

UCLA Extension

The Transportation/Land Use/Environment Connection

Economic Crisis as Opportunity for Reform

**Jobs vs. the Environment or Jobs and the Environment?
Planning for Green Jobs in the New Millennium**

October 18, 2009

UCLA Extension Introduction

- What is the role of the private sector in responding to public environmental mandates?
- How are firms responding to the increasing market demand for green practices and industries?
- Are green jobs feasible as a business strategy during this time of economic distress?



What is the role of the private sector in responding to public environmental mandates?

- Private sector is conflicted – Good corporate citizenship vs. maximizing shareholder wealth
 - Regulatory uncertainty is the greatest constraint on private sector action
 - Need strong federal/state leadership and regulation
- Private sector is becoming bifurcated:
 - Young business leaders believe and want to act
 - Older business leaders generally stuck in old models and/or do not believe

UCLA Extension Corporate Response to Market Demand

How are firms responding to the increasing market demand for green practices and industries?

- Much 'talking' across numerous industries:
 - Autos – Electric Cars
 - Energy – Renewables, Nuclear
 - Real Estate – Green Buildings
 - Green Internet – News, Shopping, Education
- Action hard to measure
- Risk of unintended consequences



UCLA Extension Green Jobs and Economic Distress

Are green jobs feasible as a business strategy during this time of economic distress?

- Need for clear direction from Washington
- Cost vs. bottom line
- What exactly is a “green job”?

