

December 15, 2010

As California business owners and entrepreneurs who are responsible for job creation in our state, we applaud the California Air Resources Board (ARB) for creating the standards and economic mechanisms to move California out of an expensive fossil fuel-based economy to an economically viable, clean energy future.

We encourage ARB to adopt the proposed market system that levels the playing field between dirty and clean energy, provides business owners with new opportunities to grow their businesses, and spurs the transition to a low carbon economy. As representatives of small/mainstream and clean tech businesses and associations, we stand united in our support for an emissions trading program that strikes the appropriate balance between the need to spur development of jobs while keeping costs low to smooth the transition. The program that ARB has proposed sends the right market signals and provides the needed certainty to enable us to make good business decisions.

For more than 30 years, California has been at the forefront of creating clean energy policies. As a result, these policies are stimulating innovation and efficiency, positioning the state as a technological leader in this thriving global marketplace, and creating new businesses and jobs.

During these recessionary times, the clean energy economy is one of the few bright spots in the California economy. The state's global leadership in green innovation has continued to grow despite the overall global downturn, attracting billions in investment dollars to our economy. Reducing carbon and increasing efficiency improves the bottom line for our state and for our businesses, giving us a competitive advantage and protecting us from volatile fossil fuel spikes and economic price shocks.

An effective market system that provides monetary incentives to move to clean energy and reduce carbon will grow our economy, create jobs and provide a safer, more prosperous future for all Californians.

Sincerely,

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