

California's Green Collar Jobs Council  
Maximizing Investments

Adam Quinonez  
California Workforce Investment Board

*Green Collar Jobs Council Mission and Vision*

**California Green Collar Jobs Act (AB 3018) states;**

*"The California Workforce Investment Board shall adopt a **Sector Strategy** approach in responding to industry sector workforce and economic development needs. This strategy will ensure industry has a qualified workforce and can offer opportunities for employment, training, and career advancement for all Californians. **The initial drive of this sector strategy approach will be the California Green Collar Jobs Act of 2008.**"*

## ***Green Collar Jobs Council Mission and Vision***

### ***The Green Collar Jobs Council One Page Plan Strategies***

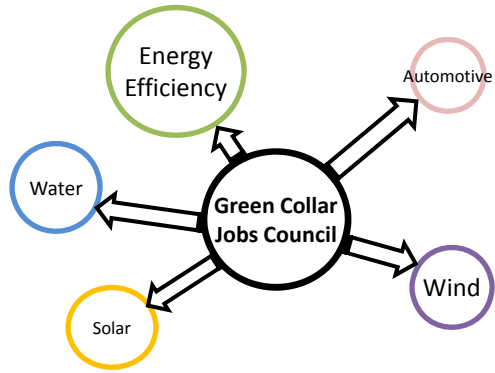
- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, & resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing data driven planning & measure results
- Ensure creation/sustainability of a sector strategy by fostering regional partnerships
- Form strategic alliances with business to understand their green workforce needs
- Increase education pathways that lead low wage workers to well-paying jobs
- Ensure entrepreneurs receive training necessary to create/compete in green economy
- Use technology to improve data, bridge systems, facilitate communication with partners
- GCJC work will be done when collaboration becomes routine: education & career pathways merge

## ***Green Collar Jobs Council Mission and Vision***

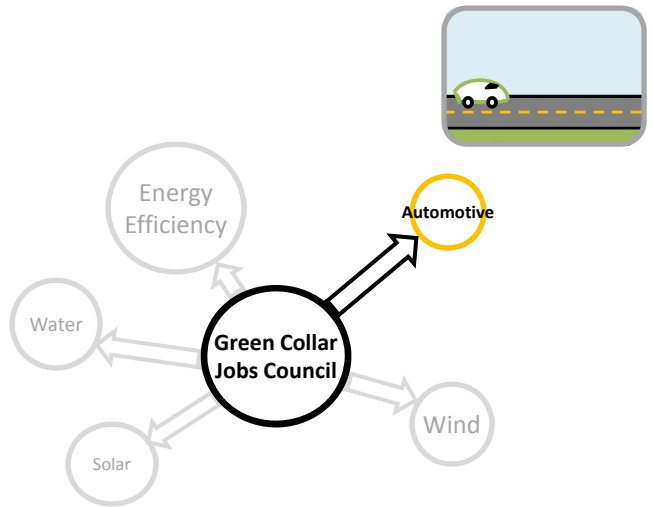
### ***The Green Collar Jobs Council One Page Plan Strategies***

- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, & resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing **data driven** planning & measure results
- Ensure creation/sustainability of a sector strategy by fostering **regional partnerships**
- Form strategic alliances with business to **understand their green workforce needs**
- Increase education pathways that lead low wage workers to well-paying jobs
- Ensure entrepreneurs receive training necessary to create/compete in green economy
- Use technology to improve data, bridge systems, facilitate communication with partners
- GCJC work will be done when collaboration becomes routine: education & career pathways merge

