



WHEATON SUSTAINABLE INNOVATION ZONE

U.S. Department of Energy
National Renewable Energy Laboratory
Golden, Colorado
June 13, 2023

Inclusive
Energy
Innovation
Prize



U.S. DEPARTMENT OF ENERGY



Leading the Way



Wendy Howard
Executive Director, CC-P®
One Montgomery Green
wendyh@onemontgomerygreen.org

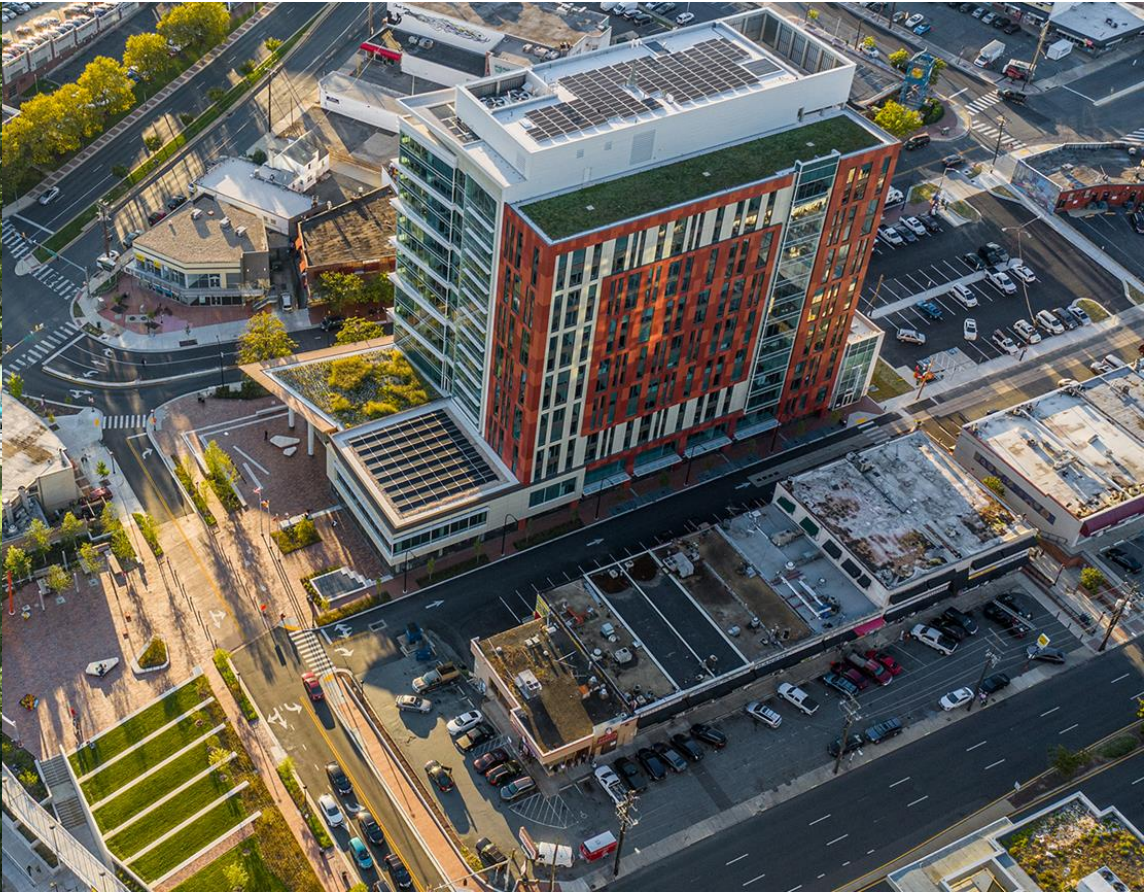


Emily Bernard
Program Manager
Bethesda Green
emily@bethesdagreen.org

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Wheaton, Maryland



Wheaton, Maryland



Diversity in Wheaton:

- 44% Hispanic
- 23% White
- 15% Black
- 13% Asian
- 5% Other

Wheaton HQ Mural project by Nicole Bourgea in 2021

Wheaton, Maryland - Demographics

2020 POPULATION
51,191

2020 MEDIAN
HOUSEHOLD INCOME
\$88,241

Montgomery County \$117,345

2020 MEDIAN
PROPERTY VALUE
\$383,600

Montgomery County \$500,000

2020 POVERTY RATE
9.98%

Montgomery County 6.9%

Source: Data USA



Remembering Adam Roberts, Former WSIZ Leader



Adam Roberts
Executive Director,
Bethesda Green
(1968 - 2022)

