

Feedback Form Results Third Orange County Cleantech Symposium

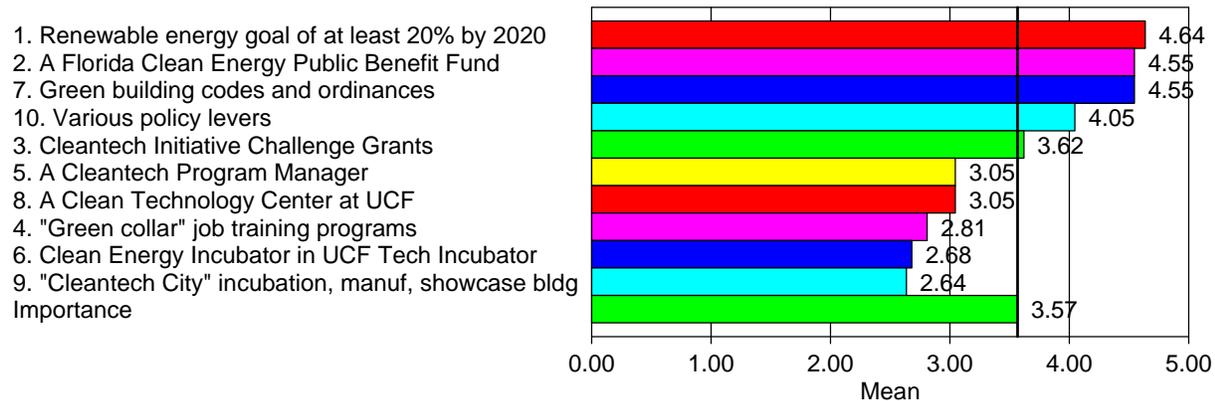
February 18, 2009

The following 10 ideas for promoting the cleantech sector in Metro Orlando were presented, described, and discussed at the Third Cleantech Symposium. They are listed below as they were presented. Abbreviations of these are used in the labels for the charts showing the preferences of the 22 people who submitted a feedback form at the end of the symposium.

1. RPS: Renewable energy goal in Florida of at least 20% by 2020.
2. A Florida Clean Energy Public Benefit Fund
3. Cleantech Initiative Challenge Grants
4. "Green Collar" job training programs
5. Hiring or designating a Cleantech Program Manager
6. Creation of a Clean Energy Incubator within the UCF Technology Incubator
7. Adoption of comprehensive green building codes and ordinances
8. Creation of a Cleantech Center at UCF
9. Creation of a "Cleantech City" incubation, manufacturing, and technology showcase building
10. Various policy levers from procurement policies and relocation incentives to expedited permits and free design review for green buildings

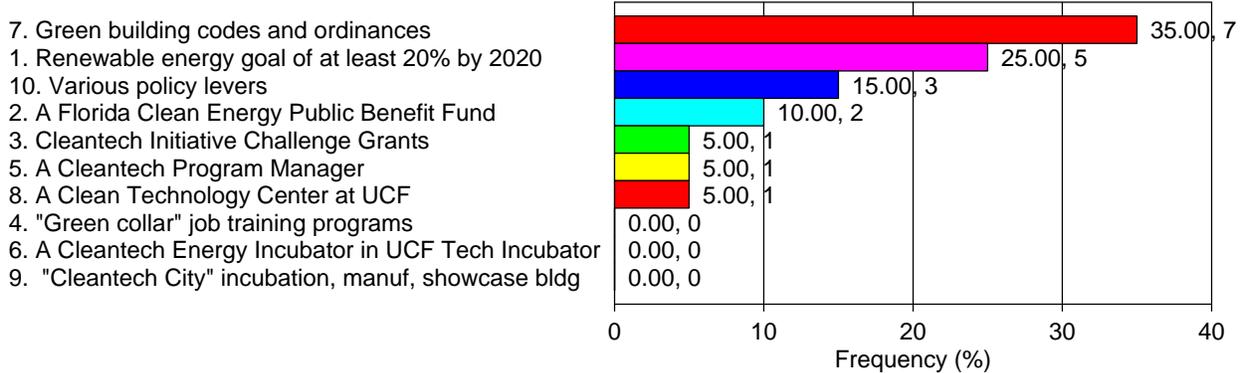
How important is each of the following ideas to promoting the growth of cleantech in Metro Orlando?

Importance



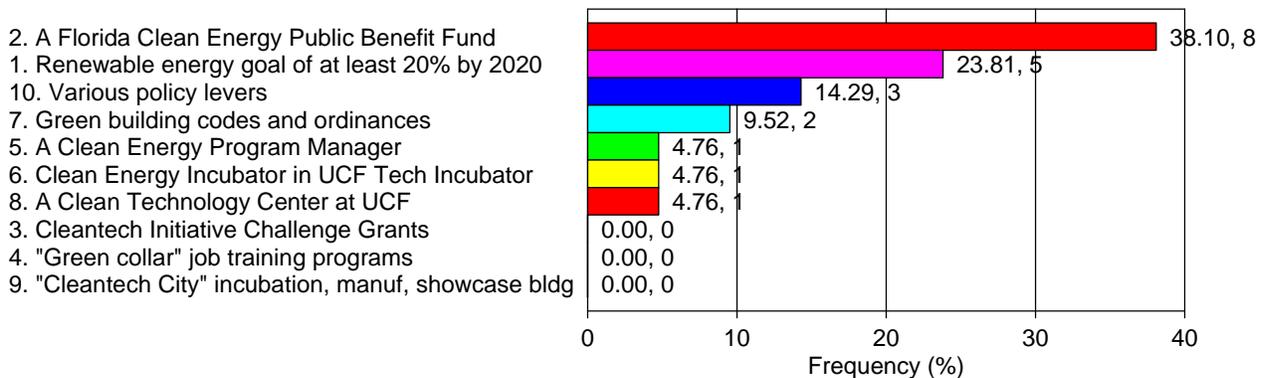
Note: On a scale of 1 to 5, the overall importance of all ideas taken as a group is 3.57.