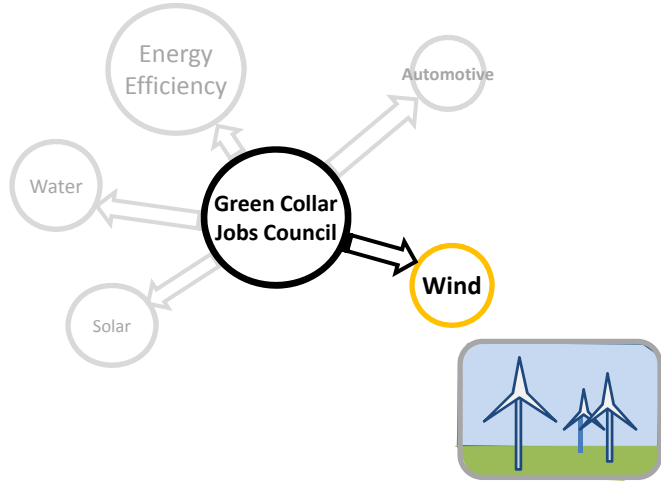
*Where do we focus our investments?*



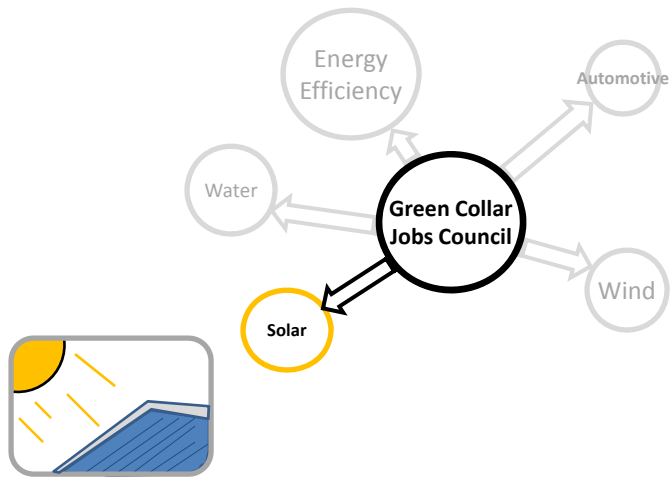
*Where do we focus our investments?*



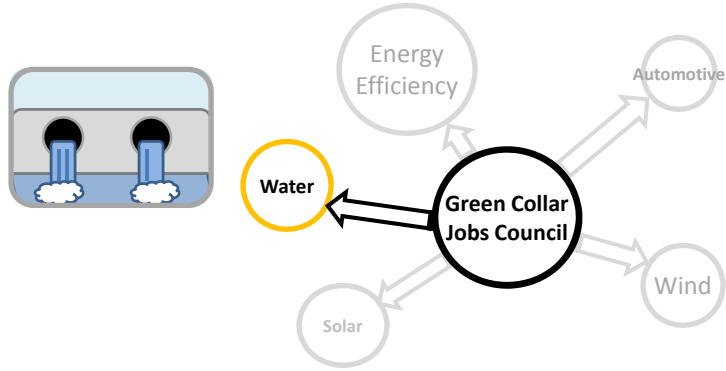
*Where do we focus our investments?*



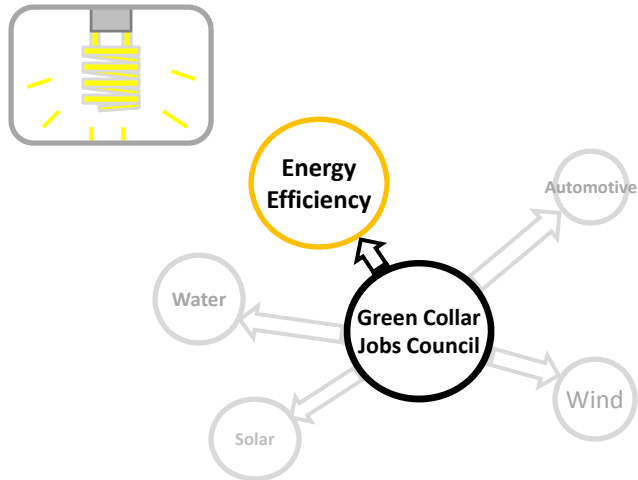
*Where do we focus our investments?*

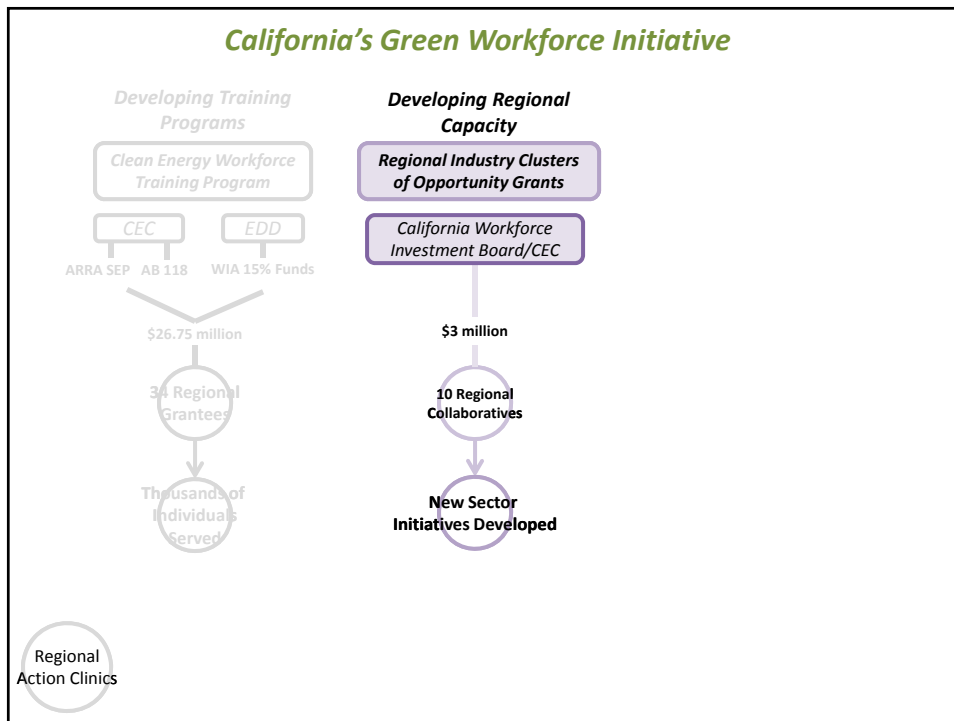
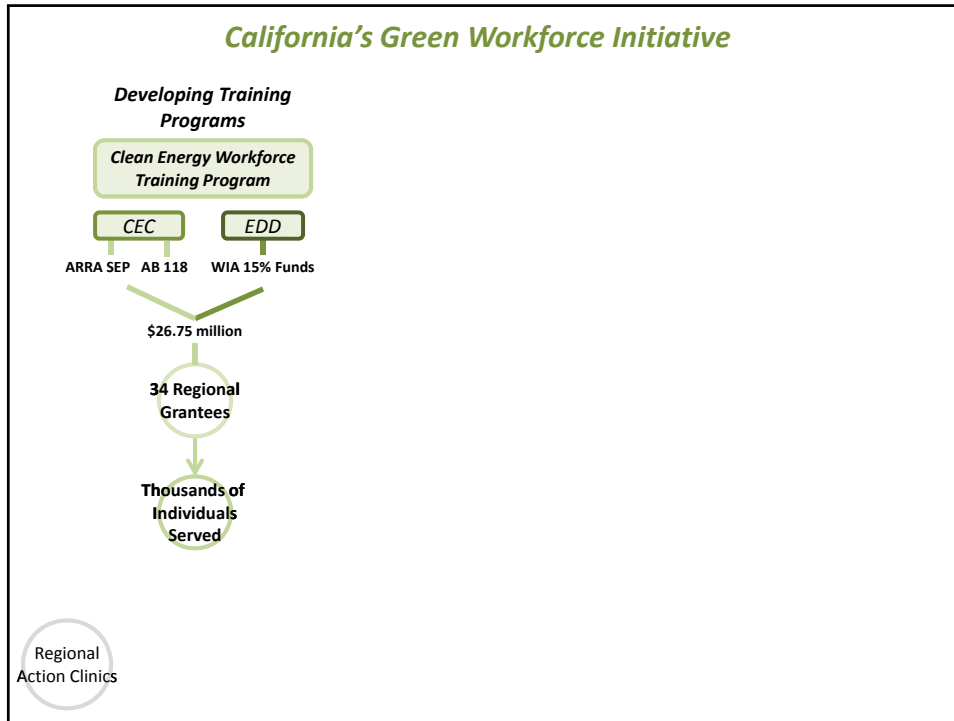