Foundation



Engaging the Community for a Clean Energy Future

Economic Development



Climate Resilience



Climate Justice



Equitable Innovation



Wheaton Sustainable Innovation Zone Pillars

Green Savings



Cost reduction
Funding access

Green Opportunities



Business development
Entrepreneurial programs

Green Talent



Green jobs
Workforce skills

Green Places



Sustainable transportation
Parks & rain gardens

Our Team



One Montgomery Green



ONE MONTGOMERY GREEN
CLIMATE RESILIENCY PROJECT

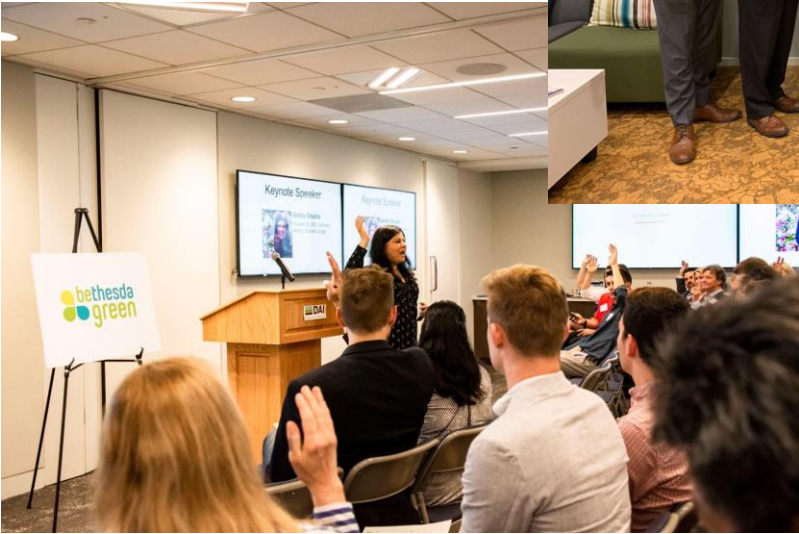
Empowering Communities to Create Change



OMG! The **hottest** temperatures over the last 100 years happened **after the year 2000** (with the exception of 1998).

ONE MONTGOMERY GREEN

Bethesda Green



Be Green Business - Innovation Lab Pitch Events



Be Green Living – Environmental Education & Recycling Campaigns



Montgomery County Economic Development Corporation



TALENT



CONNECTIVITY



INNOVATION



DIVERSITY



ACCESS TO CAPITAL



INFRASTRUCTURE



TOP SCHOOLS



SUSTAINABILITY

Global Urban Development



Porto Alegre Sustainable Innovation Zone (ZISPOA)



Sustainable Innovation Zones Combine 6 Key Elements:

- Innovation and Technology
- Entrepreneurship and Startups
- Sustainability and Resource Efficiency
- Creativity and Collaboration
- Participatory Community Management
- Business-Friendly Environment



Rio Grande do Sul Leapfrog Economic Strategy: Most Sustainable and Innovative Place in Latin America by 2030



Solar Electric Car Charging Station



Solar "Tree"

Map of ZISPOA



ZISPOA Sustainable Innovation Hub

Alignment with Prize Goals: Initial Alignment

Goal #1:
Enable Clean Energy
and Climate Innovation
Entrepreneurship
Programming

Goal #2:
Increase Participation in
Clean Energy and Climate
Smart Job Training and
Placement

Goal #5:
Enable Development
of Replicable Clean
Energy Transitions

Goal #3:
Foster Grassroots
Innovation

Goal #4:
Raise Awareness
about Funding
Opportunities

Phase Two Activities



Community Engagement: Early Steps



- **Hired a Community Manager**
- **Developed strategy for community engagement**
- **Reached 125 businesses**
- **Attracted 190 attendees**

