started the process of identifying existing green workforce development efforts and projects in the Valley.
- Met with Congressman Jim Costa in September 2008 to discuss HR 6709, a wide-ranging energy bill that introduced in the House with broad bipartisan support. SJVCEO served as a resource for Congressman Costa and provided him with information on renewable energy potential in the Valley.
- Implemented a development strategy, securing over \$130,000 in funding for the organization.

### 3. Develop Pilot Approaches

Our work focused on 1) developing relationships and projects with key relationships with key cities across the region to leverage resources and capture clean energy opportunities; and 2) holding a clean energy forum to identify actions needed to develop clean energy potential in agriculture: Activities included:

- Developed and signed a memorandum of understanding with Visalia in 2007 to help support the City's efforts to increase levels of clean energy investments and to create a model sustainable city program.
- Supported a project in 2008 with Visalia to develop a green house gas emissions baseline for the City. SJVCEO continues to City efforts to develop targets and a climate action plan for reducing emissions.
- Received a \$46,000 grant from Valley CAN to help the city of Arvin develop and implement clean energy policies and projects. We have implemented the REACON business model, in partnership with the Stockton Chamber of Commerce to identify resource saving opportunities for local businesses. SJVCEO has been working with different partners on this project including Pacific Gas and Electric Co., Southern California Gas, the Kern Council of Governments, and Chevron.
- Initiated discussions with the cities of Avenal and Stockton on implementing clean energy projects. Avenal is interested in developing joint projects with businesses and with Avenal State Prison, to increase their energy efficiency, use of renewables and green workforce development projects. Stockton is interested in supporting green workforce development comprehensive actions to reduce its greenhouse gas emissions.
- Was selected to serve as the administrator and coordinator of a utility-funded local government partnership with jurisdictions in Tulare County. This project will include all cities in Tulare County, as well as the county government and is the first partnership of its type in this area of the Valley.
- SJVCEO provided technical advice and input to develop green energy features for the planned development of SEGA in areas just outside the current borders of Fresno.
- Supported and hosted a Farming Clean Energy Conference in November, 2008, in Tulare. This conference explored the opportunities for developing projects and advocating regulatory changes and policies to significantly increase clean energy use in the agriculture sector. Sponsors included USDA, Pacific Gas and Electric Co., Southern California Edison, and Southern California Gas Company.

For More Information please visit our website at [www.sjvcleanenergy.org](http://www.sjvcleanenergy.org) or contact Paul Johnson, Executive Director at [Paul@sjvcleanenergy.org](mailto:Paul@sjvcleanenergy.org) or 206.283.9184