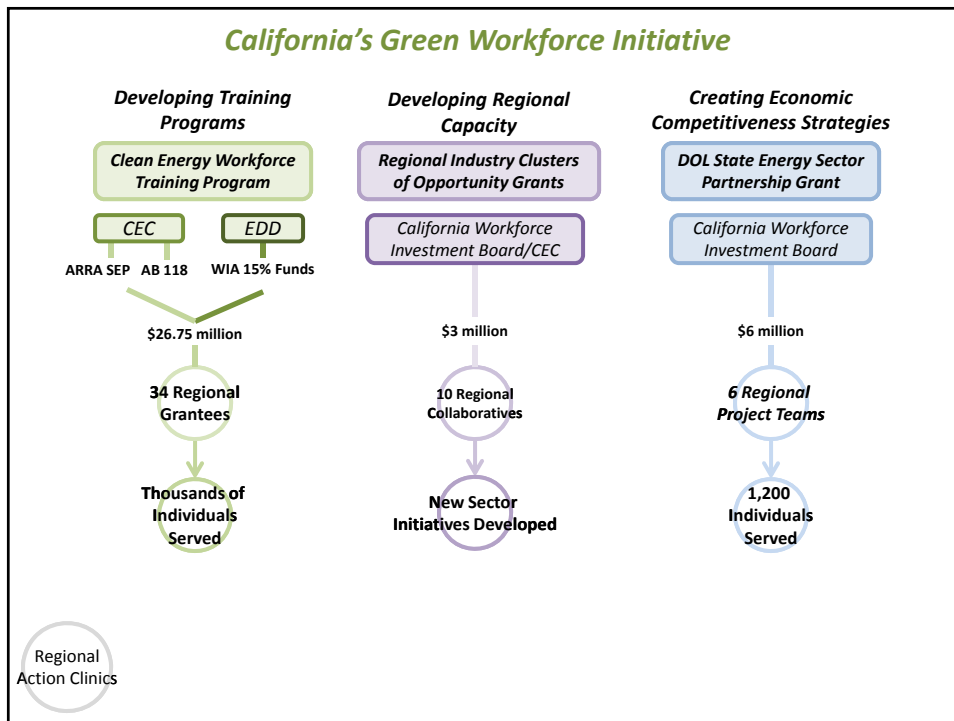
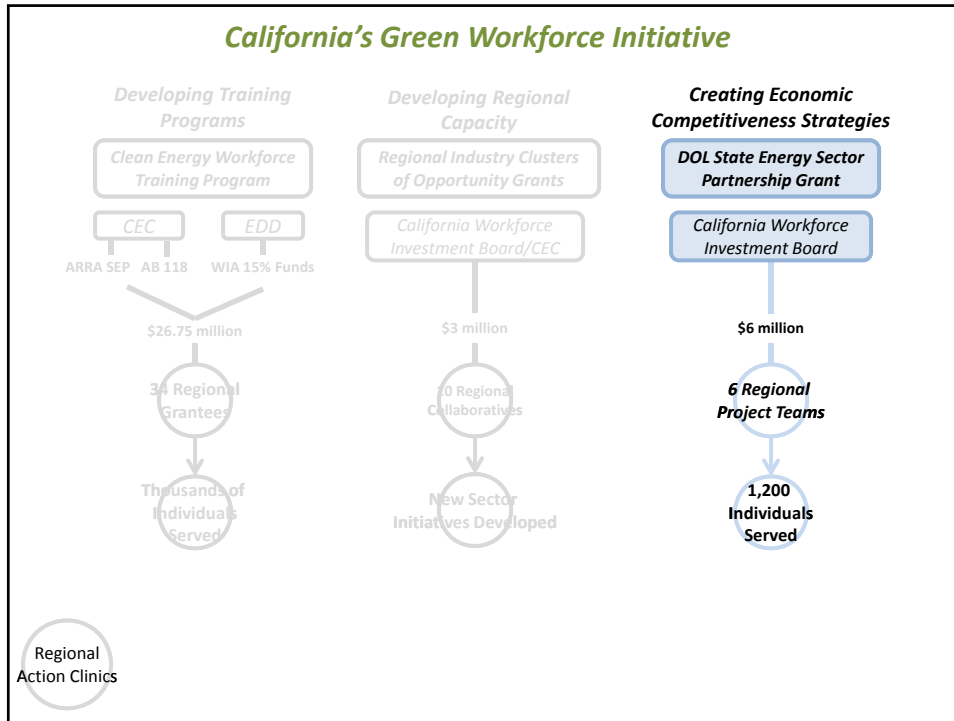
*Where do we focus our investments?*

