

# 2009 LABC Sustainability Summit Wrap Up

## A New Day for Sustainability in L.A.

**US Senator Barbara Boxer headlines LABC's Sustainability Summit; event focuses on business-driven solutions, policy prescriptions**



"Clean energy is the mother of all markets - perhaps the largest economic opportunity of the 21st century," said Senator Boxer, Chairwoman of the Senate Environment and Public Works Committee, during her keynote address at the Los Angeles Business Council's third annual Sustainability Summit. Boxer's comments, quoting famed Silicon Valley venture capitalist John Doerr, put a clear business focus on the current environmental challenges, and served as the coda to a day filled with forward-looking solutions, warnings about the cost of inaction and evidence that Los Angeles is emerging as the nation's capital of sustainability and innovation.

The daylong summit, held June 29th at the Getty, drew an overflow crowd of more than 500 leaders from business, government, academia, media and the non-profit community. Gathered to discuss the emerging local green economy, they addressed a wide range of proposed and enacted public policy initiatives aimed at driving sustainable practices in the region.

Speaking just days after her colleagues in the House of Representatives passed major climate change legislation, Sen. Boxer used her keynote address to spell out in clear terms the need to develop a robust clean energy economy in the United States. She said the "clean energy revolution" would be a vital cure to the dual challenges of global warming and the great recession, and promised to help spur this revolution by passing corresponding legislation out of the Senate Committee on the Environment and Public Works, which she chairs.

Sen. Boxer also addressed the federal stimulus package's unprecedented investments to make the nation more sustainable, including \$58 billion for clean energy. These dollars have begun flowing to Los Angeles, complementing local green programs already underway.

### Mayor's Remarks

In his address, Mayor Antonio Villaraigosa spoke of the city's environmental successes and efforts to make Los Angeles a capital of the growing green economy. He touched on the Clean Trucks Program, which has already replaced over 5000 dirty diesel trucks at the ports with cleaner trucks, the Green Building Ordinance, which will reduce the City's carbon emissions by more than 80,000 tons by 2012, the establishment of a Cleantech Corridor along the LA River and, in collaboration with the LABC, the formation of Clean Tech LA, the first-ever partnership between the City, business organizations and the region's premier research institutions: USC, UCLA and Caltech.

The Mayor also expressed pride in the City meeting Kyoto targets four years ahead of schedule, and promised to accelerate LA's sustainable agenda by increasing the use of renewable energy to 40% of the City's portfolio and going "coal free" by 2020.

In addition to notable keynote speeches, the summit featured four high-powered panels stocked with policymakers, green business leaders and clean-tech entrepreneurs. Their discussions illustrated how a green economy has already begun to emerge in Los Angeles and conveyed how sustainability has become a major focus throughout the public and private sectors.

### Panel I: What is Driving Regional Sustainability?

During the early morning panel, executives representing large public and private institutions described how they had re-tooled their operations to become more sustainable. Alan Rothenberg, President of the Los Angeles World Airport Board of Commissioners, outlined the wide-ranging sustainability guidelines it has integrated into the construction of buildings, roads, runways and other facilities at all of its airports. He said, "We must change conventional thinking and search for new sustainable practices to create an acceptable future where there will be more people and scarcer resources."

"The Los Angeles Community College District (LACCD) has sharply cut its cost of installing photovoltaic technology through bulk purchases and a third-party financing strategy that draws federal and state incentives," said Larry Eisenberg of the LACCD, which has begun a \$5.7 sustainable billion program that makes significant use of solar panels to generate energy. Joseph Pettus described how Safeway has also embraced the use of alternative energy. By taking its stores off the electricity grid, the supermarket chain has become one of the nation's largest retail purchasers of alternative energy, reducing its carbon footprint by the equivalent of the annual emissions from 69,000 cars. Rounding out the panel, venture capitalist Eric McAfee explained that investments in alternative energy were likely to build a market in California that would eventually grow to \$1 trillion.

### Panel II: A Sustainable Community Connects Transportation, Housing and Jobs

The mid-morning panel explored how sustainability is integrally connected to transportation, housing and jobs. Claire Bonham-Carter of AECOM detailed how single-occupancy car use—a major source of carbon emissions—stems from sprawl and a lack of public transit. As part of the strategy to control climate change, panelists highlighted the importance of balancing the location of housing and jobs and making investments in public transportation, such as California's planned high-speed rail line and the projects included in LA County Metro's Long-Range Transportation Plan.



Los Angeles Mayor Antonio Villaraigosa outlines the City's sustainability goals at the LABC Sustainability Summit on June 29, 2009.

Last fall, LA County voters paved the way for significant new investment, approving a half-cent sales tax to fund transportation. Describing the benefits of this measure, Richard Katz, a member of the LA County METRO Board of Directors, said, "The \$40 billion from Measure R will serve as an economic stimulus package and transform our county, improving air quality, our kid's health, our mobility and our quality of life."

### Panel III: How will Energy and Water Policies Foster a Green Economy?

The early afternoon panel revolved around two other key components of sustainability: energy and water. Public and private sector panelists described innovative efforts to boost the use of alternative energy sources and increase water conservation and reuse. Moderating the panel, David Nahai, CEO and General Manager of LADWP, explained how his department has worked to encourage water conservation, providing incentives for water-saving measures from drought-friendly landscaping to waterfree urinals.

