Proposed General Plan Update Goals, Policies, and Implementation Actions

Clean Technology

San Jose is an internationally recognized center for Clean Technology, and is a global leader in the development and adoption of clean technology products and practices. The development of clean technology in San Jose helps achieve the City's Vision for an Innovative Economy, Environmental Leadership, Healthy Neighborhoods, Diversity, and Social Equity.

Clean Technology jobs advance the research, development and commercialization of technology, products, and services that increase energy efficiency; expand clean energy production; reduce greenhouse gas emissions, waste, and pollution; and/or conserve water and other natural resources.

The development of Clean Technology industry advances environmental and economic objectives in one or more of five sectors: (1) Clean Energy; (2) Energy Efficiency; (3) Environmentally Friendly Production; (4) Conservation and Pollution Mitigation; and (5) Training and Support.

Goal CT-1: Promote the development of Clean Technology businesses and the adoption of Clean Technology products and services. To continue San Jose's role as a global leader in Clean Technology, promote the creation of at least 25,000 Clean Technology jobs by 2022 and at least 50,000 Clean Technology jobs (or at least 7% of San Jose's total jobs) as Clean Technology jobs by 2040.

Policy CT-1.1 Continue to develop and implement City policies that strategically support the development of Clean Technology.

Policy CT-1.2 Promote research of innovative Clean Technology products and services.

Policy CT-1.3 Develop City-sponsored business incubators to support the generation of new Clean Technology companies within San Jose.

Policy CT-1.4 Assist Clean Technology companies with prototyping, demonstration, and testing of products and services.

Policy CT-1.5 Support strategies and programs that facilitate development and production of Clean Technology products and services.

Policy CT.1.6 Educate residents about Clean Technology and develop and implement strategies to encourage San Jose residents to adopt Clean Technology products and services.

Action CT-1.7 Assess annually the success in achieving at least 25,000 new Clean Technology jobs by 2022. Assess annually the success in achieving at least 50,000 new Clean Technology jobs or at least 7% of the City's total jobs in Clean Technology by the year 2040.

Clean technology is a subset of the larger economic development strategies for San Jose. Broader economic development goals and policies (such as protection of industrial lands, creation of partnerships, and workforce development) will apply to clean technology and will be presented to the Envision San Jose 2040 Task Force along with other cross-cutting economic development strategies.