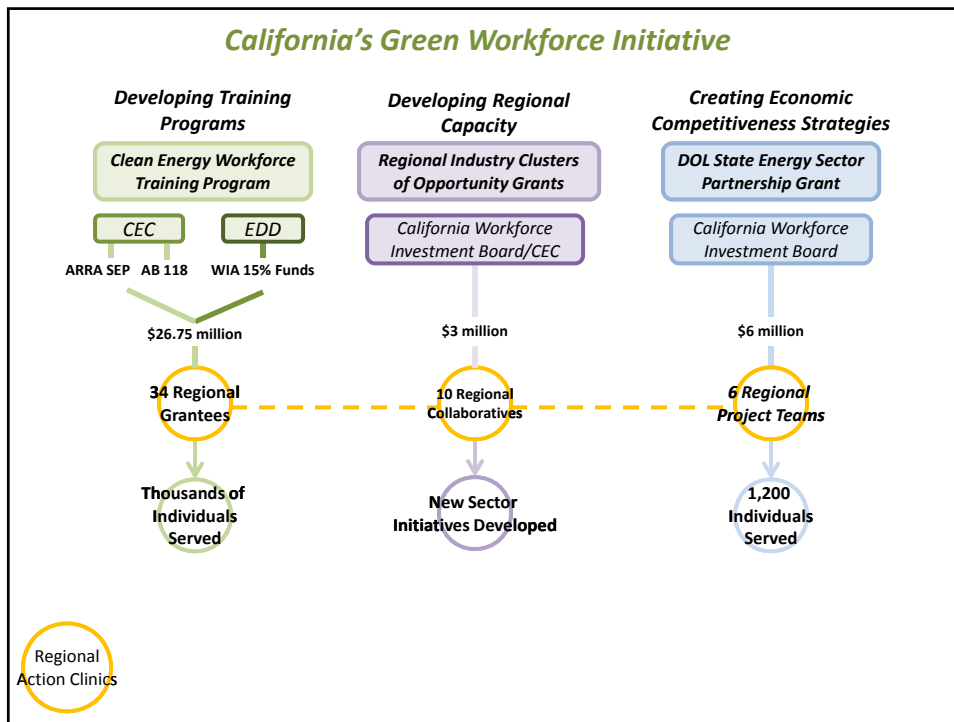


*Where do we focus our investments?*









AIR & ENVIRONMENT  
ENERGY GENERATION  
RECYCLING & WASTE  
ENERGY EFFICIENCY

# MANY SHADES OF GREEN

DIVERSITY AND DISTRIBUTION OF CALIFORNIA'S GREEN JOBS

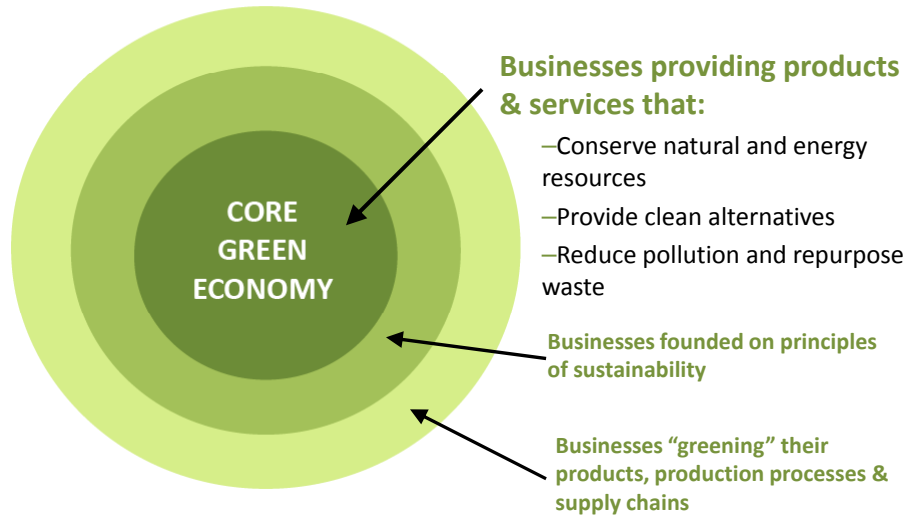
DEC. 09

NEXT 10

WATER & WASTEWATER  
GREEN BUILDING  
AGRICULTURE  
ENERGY STORAGE  
ENERGY INFRASTRUCTURE  
RESEARCH & ADVOCACY

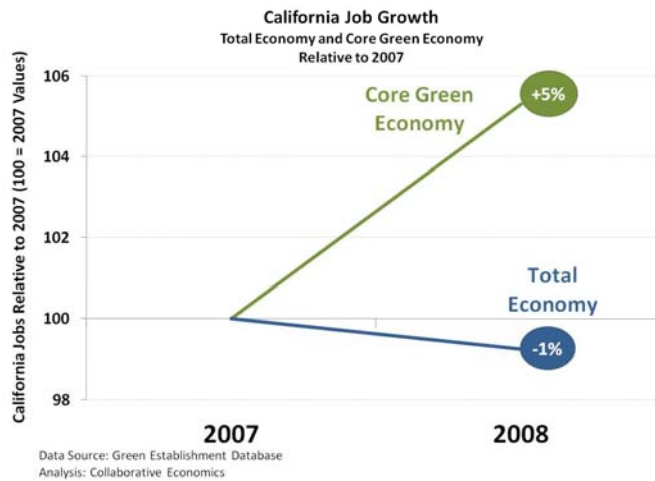
Many Shades of Green Key Findings:

GREEN JOBS



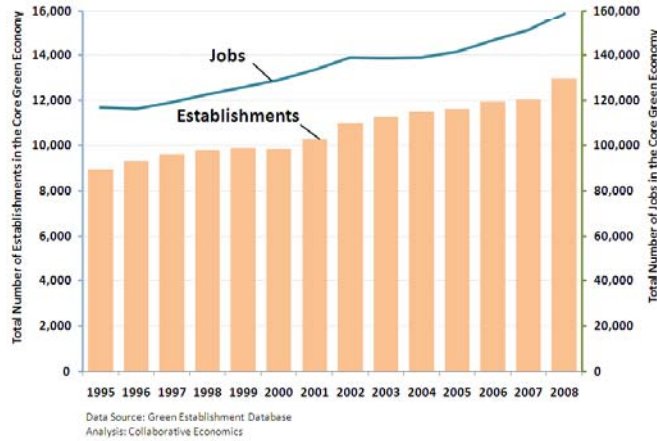
Many Shades of Green Key Findings:

GREEN OUTPACING TOTAL ECONOMY



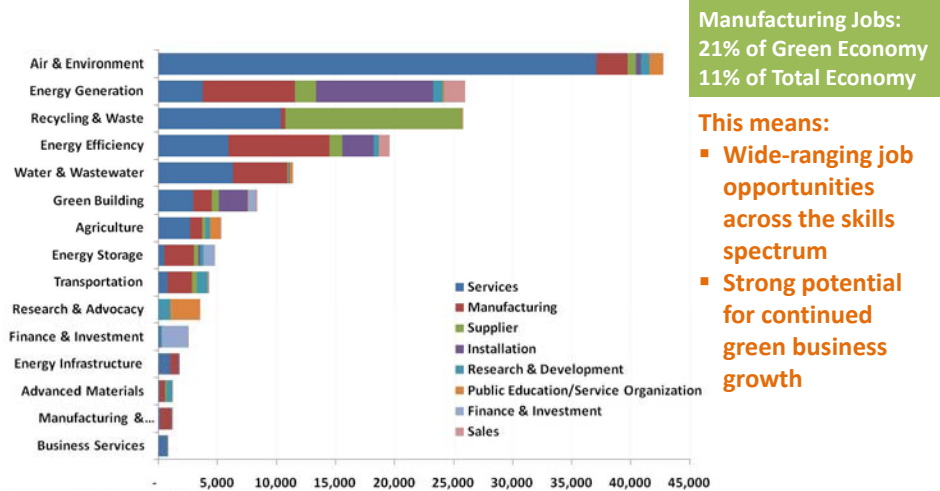
Many Shades of Green Key Findings:

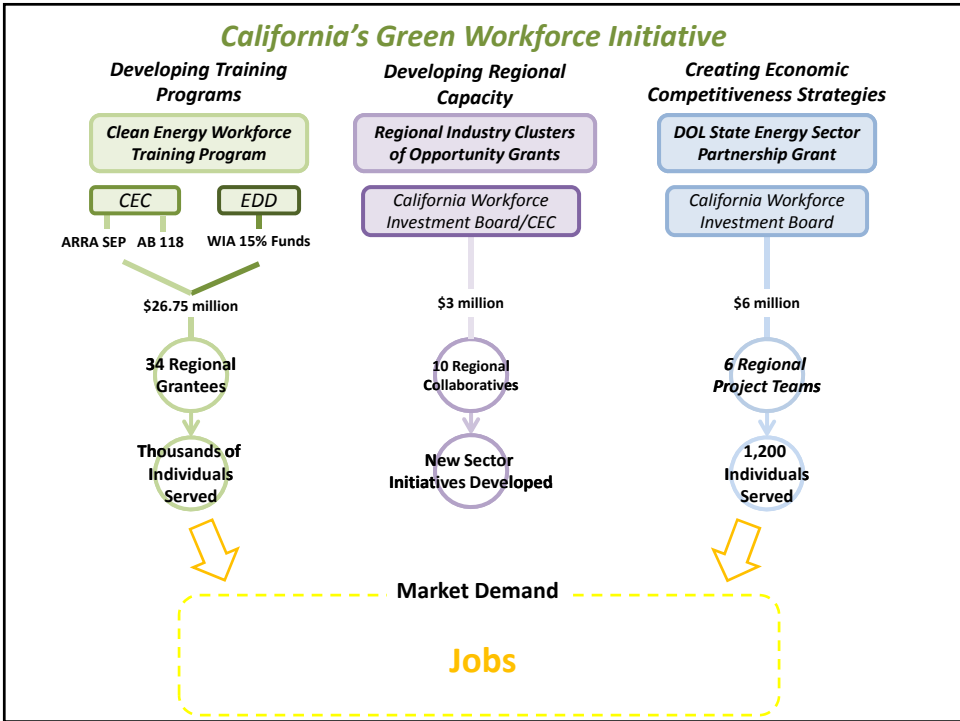
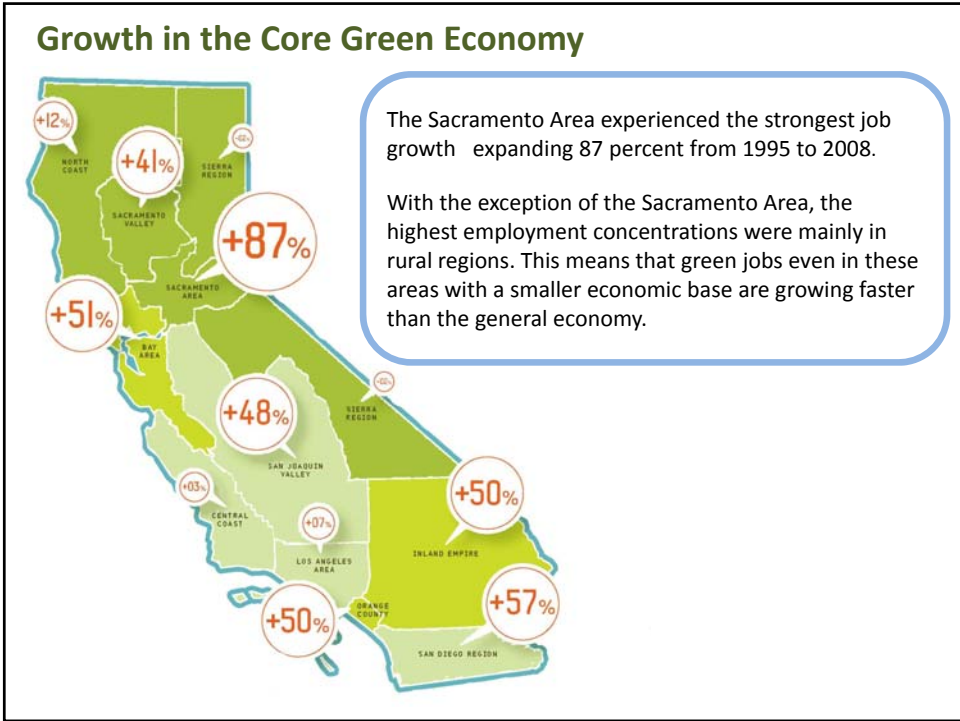
CALIFORNIA'S CORE GREEN ECONOMY IS GROWING



