

Green Empowerment Zone (GEZ) Website Strategy

Supporting Clean Energy
Manufacturing & Economic Growth

Presentation to: Marketing
Working Group

July 2, 2025

Context & Purpose

- ▶ GEZ mission overview
- ▶ Inform public, engage stakeholders, market GEZ success

Governing Board Direction

- ▶ May Board Meeting: Approved website development
- ▶ Led by GEZ Working Group
- ▶ Website to showcase GEZ, clean energy manufacturing, success stories

Request to GEZ Cities

- ▶ Submit relevant success stories
- ▶ Criteria based on UC Labor Center framework
- ▶ Stories help market GEZ to site selectors and public

GEZ Success Story Criteria

- ▶ Within GEZ boundaries
- ▶ Clean energy production or support
- ▶ Benefits: Jobs, revenue, environmental health
- ▶ Examples: Wind farms, battery manufacturing, infrastructure projects

Target Audiences

- ▶ State/Federal agencies
- ▶ Economic developers
- ▶ Site selectors
- ▶ Utilities, colleges, investors, brokers
- ▶ Workforce professionals

Website Strategy

- ▶ GEZ overview & mission
- ▶ Regional assets
- ▶ Success story showcase
- ▶ Tools for site selectors

Regional Strengths - Contra Costa County

- ▶ Number of cities
- ▶ Population & workforce size
- ▶ Tech/manufacturing workforce data
- ▶ Environment / High Quality of life

Infrastructure & Assets

- ▶ Rail (BART & freight), highways, ports
- ▶ Airports: Buchanon & Byron
- ▶ Higher ed: UC Berkeley, CSU East Bay, etc.
- ▶ Research Labs: Lawrence Livermore, Berkeley, & Sandia

Economic Opportunities

- ▶ GEZ sector focus (e.g., biofuels, battery mfg)
- ▶ Incentives: Recycling Market Development Zone and others
- ▶ Highlight Northern Waterfront priority industries

Current Developments

- ▶ Phillips 66 & Marathon biofuels projects
- ▶ Local government accomplishments
- ▶ Example: American Planning Association Award for Energy, the Environment, and Sustainability for Contra Costa

Next Steps

- ▶ Contract web developer
- ▶ Launch website by Fall 2025
- ▶ Leverage TeamCalifornia Site Selectors' Conference (Nov 5-7, 2025)