

Memorandum

To: Lane County Budget Committee
From: Kevin Matthews, Matthews Associates
Date: May 11, 2010
Re: IGA, Dues, & Association Costs —
Objective Benefits for Lane County of ICLEI USA Membership

Economic development and stabilization, along with budget savings, continue to be high priorities for Lane County. Many current opportunities for employment growth and development assistance are directly tied to green jobs and green infrastructure development, and carefully selected green initiatives can save direct operating costs.

While the county seat of Eugene has established a beneficial national reputation as a leading green city, Lane County frankly lags behind, without the primary instruments of sustainability management. Lane County is at increasing risk of seeing economic opportunities shrink further if it fails to start catching up fairly soon with the green trend.

For these and other reasons, County Commissioners have expressed interest in ramping up sustainability planning both within the County organization, and across County communities. This focus calls for recognizing and enhancing ongoing activities, while building an effective framework for sustainability, including climate change mitigation and adaptation. Yet budget conditions leave little or no room for supporting new efforts.

And in fact, at a minimal cost using a combination of pro-bono professional services and community volunteers, in-line activity by existing staff, and the assistance of a membership support organization like ICLEI USA, Lane County has a prime opportunity to move effectively into a favorable competitive position around green jobs and development.

Membership dues of \$2750 represent a small, effective, and cost-effective investment to anchor and support sustainability planning efforts.

As other ICLEI members have found, and as I can support as well from professional experience, objective benefits of joining ICLEI include tools and professional staff support that readily lead to net savings in absolute dollar terms.

According to Houston, Texas, for example, "From day one, ICLEI has been integral in supporting the City to act upon opportunities to save energy, save money, and reduce emissions in its internal operations as well as in the larger community as a whole."

ICLEI provides to members:

- Technical and programmatic expertise and assistance from Seattle-based regional staff
- Tools, guidebooks, case studies, and other resources, including a library of local government sample ordinances, policies, resolutions, and other documents

- Clean Air & Climate Protection (CACP) Software and training
- Webinar trainings and regional workshops
- State, regional, and national peer networking opportunities
- Regional, state, and federal funding updates, as well as federal and international policy analyses

Current ICLEI local government members in Oregon include Ashland, Beaverton, Clackamas County, Corvallis, Eugene, Hillsboro, Lake Oswego, Lincoln City, McMinnville, Milwaukie, and Portland.

Various local government members around the Northwest and across the country have reported on their cost-effective successes with ICLEI.

King County, Washington: "ICLEI advisors provide tailored, easy-to-understand and effective advice on how to take action against climate change. King County's collaboration with ICLEI continues to be very fruitful."

Anchorage, Alaska: "ICLEI has helped Anchorage move forward on several projects that are cutting emissions and saving taxpayers money."

Olympia, Washington: "ICLEI coached us through the process of measuring our emissions and this has helped us put sustainability into action."

Mayor Michael Bloomberg, New York, NY: "ICLEI membership has been invaluable for New York, as its expert technical assistance was instrumental in helping us to complete our first-ever greenhouse gas inventory."

- Mayor Michael Bloomberg of New York, NY

And the City of Eugene reports that ICLEI has been "an essential and generous partner in Eugene's many initiatives to address climate change. With their expertise we have completed our emissions inventory. Membership has also benefitted us through fostering regional, national and international networks, providing access to a ready-made pool of "experts" and supporting us in the fulfilling our goal to become a model for other cities. Their assistance is worth many times the membership fees."

Compared to other potential initial investments toward catching up in the area of sustainability planning, ICLEI USA membership is both smaller and predictably more profitable in real terms, through concrete savings in operational energy conservation and other leveraged efficiencies.

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