Many Shades of Green Key Findings:

DIVERSE BUSINESS BASE ACROSS THE VALUE CHAIN





## Additional Resources



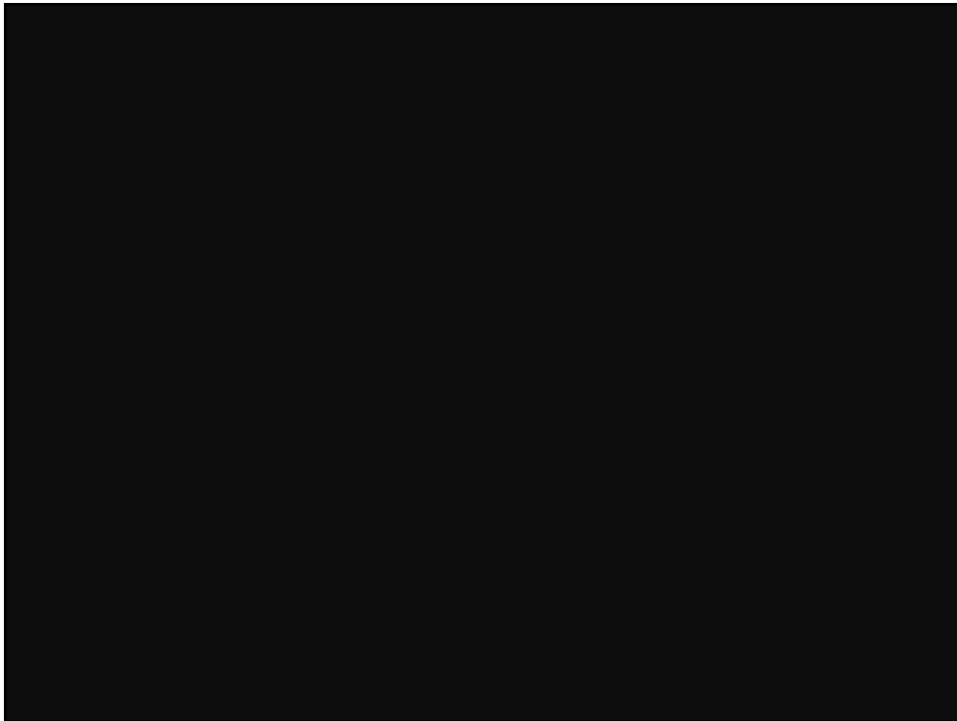
California Workforce Investment Board  
<http://www.cwib.ca.gov/>



Next 10  
<http://www.next10.org/index.html>



EDD –Understanding the Green Economy  
<http://www.labormarketinfo.edd.ca.gov/?pageid=1032>



## Economic Competitiveness Strategies Maximizing Investments

Adam Quinonez  
California Workforce Investment Board

### The Characteristics of *State Sector Strategies*

**Address the needs of employers** -- by focusing intensively on the workforce needs of a specific industry sector within a region over a sustained period of time

**Address the needs of workers** -- by creating formal career paths to good jobs, reducing barriers to employment, and sustaining or increasing middle class jobs

**Bolster regional economic competitiveness** -- by engaging economic development experts in workforce issues and aligning education, economic, and workforce development planning

**Engage a broader array of key stakeholders** -- through partnerships organized by workforce intermediaries

*Sector Strategies will enable us  
As businesses continue to cluster  
to deliver the highly skilled workforce  
in order to compete globally...  
that they require.*



### *The Benefits of State Sector Strategies*

- Provide a **policy framework** for a statewide approach
- **Support and leverage regional sector initiatives** – where the “rubber hits the road”
- **Identify and reduce/eliminate barriers** that get in the way of regional initiatives being successful
- Provide opportunity for **statewide sector partnerships** that are important to all regions of the state (i.e. health care and manufacturing)

