

“UC Berkeley is a ‘public’ university in the truest sense — it builds our region’s intellectual infrastructure, stimulates its economy, and adds to its vitality through discovery, innovation, and service.”

Chancellor Robert Birgeneau
University of California, Berkeley

“By our yardstick, UC Berkeley is about the best thing for America we can find. It’s good by all of our measurements.”

Washington Monthly

Discover the breadth and scope of UC Berkeley’s economic and social impact on the community, the region, and the world.

These highlights are from *Serving California, the Bay Area, and the Community: The Economic Impact and Social Benefits of the University of California, Berkeley, 2005-2006*. Read the complete report at: www.berkeley.edu/econimpact

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INVESTMENT
INNOVATION
SERVICE
IMPACT

Berkeley
University of California



INVESTMENT

Bringing dollars and jobs to the Bay Area, UC Berkeley fuels and energizes the region.

DOLLARS TO THE BAY AREA

Of its \$1.4 billion in annual revenue, UC Berkeley brings in over \$1 billion from outside the Bay Area.

- For every local dollar in revenue it receives, the campus spends \$2.20 in the Bay Area.

JOBS

UC Berkeley's annual payroll is more than \$800 million, and 96% of it goes to employees who live (and spend) in the Bay Area.

- UC Berkeley employs 24,000 people, more than any other employer in the East Bay – and more than the next nine largest employers in Berkeley combined.

STUDENT SPENDING

UC Berkeley students spend nearly \$400 million in the Bay Area every year.

VISITOR SPENDING

A million visitors attend events at UC Berkeley each year. They cheer on Cal sports teams; enjoy Cal Performances and other great dance, music, and theater; and discover new worlds and new expression at the Lawrence Hall of Science, Berkeley Art Museum, and Pacific Film Archive.

- Campus visitors channel more than \$30 million into the local economy and generate millions in sales and hotel taxes.

Multiply this: Every dollar UC Berkeley spends locally generates an additional 50 cents in local spending – nearly \$500 million annually – and more than 9,000 additional jobs for Bay Area residents.

INNOVATION

California's innovation and knowledge economy thrive on the intellectual infrastructure built by UC Berkeley.

UC Berkeley research spawns new products, technologies, and even entirely new industries. In 2005-06, the campus reported 128 inventions, bringing its all-time total to 1,791. Start-ups launched by campus brainpower create jobs and generate tax revenue for the Bay Area.

Inc. Magazine ranks UC Berkeley as one of "Five Universities You Can Do Business With" because it encourages transferring its technology to the marketplace.

Each year, UC Berkeley graduates top-notch students, building a local workforce that attracts companies and R&D centers to the region.

As Berkeley graduates continually refresh the Bay Area's supply of talented workers and business innovators, they make the region thrive. Alumni have founded 250 companies, from high tech to biotech to gourmet foods.

Hungry for information? Sun Microsystems, Inktomi, and Intel were founded by UC Berkeley alumni.

Just plain hungry? UC Berkeley graduates launched Power Bar, Scharffen Berger Chocolate, and Chez Panisse.

SERVICE

Locally and globally, UC Berkeley's research and public service take on society's toughest challenges.

RESEARCH IN THE PUBLIC INTEREST

Breakthroughs in UC Berkeley labs are revolutionizing the way we live, with discoveries that improve our quality of life, safeguard our planet, improve health, increase productivity, and save money. It's research with a profound public impact.

A coup for California: Professor Art Rosenfeld's research has led the way to a more fuel-efficient California. The result: We now use 30% less electricity than other Americans. The "Rosenfeld Effect" is credited with saving \$228 billion in energy costs – equal to 21% of all U.S. electricity consumption last year.

REDEFINING VALUE

UC Berkeley's socially-responsible licensing program makes new medicines and technologies available to those who need them most – but often can't afford them. Drugs that combat malaria, for example, will be sold at cost in developing countries, thanks to royalty-free licenses from UC Berkeley.

ENRICHING THE COMMUNITY

Cal students tutor K-8 schoolchildren, clean up neighborhoods and creeks, bring health services to the homeless, and serve our community in countless ways. A quarter of a million Californians benefit from more than 200 community service programs and 300,000 public-service hours contributed annually.

IMPACT

Emanating from UC Berkeley, extraordinary people and ideas are transforming our region and our world.

SOLVING PROBLEMS, FROM LOCAL NEEDS TO GLOBAL CONCERNS

In our own Bay Area backyard, UC Berkeley work is leading to affordable housing, better transportation, safer structures, and continual economic development. And around the world, new research initiatives are addressing children's health, poverty, disease, and global warming.

CHANGING LIVES, ONE STUDENT AT A TIME

For its students, UC Berkeley is a tremendous force for personal change. Nearly one-third of freshmen have parents who did not graduate from college, and Berkeley educates more young people from low-income families than all Ivy League schools combined. The impact? Over a lifetime, Californians with a bachelor's degree will earn \$1 million more than those with a high school diploma alone – a boon to them and to California's economic future.

BUILDING A GREENER WORLD

A longtime leader in influencing green energy policies, practices, and research, UC Berkeley earned a 2006 "Flex Your Power" award, California's top energy-efficiency honor. It was the first college campus to receive organic certification for its dining program, and the campus is on track to beat the state deadline for lower greenhouse gas emissions by six years.

For here or to go? The BEAR Biodiesel Project, a student initiative funded by the Chancellor's Green Fund, is studying how to convert used vegetable oil from the dining commons into biodiesel for campus vehicles.