### Panel IV: Partnership and Innovation: The CleanTech LA Panel

The final panel of the afternoon focused on how Los Angeles can create a new series of green buildings and a friendly environment for green companies. Roberto Peccei, Vice Chancellor for Research at UCLA, described the enormous potential for the Clean Tech LA Consortium to bring in federal research and stimulus dollars and generate new green technologies. Business executives on the panel depicted how these technologies could translate into viable companies and economic growth, including Kevin Czinger, President and CEO of Miles Electric Vehicles, whose company plans to begin selling an all-electric five-passenger vehicle with a 100-mile range in September 2009.

Also present on the final panel were real estate executives with major holdings in Los Angeles, who explained how they are meeting the challenge of creating more energy-efficient buildings. Brad Cox, Managing Director of Trammell Crow Company, described the logic behind his firm's decision to create buildings that meet the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards even though this can add up to 5% to construction costs. Detailing both the social and economic rationale for green building, Cox explained that LEED buildings are less expensive to operate over the long-run, garner 6% to 10% higher rents and attract tenants that are more likely to stay. Kevin Ratner, the President of Forest City Residential West, also stressed the importance of incorporating sustainability into his buildings and operations, describing his company's green programs that extend from construction waste recycling to "green roof systems" to water conservation.

### Conclusion: Looking to the Future

The day's speeches and panels reflected an unprecedented interest in sustainability, highlighting innovative models from many different types of public and private entities that will guide both business and government in the years to come. Bringing to life the close connection between many different areas where the world must become more sustainable—from urban planning and transportation to building construction to energy and the water supply—the event also made clear the need for the public and private sectors to collaborate in achieving solutions.

### Upcoming Sustainability Programs

The LABC is committed to continue providing quality programs around sustainability in Los Angeles, including a range of events over the next several months.

On August 10th the LABC will host a business luncheon forum on Sustainability and the Entertainment Community, emceed by Gretchen Lewotzky of Fox Entertainment Group and featuring panelists representing the five major studios. The luncheon forum will feature a presentation by Los Angeles City Council President Eric Garcetti who will then join the discussion on how Los Angeles can support the studios' sustainability efforts. In September the LABC will host a business forum about the federal stimulus package, educating companies how to access these funds.

The LABC has launched a comprehensive study of LADWP's proposed solar feed-in-tariff program in partnership with UCLA and other business and community groups. The results of the study will be announced in time for the next Sustainability Summit, which is planned for March 2010.

Please visit [www.labusinesscouncil.org](http://www.labusinesscouncil.org) for more information about this year's summit and to register for upcoming LABC events. Also available on the website are downloads of panelist presentations and DVD recordings of the summit for purchase.

## LABC VIP Reception at Sony Studios honors David Freeman and Art Leahy

On June 23rd a crowd of 200 gathered at Sony Studios for the LA Business Council's VIP Reception, honoring Metro CEO Art Leahy and David Freeman, Los Angeles' new Deputy Mayor for Energy & Environment. The event included a cocktail reception and a program of speeches by prominent business leaders and policymakers leading the effort to make Los Angeles more sustainable.



2009 LABC Sustainability Summit Reception at Sony Studios featuring LA City Controller, Wendy Greuel and Co-Host Patti Shwayder, Senior Vice President, AIMCO.



2009 LABC Sustainability Summit Reception at Sony Studios. The LABC honors METRO CEO, Arthur Leahy.



Framing Panel: "What is Driving Regional Sustainability?" was moderated by Alan Rothenberg, LAVA and included (from left to right) John A. Bohn, California Public Utilities Commission; Timothy Brick, Chair, Metropolitan Water District of Southern California; Larry Eisenberg, Los Angeles Community College District; Eric McAfee, Cagan McAfee Capital; and Joseph Pettus, Safeway, Inc.



METRO CEO Arthur Leahy, right, presents to fellow panelists. From left: Claire Bonham-Carter, AECOM; Rory DeJohn, Turner Construction Company; Tom Smith, NBC Universal; Ken Lewis, AC Martin Partners, Inc; and Jeff Morales, Parsons Brinkerhoff.



Bill Black, Haworth, on the first panel: "Partnership and Innovation—The Cleantech LA Panel."



The LABC honors LA Deputy Mayor David Freeman (in hat). Also with Freeman, from left to right: Joseph Marfi, Turner Construction Company; Christine Noonan, Los Angeles Convention Center Department Board of Commissioners; and Pouria Abbassi, Los Angeles Convention Center.



Debra Reed of the Southern California Gas Company and San Diego Gas & Electric delivers the business keynote.



Participants at the Sustainability Summit, from left: Scott Lyle, Arden Realty, Inc; Larry Eisenberg, LACCD; Louise Bryson, J. Paul Getty Trust; and Joseph Pettus, Safeway, Inc.



2009 LABC Sustainability Summit Reception co-hosts. From left: Lori Tierney, Unisource Solutions, Inc; Brad Cox, Trammell Crow Company; Shaun Dentice, SEMPR Energy Utilities; Lee Alpert, LADWP; Keith Weaver, Sony Pictures Entertainment; Scott Lyle, Arden Realty, Inc; Celeste Altamari, Haworth; Joseph Marfi, Turner Construction Company; and Mary Leslie, LABC.



Sustainability Summit kicks off with CA Public Utilities Commissioner John Bohn (left) and Alan Rothenberg (right), President of the Los Angeles World Airports Board of Commissioners. Joining them is LABC President Mary Leslie.



2009 LABC Sustainability Summit Reception at Sony Studios. Co-host Jamie Krug is pictured with Nancy Pearlman of the Los Angeles Community College District Board of Trustees.

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