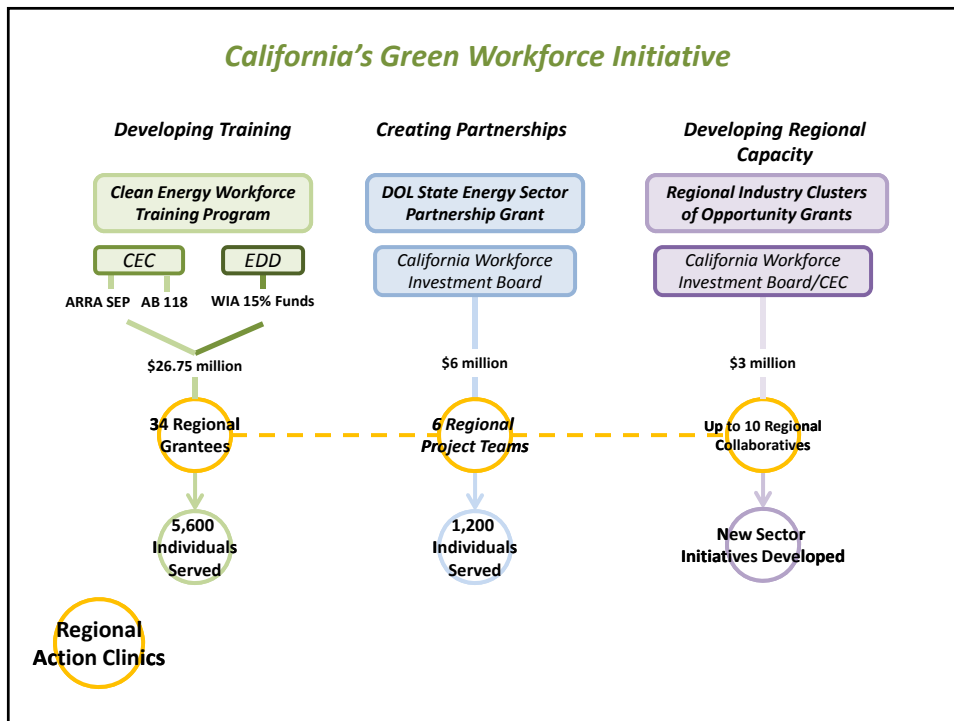
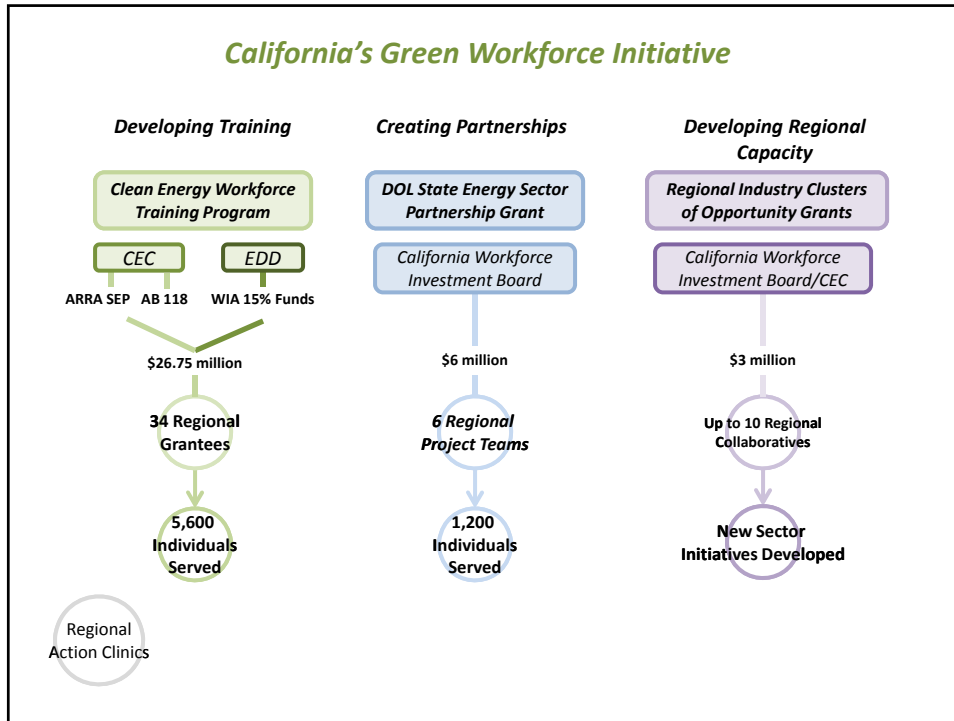
### *The Characteristics of Regional Sector Initiatives*