Community Engagement: Stakeholder Advisors

WSIZ ADVISORY COMMITTEE



JAMES MENSAH
FAs Marketplace,
Owner



FATA ANTOINETTE TOGBA MENSAH
FAs Marketplace,
Owner



JIM EPSTEIN
Wheaton Urban
District Advisory
Committee, President



WILLIAM MOORE
Wheaton & Kensington
Chamber of Commerce,
President



PEDRO MATAMOROS
Franks Burgers,
Owner



TINA MWEBAZA
Hakuna Matata Grill,
Owner



DAVE TAGHIPOUR
All Eco Design
Center, Owner



OMAR LAZO
Los Chorros,
Owner



JORDAN TAYLOR
Montgomery County
Green Bank



MIRZA DONEGAN
Griswold Home Care,
Owner



FILIPPO LEO
Filippos Italian
Specialties, Owner



DANIEL PARRA
Hispanic Chamber of
Commerce Montgomery
County, Executive
Director



MICHELLE JOSEPH
Next Generation, Inc.,
President



DOUG WEISBURGER
Montgomery County
Department of
Environmental Protection



SCOTT DICKE
Commercial
& Industrial
Montgomery County
Green Bank



PHIL SINGERMAN
Montgomery County
Economic Developmen
Corporation



CRYSTAL RUIZ
Montgomery County
Government –
Wheaton Urban District,
Chief of Operations



LUISA CARDONA
Montgomery County
Government, Regional
Service Director



SIDNEY COOPER
Wheaton Urban
District, Marketing &
Events, Manager



ANTHONY FEATHERSTONE
WorkSource
Montgomery Wheaton,
Executive Director



ANA ARRIAZA
Montgomery County
Government, Partnership
Engagement Program,
Manager



BEN MARGOLIS
Breakthrough
Energy, Business
Developer



Spotlight on Omar Lazo, WSIZ Advisory Stakeholder



“We [WSIZ] had a session regarding composting, and I’m working with other business owners to start a commercial composting program here in Wheaton...and I’m excited for what’s to come.”

