

RESOLUTION NUMBER R- 284478

ADOPTED ON AUG 08 1994

BE IT RESOLVED, by the Council of The City of San Diego, as follows:

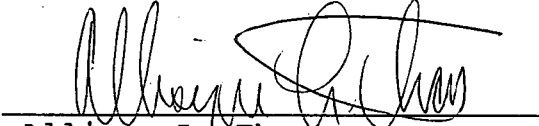
1. That it hereby endorses the proposed Border Environmental Commerce Alliance (BECA), which shall be a regional coalition of United States and Mexico border oriented jurisdictions and public and private entities sharing the common goals of encouraging and assisting the growing environmental industry and the development and commercialization of emerging environmental technologies and methodologies.

2. That it hereby authorizes the City Manager, acting on behalf of the City, and as a co-applicant with the City of Chula Vista, to apply for and accept a grant from the Economic Development Administration, U.S. Department of Commerce, for funding of a Border Environmental Resource Center and Border Environmental Business Cluster, to begin implementation of the BECA goals, under the terms and conditions of the EDA Application - Border Environmental Commerce Alliance (BECA) Summary Sheet, attached hereto as Attachment A and incorporated herein by reference.

3. That the City Manager, or designee the Director of Economic Development Services, is authorized to execute the

necessary documents, contracts, and reports associated with the submission and acceptance of the above-mentioned grant.

APPROVED: JOHN W. WITT, City Attorney

By 
Allisyn L. Thomas
Deputy City Attorney

ALT:lc
07/26/94
Or.Dept:EDS
R-95-180
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EDA APPLICATION - BORDER ENVIRONMENTAL COMMERCE ALLIANCE (BECA)

• Summary Sheet •

Applicants: City of Chula Vista - lead applicant
City of San Diego - co-applicant

BECA Purpose: The proposed Border Environmental Commerce Alliance is a regional coalition of United States/Mexico border oriented jurisdictions and public and private entities sharing the common goals of encouraging and assisting the growing environmental industry and the development and commercialization of emerging environmental technologies and methodologies, thereby generating economic and environmental benefits for the entire border area.

BECA Initiatives: Border Environmental Technology Resource Center (BETRC) - The BETRC will act as a "satellite" to the City of San Diego's High Tech Resource Center, providing technical assistance services from a location convenient to South San Diego Bay industry, and at the same time offering a specialized regional service in terms of environmental technology-related expertise. The BETRC will be the San Diego regional technology center specializing in the environmental field.

Border Environmental Business Cluster (BEBC) - BEBC will encourage environmental business start-ups by providing a common site where these small businesses can co-locate in order to benefit from the resulting synergies and tap into BECA related resources. As one of three State-sponsored environmental incubators, the BEBC will promote the environmental industry and technologies, support defense conversion and job creating efforts, and demonstrate how small and start-up businesses can operate in an environmentally responsible manner, utilizing sustainable technology practices within their companies.

BECA Demonstration Area - In keeping with the border orientation, a BECA Demonstration Area is proposed for South San Diego County, to encompass portions of the County of San Diego, portions of the City of San Diego, and the Cities of Chula Vista, National City, and Imperial Beach. The Demonstration Area would be developed as a pilot program to develop and demonstrate targeted financial incentive programs to businesses achieving established objectives pertaining to the development and utilization of environmentally friendly technologies.

Programs to be funded by EDA:

- 1) Border Environmental Technology Resource Center
- 2) Border Environmental Business Cluster

Partners:

- San Diego Technology Council
- San Diego Regional Technology Alliance
- Southwestern College
- California Trade and Commerce Agency
- California Environmental Protection Agency (CalEPA)
- California Energy Commission
- San Diego Economic Conversion Council
- San Diego Economic Development Corporation
- San Diego South County Economic Development Council
- Many others

Funding: The EDA request is estimated at approximately \$2.6 million over 2-3 years. The budget assumes that the City of Chula Vista provides the BETRC/BEBC facility and includes matching in-kind services from numerous BECA partners. No funds are being requested from the City of San Diego.

