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**SAN JOSE GREEN VISION NAMED BEST SUSTAINABLE  
DEVELOPMENT PROGRAM IN U.S. FOR A BIG CITY BY  
INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

SAN JOSE, CALIF., October 13, 2009—Acknowledging the City of San Jose's Office of Economic Development (OED) for its leadership role in the San Jose Green Vision, the City's sustainable development program, the International Economic Development Council (IEDC) presented an award to the California municipality at IEDC's Annual Conference in Reno, Nev.

"I'd like to thank IEDC for recognizing San Jose's pioneering efforts to grow our local economy and create jobs, while addressing some of today's greatest environmental challenges," said San Jose Mayor Chuck Reed. "I hope that we can serve as an inspiration for other cities around the world to embrace clean tech innovation and sustainability."

Competing in the category of Sustainable and Green Development by organizations serving areas with populations exceeding 200,000, San Jose OED was cited as a clear standout with the San Jose Green Vision program.

“Furthering economic development is rarely a simple task in the best of times, and advancing the cause in the midst of a global financial crisis is nothing less than arduous,” said Ian Bromley, IEDC chair. “As the consequences of the widespread economic turmoil have taken hold, we have seen our members become even more ardent proponents of economic development, flying in the face of one of the most challenging economic environments we have experienced in our careers. We proudly present this award to the San Jose Office of Economic Development for its superior work during these difficult times.”

The San Jose Green Vision program set 10 ambitious goals for environmental protection and economic development. This 15-year plan, debuted in Oct. 2007 by Mayor Reed, envisions creating 25,000 Clean Tech jobs; building or retrofitting 50 million square feet of green buildings; installing 100,000 solar roofs accounting for 1/10 of Governor Arnold Schwarzenegger's Million Solar Roofs Plan for California; reducing per capita electricity use by half; becoming a zero waste city; recycling and reusing 100 percent of the city's water; and moving to 100 percent renewable energy.

“A vital cycle of success in the public sector requires growing an economy that enables prosperity for all and helps create a vibrant, sustainable community with a high quality of life. The Green Vision is our roadmap to do just that: it ensures that economic development and environmental efforts benefit individuals at all levels of the economic spectrum, as well as businesses at key stages in incubation, attraction and retention,” said Paul Krutko, Chief Development Officer, City of San Jose.

For more information, visit [www.sanjoseca.gov/greenvision/](http://www.sanjoseca.gov/greenvision/).

**ABOUT THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

The International Economic Development Council (IEDC) is headquartered in Washington, DC. Its mission is to provide leadership and excellence in economic development for communities, members and partners. IEDC's professional economic development awards annually recognize excellence in the economic development profession.

**ABOUT THE CITY OF SAN JOSE'S OFFICE OF ECONOMIC DEVELOPMENT**

The City of San Jose's Office of Economic Development (OED), part of the San Jose Office of the City Manager, is committed to a vital, competitive San Jose economy that increases prosperity for people and companies and enhances City revenues. The Office—which includes the San Jose Office of Cultural Affairs—guides the City's economic strategy, provides assistance for business success, helps connect employers with trained workers, and provides art and cultural resources to our community. For more information, please visit, [www.sjeconomy.com](http://www.sjeconomy.com).

**ABOUT THE CITY OF SAN JOSE**

From its founding in 1777 as California's first city, San Jose has been a leader, driven by its spirit of innovation. Today, San Jose stands as the largest city in Northern California and the Capital of Silicon Valley—the world's leading center of innovation. The city, the 10<sup>th</sup> largest in the U.S., is committed to remaining a top-ranked place to do business, to work and to live. For more information, visit, [www.sanjoseca.gov](http://www.sanjoseca.gov).

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