Which ONE of the ideas presented above, if implemented, would do most to promote the growth of cleantech in Metro Orlando within the next two years? Please select only one idea.



Note: The figures at the end of each bar show the percentage response and the number of responses.

Which ONE of the ideas presented above, if implemented, would do most to promote the long-term growth of cleantech in Metro Orlando (over two years out)? Please select only one idea.



Note: The figures at the end of each bar show the percentage of responses and the number of responses.

What other specific ideas do you feel are as important to growing cleantech in Metro Orlando as the ideas listed above?

- #1 - Market will not bear cost of RPS. Needs to be driven by government incentives and subsidies. Need to tax energy companies such as Progress Energy in a manner that motivates them to support RPS goals and encourage the consumer adoption of alternative energy.

#2 - Use Public Benefit Fund for early stage innovation. Need to focus a large portion of the fund on early-stage and commercialization of innovations in cleantech. This will encourage creation of higher-tech jobs that align with cleantech economic development. NO to solar manufacturing where we are competing with China and lower wage jobs.

#3 - invest in Center of Excellence at UCF. Grant amounts in San Diego not large enough to create jobs. Ideally, need a \$10 million fund to be able to provide \$250k and \$500k awards.

#4 - Green job training programs mainly at community college level. Let this idea evolve because it may be too early since jobs may not exist until incentives are in order.

#5 - Use the EDC to provide a Cleantech Program Manager. No need to hire another person.

#6 - Use current incubators for clean energy incubation. There are already 5 to 6 incubators in the 5-county Orlando region. UCF Tech Incubator, Venture Lab, FSEC, should focus on seed-stage funding of companies in the incubator.

#7 - Will drive construction/renovation jobs in a sector that our region already has a qualified workforce. Will help dormant construction market while meeting green standards. Lean on the expertise at the FSEC (LEEDS experts!).

#8 - Clean Technology Incubator already exists: FSEC and Nanotechnology Center. Enhance and rebrand existing programs at these centers.

#9 - "Cleantech City" is a good idea. It is a later stage tactic in the plan due to cost and the limited cleantech infrastructure we have.

#10 - Policy will be the key driver in the adoption/growth of cleantech investments and jobs in our region.

- Need guarantees for Venture Capital. Funding, Funding, Funding. Markets.
- "Green" Energy policy must be designed to create performance criteria that maximize reduction/elimination of regulated pollutants AND reduction/elimination of greenhouse gas emissions from production, distribution, and use of chemical fuels and electricity. The carbon "footprint" must be disclosed to the consumer at the point of purchase/sale. Definition: gCO₂e/MJ - mass emission of greenhouse gases per unit of energy content in the fuel or product, based on lifecycle assessment of emissions from use of energy needed to make and distribute that fuel or product.
- Motivation/incentives for UCF faculty/staff to support existing businesses as they try to grow.
- Policy must be implemented to change the playing field for all new buildings. This will drive all other areas.
- Encourage branding and marketing efforts, creating an environment where utilizing cleantech is encouraged and fostered.
- Mandate all public entities to energy upgrade their buildings. These programs are at worst revenue neutral, and at best revenue enhancing from the savings of energy. The Florida Local Government Energy Retrofit Program in concert with funding from the economic stimulus program.
- I believe that a blend of government mandates and public early stage funding is the best way to proceed.
- Education: partnerships with science centers and media outlets to brief and educate the public on clean technologies.
- #1 - Should be a renewable energy goal for Orlando as well as the state.

#3 - Should be challenge grants for business.

#6 - FSEC for Cleantech incubator?

#7 - Regarding green building, see the Florida House Learning Center in Sarasota. Develop a carbon footprint definition for widespread cap-and-trade..

#8 - Create the Clean Technology Center at FSEC - especially if this leads to an internal and continuing education curriculum for broadcast.

#9 - "Cleantech City" at Innovation Way

#10 - Use policy levers for "green business" as well as "green building." Already done in City of Orlando.

Strengthen and expand HUB Zone and Enterprise Zone in Orange County for Green Business.

- Where would the Cleantech Manager be? No one discussed.
- The Central Florida Research Park has been successful in military defense and photonics companies. Perhaps a Cleantech Park would create a place where synergies between like companies could be maximized.

A renewable energy goal is important in terms of an immediate and sizable capital investment.

A Clean Energy Benefit Fund is important in the long-term if funded appropriately and used competitively.

- Rebrand and market all we have in cleantech as "Cleantech City."Mandate energy upgrades. Would lead to instant green collar job training.