Timing:

- Formal proposal to EDA regional office Late August 1994
- Final proposal to EDA Washington office October 1994

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ATTACHMENT A

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BORDER ENVIRONMENTAL TECHNOLOGY RESOURCE CENTER (BETRC)

■ A Border Environmental Commerce Alliance (BECA) Initiative

The Border Environmental Technology Resource Center (BETRC) will become the cross-border, one-stop source for state-of-the-art environmental technology information, and technical assistance, export assistance and general business development assistance. The Center will also offer leading edge pollution prevention and waste minimization training, and environmental regulatory compliance services. The BETRC will link directly to the San Diego High Technology Resource Center and its public/private partners such as the Center for Applied Competitive Technologies (CACT), UCSD Connect, the Federal Lab Consortium and the Supercomputer Center. The Center will also be an integral part of the State-designated San Diego Regional Technology Alliance, providing specialized expertise to businesses seeking state and federal funding for environmental technology commercialization. The BETRC is to be located in the City of Chula Vista 7 miles north of the U. S.-Mexican border.

ENVIRONMENTAL TECHNOLOGY CLEARINGHOUSE

The BETRC will serve as a cross-border environmental technology and regulatory clearinghouse. This is a response to the tremendous volume, complexity, and current decentralization of information related to the environmental industry, emerging pollution prevention technologies, and compliance issues. The BETRC will assist businesses on both sides of the border in understanding what information and assistance is available and how to access it including environmental database access, professional research services, and personal counseling.

TECHNICAL ASSISTANCE

The BETRC's staff will provide technical assistance in the following areas:

- Environmental laws and regulations
- Environmental Technology Transfer/Commercialization
- Analysis of Existing Manufacturing Applications and Assistance in Applying Sustainable Technologies/Environmental Management Techniques
- Matching of Environmental Technology with Manufacturing Production Capacity
- Accessing International Procurement/Contract Opportunities

EXPORT ASSISTANCE

The BETRC will provide specialized service related to expanding markets for U.S. based environmental technologies/goods/services in foreign countries, with an emphasis on Mexico. Center staff will assist in identifying and accessing US and International markets and distribution channels. Staff will identify and match U. S. product/service providers with Mexican companies needing to meet environmental standards and to improve operations/productivity through front-end pollution prevention techniques. Additionally, the BETRC will offer seminars, tours and reverse trade missions for Mexico government officials and private business representatives interested in such topics as energy conservation and pollution prevention, as well as joint venture partnerships or contracting opportunities.



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BUSINESS DEVELOPMENT & FINANCIAL ASSISTANCE

The BETRC will link with the Southwest Small Business Development and International Trade Center, the San Diego High Tech Resource Center, and broad ranging other environmental industry support services - academic, public and private - to assist environmental businesses in areas such as business planning, management and productivity training. The center will also offer international matchmaker services and be a clearinghouse for environmental industry financing resources, including proposed BECA demonstration program incentives.

TRAINING

One-on-One counseling and training seminars for cross-border companies will be held in areas such as hazardous waste disposal, the incorporation of cutting-edge pollution prevention methods into manufacturing processes, and waste reduction strategies.

ENVIRONMENTAL COMPLIANCE ASSISTANCE

The BETRC proposes to provide a satellite center to the existing Business Environmental Assistance Center (BEAC) at Cal State Fullerton. The BETRC will serve U. S. and Mexican companies seeking assistance in environmental compliance and will serve as a matchmaker for Mexican companies needing compliance related consulting services or equipment.

RECRUITMENT OF ENVIRONMENTAL INDUSTRIES

By staying aware of emerging trends in the environmental industry, (both in the academic R&D centers and the private sector), and the cross-border market, BETRC staff will target and recruit up and coming companies to the Border area.

CROSS BORDER LINKAGES

The BETRC will strengthen linkages with environmental public and private agencies and businesses on both sides of the border, and enhance exchange of information, products and technologies through formal and informal partnerships for the benefit of the emerging environmental industry as well as the communities along the border.