– Omar Lazo, Owner Los Chorros

Community Engagement: Walking Tour of Wheaton



Welcome Lunch with Olle Dierks
May 2022

Community Engagement: Walking Tour of Wheaton



MAY 10, 2022

WHEATON SUSTAINABLE INNOVATION ZONE

International Lunch and Walking Tour with VIP Guests



All Eco Design Center, Wheaton



Community Engagement: Knowledge Sharing



Seminar on Sustainable Transportation Technology with Marcus Coester
March 2023

Community Engagement: Knowledge Sharing



Wheaton Sustainable Innovation Zone Mixer
November 2022

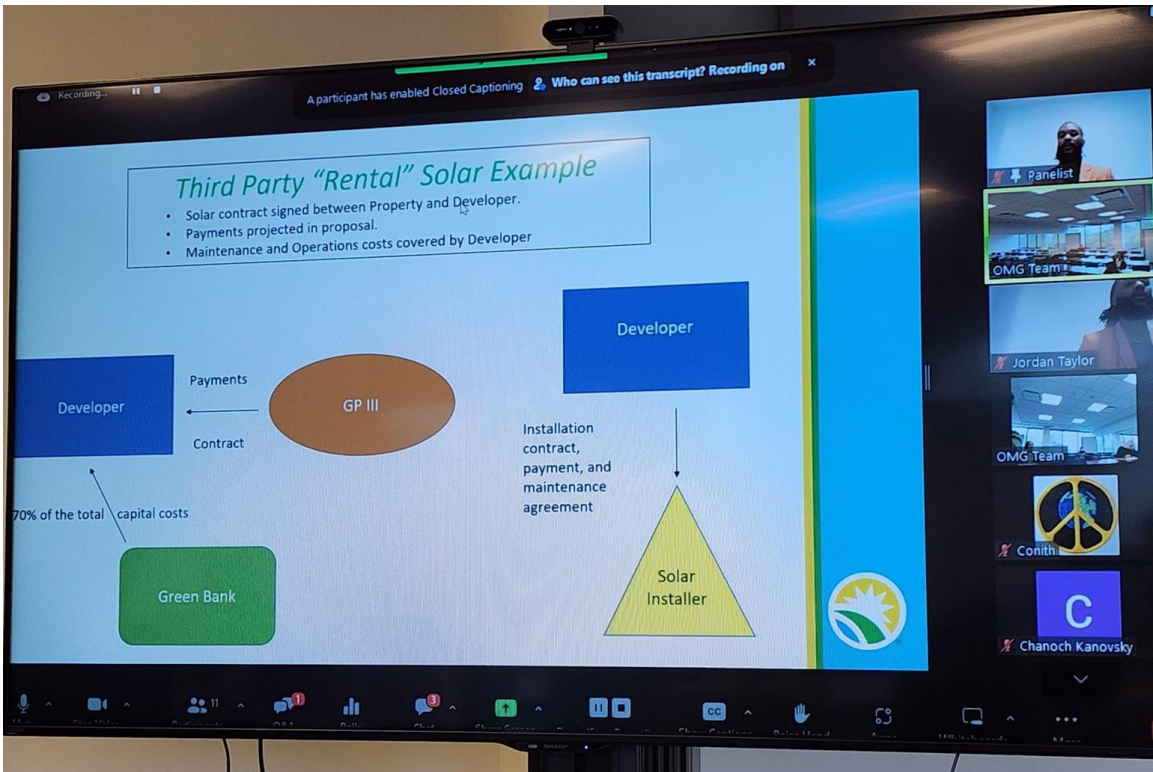
Community Engagement: Knowledge Sharing



Wheaton Sustainable Innovation Zone: Tackling Food Waste
February 2023



Community Engagement: Knowledge Sharing



Solar Workshop for Faith & Community Leaders
April 2023



IMPACT



Outreach Partners



THE RARE PERSPECTIVE
STRATEGIC STORYTELLING



NEXT GENERATION, INC.
CULTIVATING LEADERS



WorkSource
MONTGOMERY



WHEATON



MONTGOMERY
COUNTY
FOOD COUNCIL



MONTGOMERY PARKS



Green Plate Catering
"Good for you. Good for the Earth."