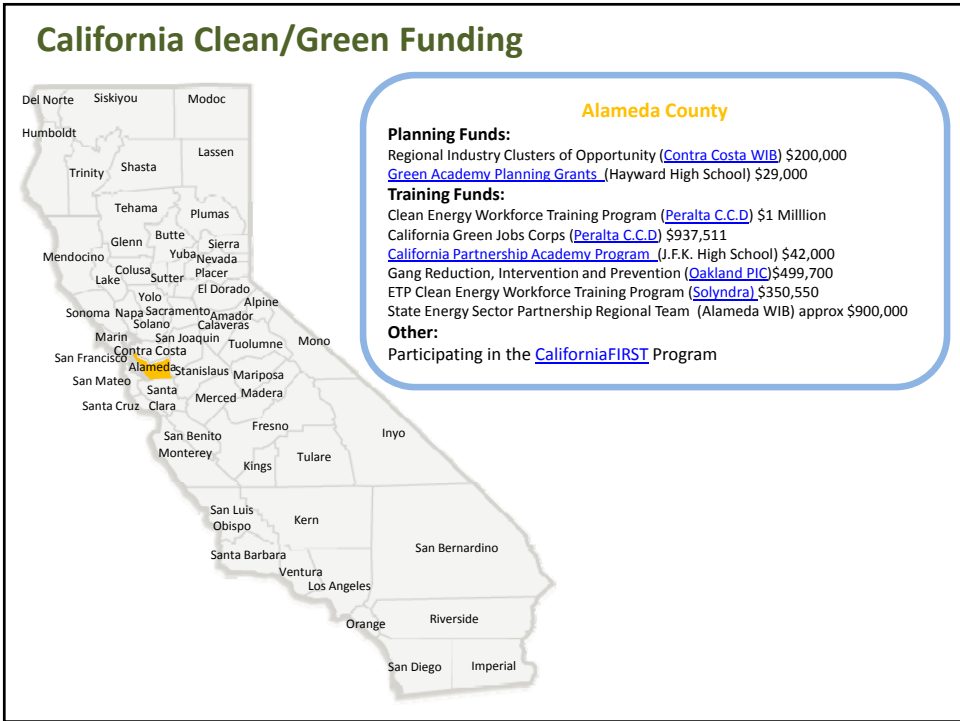
**Focus intensively on an industry within a regional labor market**, and multiple employers in the industry, over a sustained period of time

**Are led by a workforce intermediary** with credibility in the industry

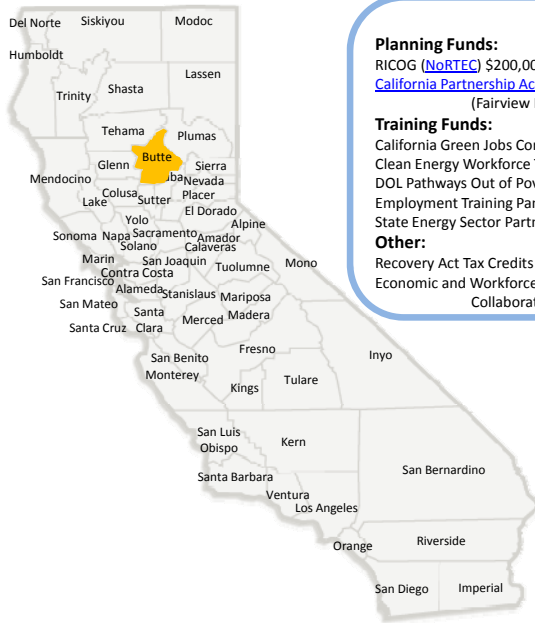
**Create new pathways for low wage workers** into the industry, and up to good jobs and careers

**Achieve systemic changes** that are “win-win” for employers, workers, and the community.





## California Clean/Green Funding



### Butte County

**Planning Funds:**

RICOG (NoRTEC) \$200,000  
[California Partnership Academy Program Planning Grant](#)  
 (Fairview High School, Paradise High School) \$84,000

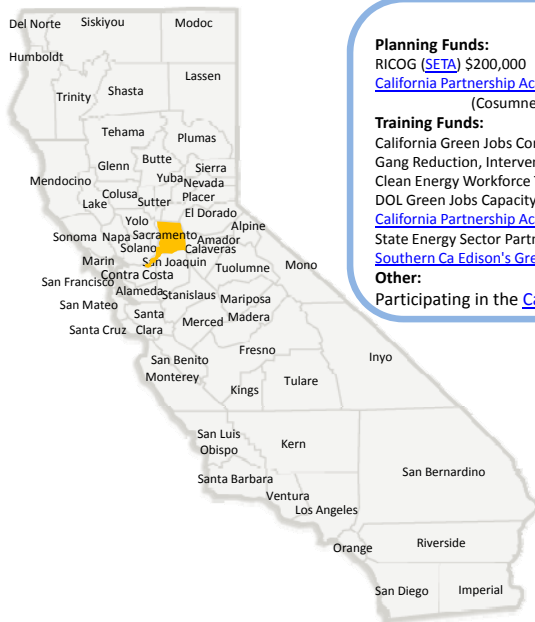
**Training Funds:**

California Green Jobs Corps (NoRTEC)  
 Clean Energy Workforce Training Program (NoRTEC) \$2,000,000  
 DOL Pathways Out of Poverty Grants (NoRTEC) \$4,000,000  
 Employment Training Panel, CEWTP ([Shasta College](#)) \$137,410  
 State Energy Sector Partnership (NoRTEC) \$900,000

**Other:**

Recovery Act Tax Credits for New Clean-Tech Manufacturing ([FAFCO INC](#)) \$214,500  
 Economic and Workforce Development Program: Industry Driven Regional Collaboratives Grants ([Shasta College](#)) \$311,680

## California Clean/Green Funding



### Sacramento County

**Planning Funds:**

RICOG ([SETA](#)) \$200,000  
[California Partnership Academy Program Planning Grant](#)  
 (Cosumnes Oaks, Franklin, Pleasant Grove High) \$113,000 total

**Training Funds:**

California Green Jobs Corps ([SETA](#)) \$937,890  
 Gang Reduction, Intervention and Prevention Initiative ([SETA](#)) \$500,000  
 Clean Energy Workforce Training Program ([SETA](#)) Multiple, \$2,466,492 total  
 DOL Green Jobs Capacity Building ([Regional Conservation and Service Corps](#)) \$92,820  
[California Partnership Academy Program](#) (Laguna Creek High) \$114,000  
 State Energy Sector Partnership and Training Grants ([SETA](#)) Approx \$900,000  
[Southern Ca Edison's Green Jobs Education Initiative](#) (Comm. Colleges) \$1 Million

**Other:**

Participating in the [CaliforniaFIRST](#) Program