

GEZ Working Group Summary

- ▶ Key Updates and Strategic Directions
- ▶ Presented by: Alyson Greenlee, Economic Development Manager
- ▶ Date: May 16, 2025

Overview

- ▶ UC Berkeley Labor Center Update
- ▶ Key Regional Strategies
- ▶ Possible Approaches
- ▶ Group Discussion Highlights
- ▶ Final Recommendations

Labor Center Research Update

- ▶ Review of the GEZ research process
- ▶ Ongoing interviews with new GEZ Governing Board members

Main Regional Strategies

- ▶ 1. Publicity/Marketing for the GEZ
- ▶ 2. Employer Referral Network
- ▶ 3. Sharing Public Funding Information
- ▶ 4. Inventory of Available Sites

Possible Approaches

- ▶ Create a dedicated website
- ▶ Develop a GEZ logo
- ▶ Attend and host relevant conferences

Discussion Highlights

- ▶ Need for a database of local government economic accomplishments
- ▶ Public understanding of GEZ's clean energy goals
- ▶ Clarify the target demographic for marketing

Final Thoughts

- ▶ Establish a strong logo and utilize a webpage to showcase success stories
- ▶ Communicate the public value of clean energy manufacturing
- ▶ Highlight benefits for companies to join the GEZ