Wheaton & Kensington
Chamber of Commerce



Montgomery, MD

Outreach Partners



Montgomery County Energy Summit
March 2023



Montgomery GreenFest
April 2023

Entrepreneurial Training



WSIZ Business Workshop Series
May 2023



Carbon Reduction Roadmap



Enter your address to see your footprint

Log in

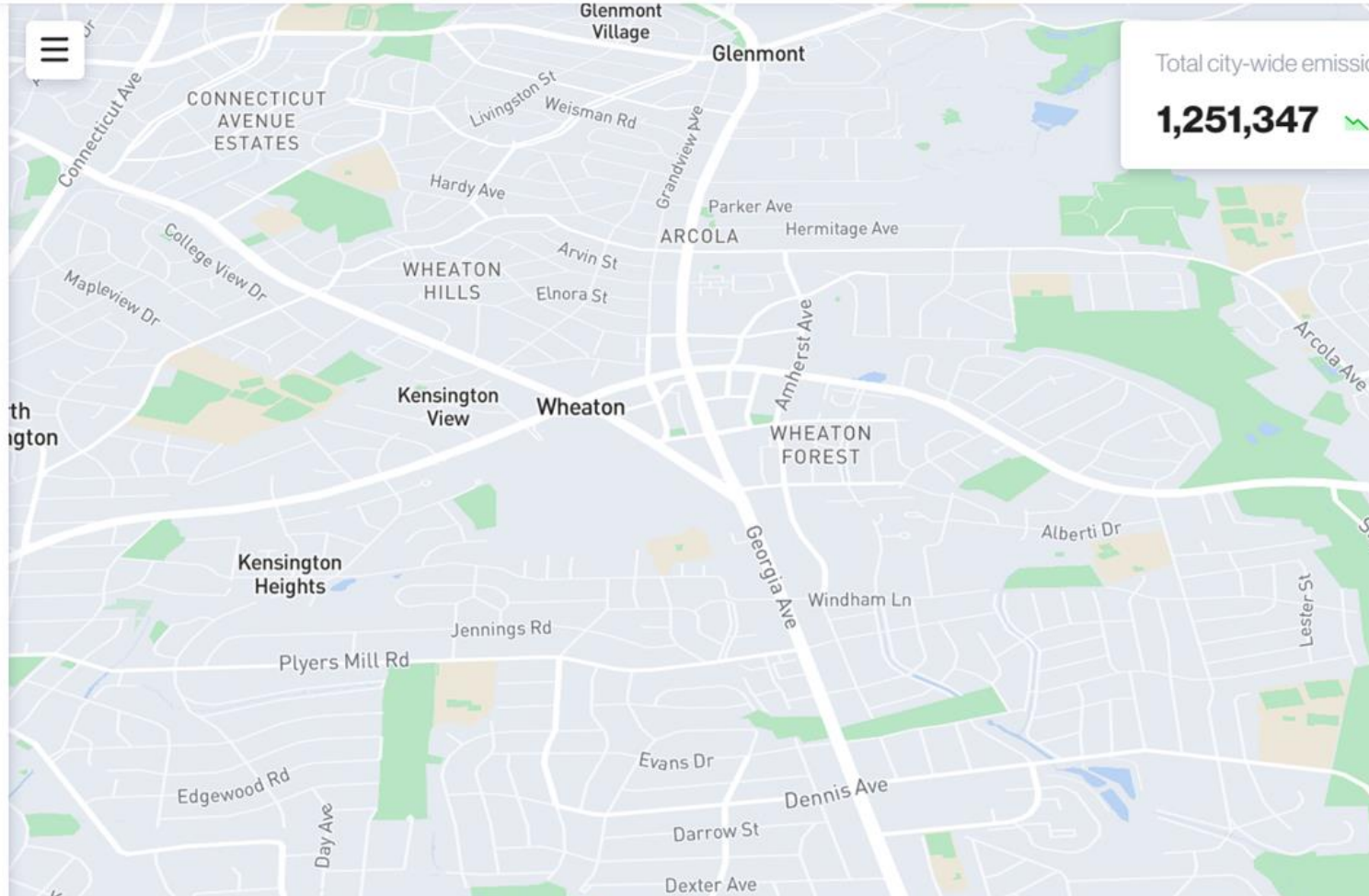
Create

- Residential**
- Commercial
- Industrial
- Transportation

22.61% of the city's emissions comes from the residential sector.

Explore options

Electricity	21.78%
Heating	8.14%
Cooling	9.23%
Lighting	12.85%
Cooking	3.98%
Water heating	19.16%
Appliance	21.08%



Project Visibility



Montgomery County Council
Rockville, MD
February 2023

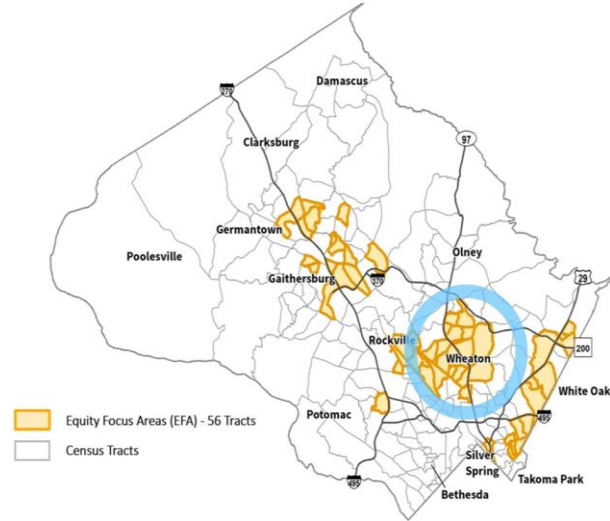


Alignment: State Priorities



Maryland Governor Wes Moore, speaking in Gaithersburg at the largest Rooftop Solar Installation in Maryland April 2023

