

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

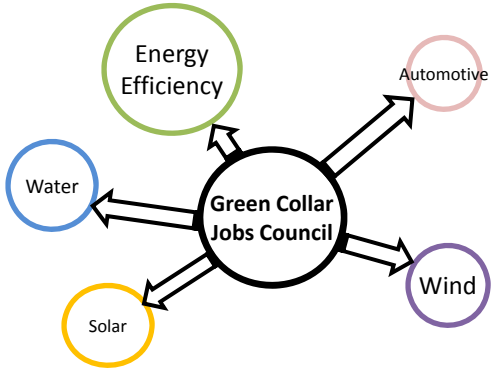
- Neutral broker that will guide discovery, investments, direction & accountability
- Statewide hub, national model, & resource for agencies & legislature cultivating initiatives
- Strengthen regional competitiveness by incentivizing data driven planning & measure results
- Ensure creation/sustainability 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

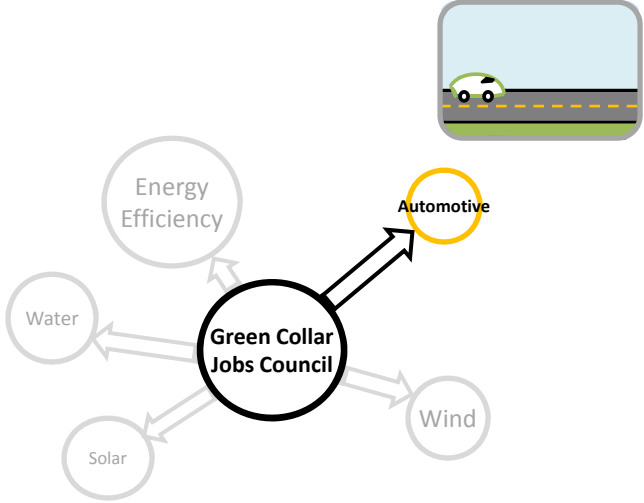
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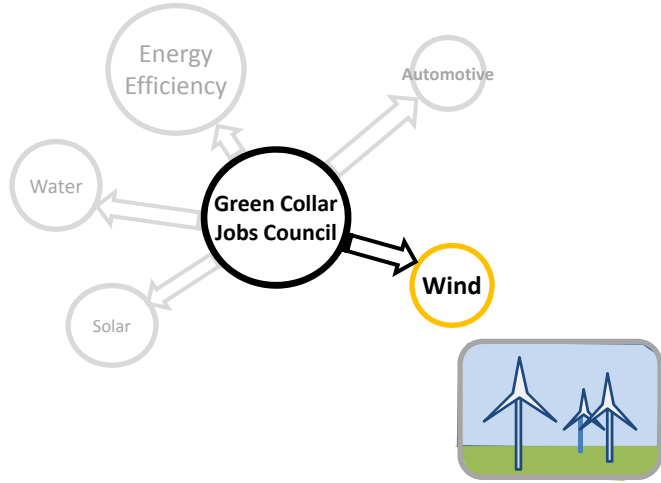
Where do we focus our investments?



