



# GOVERNOR'S Green Economy Forum

*Creating green jobs, clean energy & a sustainable future for Maryland*

Green Jobs & Industry Task Force | A Report to Governor Martin O'Malley | July 2010  
**EXECUTIVE SUMMARY**

## **VISION | Why We Convened**

The ever-growing push for sustainable governance and business has proven to be a major driver for economies around the world. As environmental concerns rise to the forefront of public awareness, people, companies and industries have adapted or emerged to capitalize on the many new business opportunities and multiple benefits presented by the green economy. Maryland recognizes that it must do the same.

Maryland is presented with a unique opportunity to capitalize on the emerging green economy to create jobs, stimulate economic development, and support and protect Maryland communities and natural resources. Governor Martin O'Malley and the Department of Business and Economic Development convened the **Green Jobs & Industry Task Force**, inviting a group of public- and private-sector leaders representing diverse businesses and organizations to develop specific and timely recommendations to help Maryland create green jobs and move toward a smarter, greener Maryland economy.

## **MISSION | What Our Goals Are**

Develop recommendations for the State to leverage Maryland's considerable workforce and natural resources to:

- Create and retain green jobs
- Responsibly utilize scarce and finite natural resources
- Protect, restore, preserve, and enhance our environment
- Support the use of clean and efficient energy



## **THE GREEN ECONOMY | What We Can Build Upon NATIONAL OVERVIEW**

According to The Pew Charitable Trusts, jobs in the U.S. green economy "grew nearly two and a half times faster than overall jobs between 1998 and 2007." During this time period, green jobs, "a mix of white- and blue-collar positions, from scientists and engineers to electricians, machinists and teachers—grew by 9.1 percent, while total jobs grew by only 3.7 percent."

Over the past year, the federal government has announced a variety of initiatives intended to foster the growth of green jobs. Many of these efforts are funded through the American Recovery and Reinvestment Act, which both invested billions to start or support energy- and transportation-related programs." In addition to competitive grants to be disbursed directly to companies, organizations, and local communities, much of this money is funneled through state governments to support green jobs programs and the development of green technology and industry. States play a key role in the development of the green economy – that of providing legislative and policy frameworks.



# Governor's Green Economy Forum

## MARYLAND CONTEXT

The O'Malley-Brown Administration has made advancing the green economy a key priority. To expand upon these efforts, Governor O'Malley set forth an aggressive goal of creating, retaining or placing 100,000 green jobs in the State by 2015. Under this administration, Maryland has:

- Implemented the nationally-renowned **EmPOWER Maryland**, the State's initiative to reduce State energy consumption by 15 percent by 2015
- Joined the **Regional Greenhouse Gas Initiative (RGGI)**
- Convened the **Maryland Commission on Climate Change**, which drafted a comprehensive State Climate Action Plan
- Established a **Renewable Portfolio Standard (RPS)** of 20 percent by the year 2022, one of the most aggressive in the nation
- Created the **Maryland Strategic Energy Investment Fund** to finance energy efficiency and renewable energy projects
- Established a **Genuine Progress Indicator** to measure how economic progress impacts Maryland's long-term prosperity
- Set a goal and action plan to **double transit ridership** by 2020
- Drafted a **Maryland Strategic Electricity Plan** to identify ways to reduce energy bills, maintain a sufficient and secure energy supply, and address environmental challenges
- Launched the public-private **Maryland Green Building Task Force** and the subsequent State-focused **Maryland Green Building Council** to provide recommendations on high-performance building projects and policies
- Enacted legislation and developed a plan to **reduce greenhouse gas emissions** by 25 percent by 2020
- Issued an **Energy Industry Workforce Report** with dozens of recommendations and strategies to prepare Maryland's workforce for emerging green economy jobs
- Produced a **Chesapeake Bay Restoration Plan** to create a healthier Bay by 2020
- Launched the **Maryland Green Registry** to promote and recognize the greening efforts of organizations throughout the State and
- Formed the State's interagency **Green Jobs & Industry Working Group** to coordinate efforts to expand green industries and jobs in Maryland.