Alignment: Local Priorities - Equity Emphasis Area



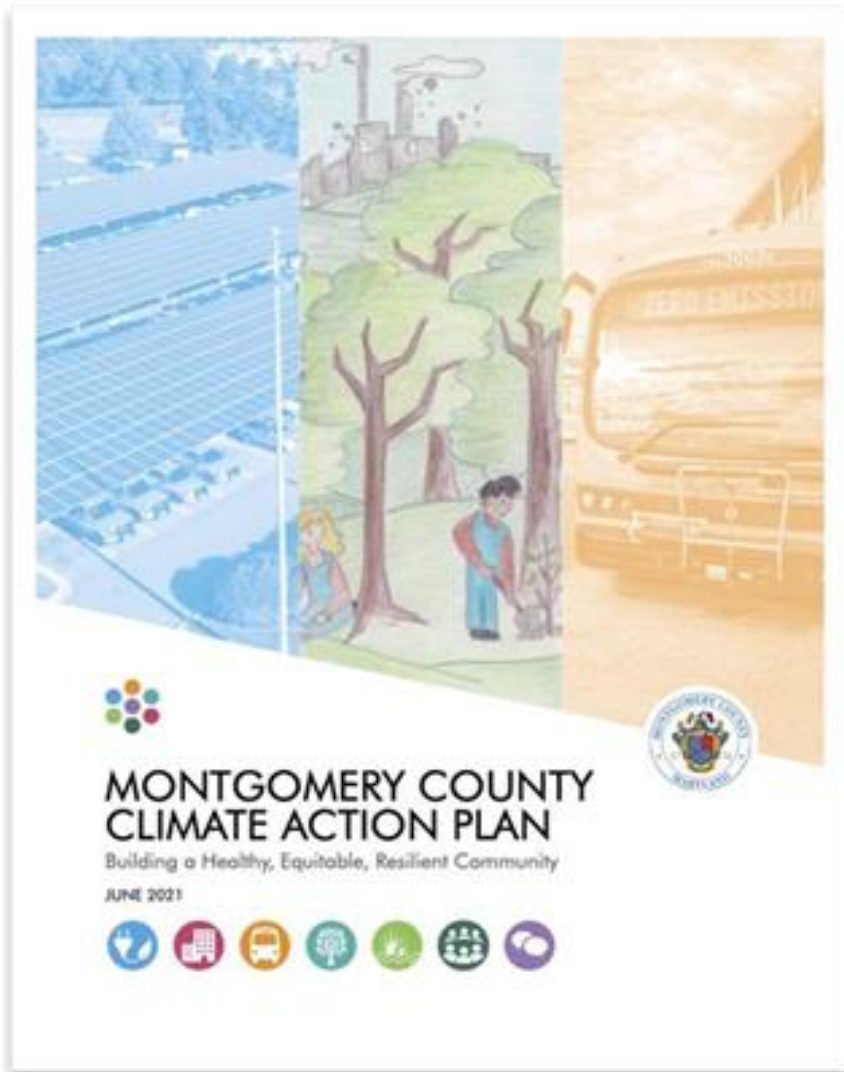
Montgomery County
GreenBank

Your partner for clean energy

Montgomery County Green Buildings Now Act of 2022:
20% of Green Bank Funds to Equity Emphasis Areas



Spotlight on Dept. of Environmental Protection (DEP)



The WSIZ project “dovetails with the County’s Climate Action Plan as well as Federal commitments to fund projects that work at the intersection of climate resilience, economic development, and equity and inclusion.”

Excerpt from Letter of Support –
Adriana Hochberg former
Acting Director, DEP

FUTURE



Alignment with Prize Goals: Moving Forward

Goal #1:
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and Climate Innovation
Entrepreneurship
Programming

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Opportunities

B Corp and Green Business Certification

The Wheaton Sustainable Innovation Zone will bring..

GREEN OPPORTUNITY

Increasing jobs and income through development of businesses and expanding markets for resource efficiency, sustainability, and clean technologies.



GREEN SAVINGS

Cutting costs for businesses, families, communities, and governments by efficiently using renewable resources and by reducing and reusing waste while leveraging public/private funding for business growth.



GREEN PLACES

Establishing sustainable transportation and infrastructure and protecting the natural and built environment, to create more healthy, vibrant, prosperous, and resource-efficient areas and communities.



GREEN TALENT

Investing in fundamental assets such as education, research, technological innovation, and modern entrepreneurial skills, because people are now the world's most vital green economic resource.



..to Wheaton, and make Wheaton a stronghold of B Corp Certified businesses in Montgomery County.



For more information on becoming a B Corp, visit www.wsizmd.org or contact us at info@wsizmd.org.



B Corp Brochure

The Wheaton Sustainable Innovation Zone's goal is to cultivate and maintain a sustainable innovation ecosystem for climate and energy technologies, while reducing barriers to equal opportunity in the Wheaton community.



Use this QR code to visit our website



Green Talent

Market Trends:

“... **92%** of executives say that they will build new businesses that address sustainability (green)

McKinsey & Company

“... green jobs to grow at a rate of **8.6%** over the next decade...”

Bureau of Labor Statistics

“... **875,000** Americans work in “green jobs” today.”



Green Places



Marian Fryer Plaza & Wheaton Veteran's Park RainScapes Garden

Community Collaboration



Wheaton DOWNTOWN STUDY

*What do you want to see happen in
Wheaton in the future?*

- **Revitalization**
- **Walkability**
- **More Trees**
- **Native Plants**
- **Incentives**



Why This Is Worth It



Let's Work Together!

Together we will:

- 1. Grow and create more diverse business sectors**
- 2. Attract, retain, and expand existing businesses**
- 3. Support entrepreneurs**
- 4. Embolden a diverse and talented workforce**

Conclusion





WHEATON SUSTAINABLE INNOVATION ZONE

Thank you!