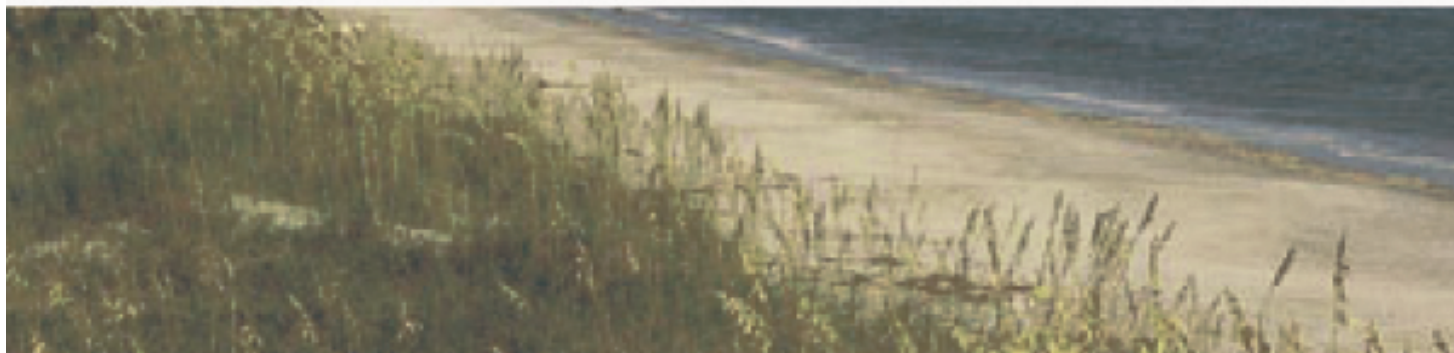




# The Hydrogen Economy and Regional Quality of Life: Getting the Connection

Presentation to First Hydrail Conference  
May 6, 2005



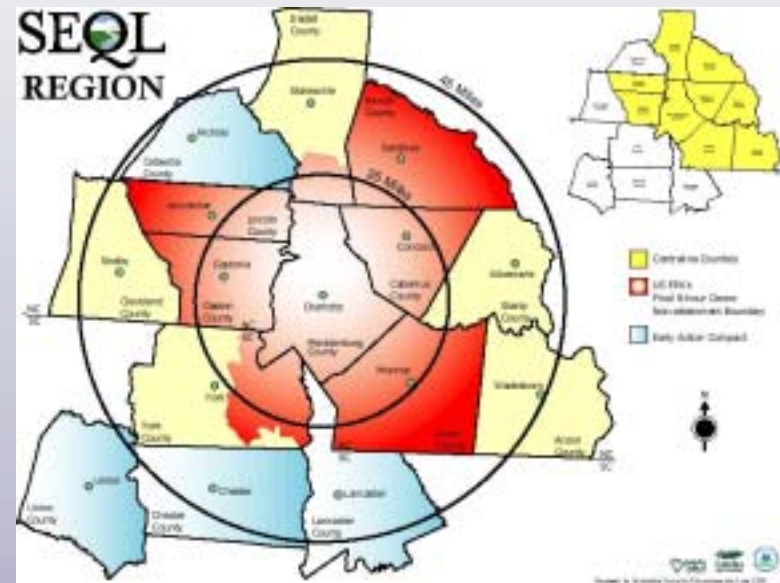
## Quality of Life—A Key Regional Concern

- An economic development attractor
- Includes environmental factors:
  - Clean air
  - Clean water
  - Attractive land use and open spaces
- Includes cutting-edge industries
- “Creative Class” mentality



## Centralina Addresses These Concerns...

- **SEQL—Sustainable Environment for Quality of Life**
  - Air
  - Land Use/Growth
  - Water
  - Transportation
  - And linked to Energy and Economy
- **RCEDS—Regional Comprehensive Economic Development Strategy**
  - A regional approach to economic growth and vitality



## SEQL Goals

- **Implement regionally-endorsed environmental initiatives**
  - Over 63 jurisdictions signed on; over 80 jurisdictions implementing over 520 actions
- **Engage in ongoing regional Integrated Environmental Planning and action**
  - Sub-regional meetings at which local officials defined integrated planning for SEQL and told us to help find ways to carry it out—tools being developed now
- **Institutionalize environmental considerations in local and regional decision-making**
  - The next step—taking it from ad-hoc “good thing” to “practice”



## RCEDS Goals

- **Consider current state of the economy and link regional economic strategies to emerging technologies**
  - Initial planning process included over 500 local and regional public and private sector leaders
- **Engage in regional implementation for targeted activities**
  - Includes fundraising for activities such as promotion of advanced manufacturing processes and/or integrated systems
- **Monitor and report on progress to ensure accountability**
  - To promote opportunities for collaboration





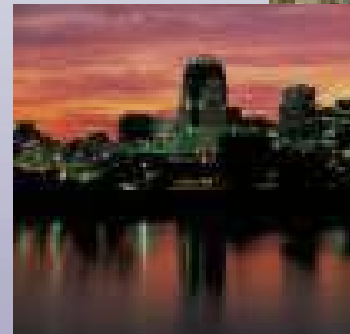
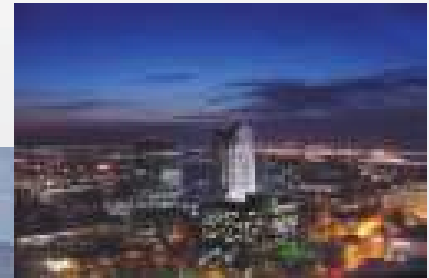
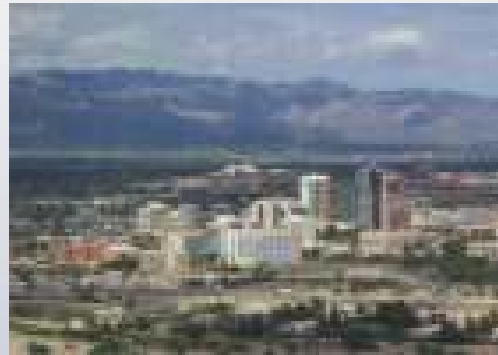
## How Hydrail/Hydrogen Fits In...

- **Environmentally Friendly**
  - Takes a “good thing” for air quality and potentially makes it “great”
- **Creatively and Economically Stimulating**
  - Cutting edge to attract new minds and new talent to the region
  - Fits in with RCEDS priorities and goals for emerging technologies
- **Geographically Feasible**
  - At the confluence of NC and SC hydrogen/fuel cell efforts
  - Supports/complements motorsports and automotive-related industries



## Why This Matters...

- 30-year growth projections show us adding 1.7 million people to an 11-county area by 2030
- Making that work sustainably means:
  - Economy-environment link
  - Creative ways to move people
  - Finding ways to protect our treasures



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