## RECOMMENDATIONS | What We Will Do

### Strengthen coordination and communication across State agencies, partners and stakeholders to provide strategic vision for advancing a green economy

- Create Green Economy Coordinator
- Catalog State assets
- Lead by example
- Develop comprehensive communications strategy
- Improve green job training & education
- Commission economic impact studies



### Promote energy and resource efficiency efforts

- Promote energy-efficient buildings
- Develop list of target businesses & institutional clients
- Re-dedicate RGGI funds to energy improvements
- Promote water conservation & efficiency
- Strengthen landfill diversion policies
- Assemble manufacturing green teams



### Develop and foster clean, local energy production and industrial capacity

- Incentivize construction of waste-to-energy plants
- Increase solar energy capacity
- Promote biofuels and biomass power
- Execute wind power strategy
- Foster nuclear energy supply chain
- Encourage on-farm renewable energy & resource-efficient production
- Implement a smart grid system



- Consider additional factors in approving power generation stations
- Improve Clean Energy Incentive Tax Credit\*

\*Achieved in 2010 Legislative Session

### Capitalize upon economic opportunities to restore and protect Maryland's natural resources

- Reduce barriers for water pollution mitigation
- Foster sustainable products
- Advance ecosystem valuation & markets
- Promote transit projects that restore natural resources
- Promote use of electric drive vehicles



### Promote sustainable development practices that create jobs, generate prosperity and make Maryland more self-reliant

- Improve public transportation & transit-oriented development
- Promote sustainable & profitable agriculture
- Advance local, resource-based economies
- Foster regional security & capitalize on federal disaster resilience initiatives



### Increase access to capital for green businesses and projects

- Provide green finance incentives
- Recruit green financiers
- Adopt policies to enable PACE bonding
- Provide loan guarantees
- Offer competitive grants
- Encourage investment in green companies
- Leverage utilities financing power
- Establish green economic development fund



## WORKFORCE SUMMARIES | What We Evaluated

### Greening Existing Industries

- Improve energy efficiency
- Generate or use renewable energy
- Prevent, reduce and mitigate their environmental impacts
- Contribute to the cleanup and restoration of the natural environment

### Attracting, Retaining and Expanding Green Businesses

- Identify sources of financing and access to capital
- Implement effective market development policies
- Implement effective regulatory policies
- Coordinate a common vision across State agencies

### Promoting Green Services, Markets and Communities

- Advance ecosystem valuations and markets
- Ensure sustainable and equitable land use
- Advance regional green economies and communities

## NEXT STEPS | Where We Go From Here

These recommendations lay the groundwork for future action by the State to promote economic recovery, green jobs, and a sustainable environmental future. Next steps, to be pursued jointly with the Office of the Governor, will include:

- Prioritize recommendations, placing greatest emphasis on those with the most potential to create jobs and promote economic recovery immediately
- Develop an action plan to implement recommendations
- Outline the budgetary and workforce resources necessary to implement these changes
- Quantify potential return on investment through the number of jobs created or retained, revenue generated and kept in-state, and other benchmarks
- Draft legislation for consideration for the 2011 General Assembly session to implement recommendations requiring legislative action
- Convene short-term public-private working groups to handle specific issues raised within the recommendations





A preliminary study by the Department of Labor, Licensing, and Regulation (DLLR) from the third quarter of 2009 estimates that Maryland is currently home to 75,000 green jobs, concentrated in the following sectors:

Industry Sector	Percent of Total
Professional & Technical Services	23%
Construction	19%
Administrative & Waste Services	15%
Wholesale & Retail Trade	15%
State & Local Government	6%
Educational & Health Services	5%
Other	17%

For more information on the Green Jobs & Industry Task Force, contact Kassie Lewis at [klewis@ChooseMaryland.org](mailto:klewis@ChooseMaryland.org).

To view the complete report, visit  
[ChooseMaryland.org](http://ChooseMaryland.org)

**MARYLAND OF OPPORTUNITY.**

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Department of Labor, Licensing, and Regulation  
Department of Natural Resources  
Department of Transportation  
Department of the Environment  
Maryland Energy Administration  
Governor's Delivery Unit  
Governor's Workforce Investment Board  
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Martin O'Malley, Governor | Anthony G. Brown, Lt. Governor

