



# 2022 INNOVATION PITCH AND PILOT: CARBON NEUTRAL ENERGY

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Economic Initiatives Committee

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# INNOVATION COMPETITION PROPOSAL

## Goals

- Discover innovative, technology-enabled solutions that address policy objectives and reinforce energy innovation efforts
- Build the innovation ecosystem in Fairfax County
- Support carbon neutral technology business development in Fairfax County

## A 'Pitch and Pilot' event overview

- Call for solutions is issued for firms to respond to
- Selected firms pitch their solution to a panel of experts
- A winning firm / solution is selected to consider piloting the solution in Fairfax County

Pilot projects are new platforms we can use to build our innovation economy – Fairfax is building a brand as a place for innovation.



# 2022 PITCH AND PILOT PARTNERS

## **Department of Economic Initiatives**

- Role: Project manager, foster smart cities innovation as a catalyst for sector and business development

## **Office of Environmental and Energy Coordination**

- Role: Provide policy framework, technical expertise, and operational oversight of project implementation

## **Smart City Works**

- Role: Work with Fairfax County to assemble the selection committee and judges, organize related panel, attract sponsors and organize the pitch and pilot event.

# 2021 PITCH & PILOT: BIKE & PED SAFETY

**Challenge to firms:** Pitch viable, cutting-edge solutions to increase bike and pedestrian safety

## **Street Simplified Pilot Project:**

- Prioritizes equity impact residents and communities
- Maintains resident privacy and data security
- Currently planning for sensor integration at top 30 locations in the County
- Has the potential to scale

2021 WINNER

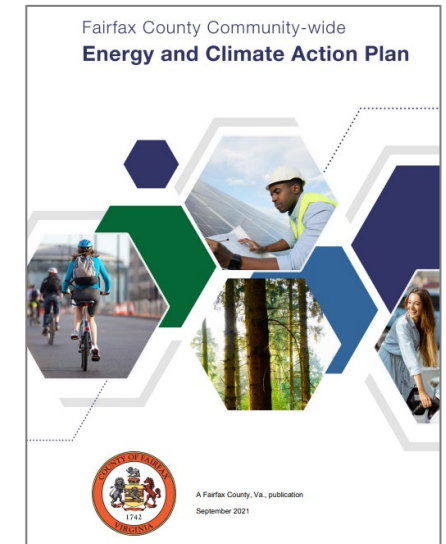
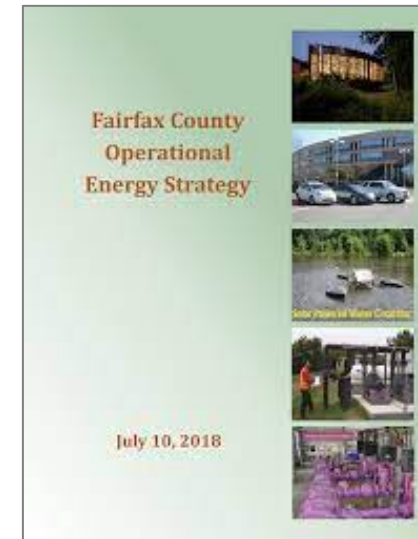
**STREET**  
simplified

## **PROJECT PARTNERS**



# CONNECTION TO SUSTAINABILITY STRATEGIES

- Community-wide Energy and Climate Action Plan
- Carbon Neutral Counties Declaration
- Fairfax County Operational Energy Strategy
- Fairfax Green Initiatives Implementation Matrix
- Resilient Fairfax Effort (in development)
- Countywide Strategic Plan



# BUILDING ON ASSETS AND STRENGTHS

- Nearly 9,000 technology firms in Fairfax County
- Emerging firms here: Tysons-based 'Potential Energy DC' accelerator and angel network
- Some specialization in green research, design and consulting & energy efficiency clusters
- Academic – talent development and commercialization opportunities
  - GMU Center for Climate Change Communication
  - GMU Institute for a Sustainable Earth
  - NOVA – GMU Advance Program

# NEXT STEPS

- Select specific area of focus
- Develop Pitch and Pilot summary and send “Call for Solutions” solicitation
- Conduct outreach to start-up community, academia, and private-sector partners
- Assemble leadership and expert team
- Determine funding sources and levels
  
- Proposed time frame for Pitch Event: May/June 2022





# QUESTIONS & DISCUSSION