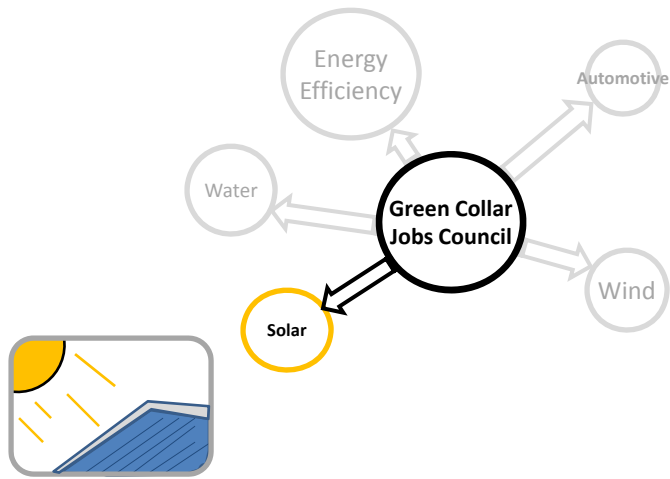
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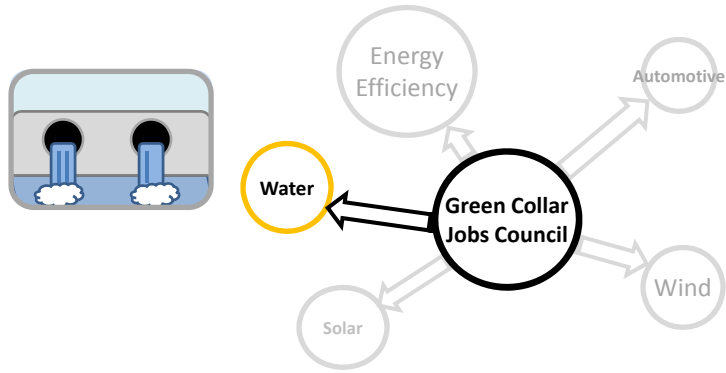
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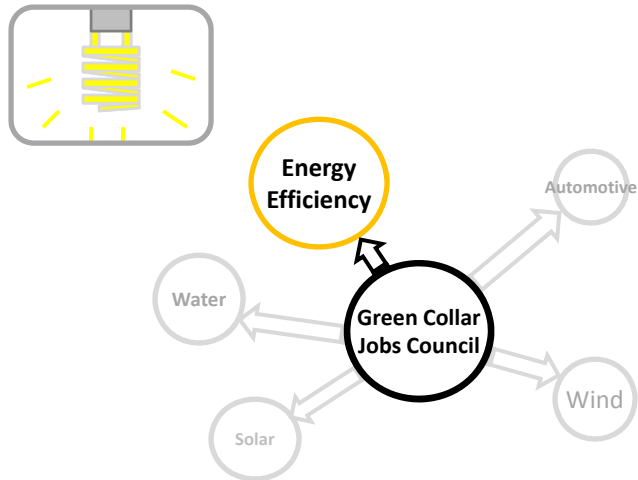
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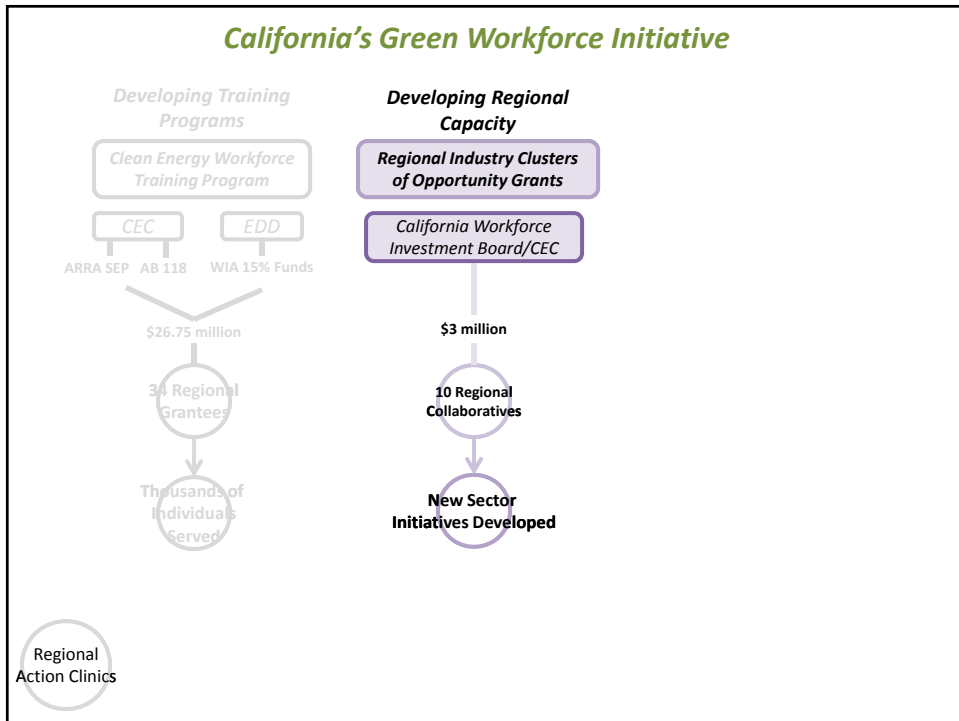
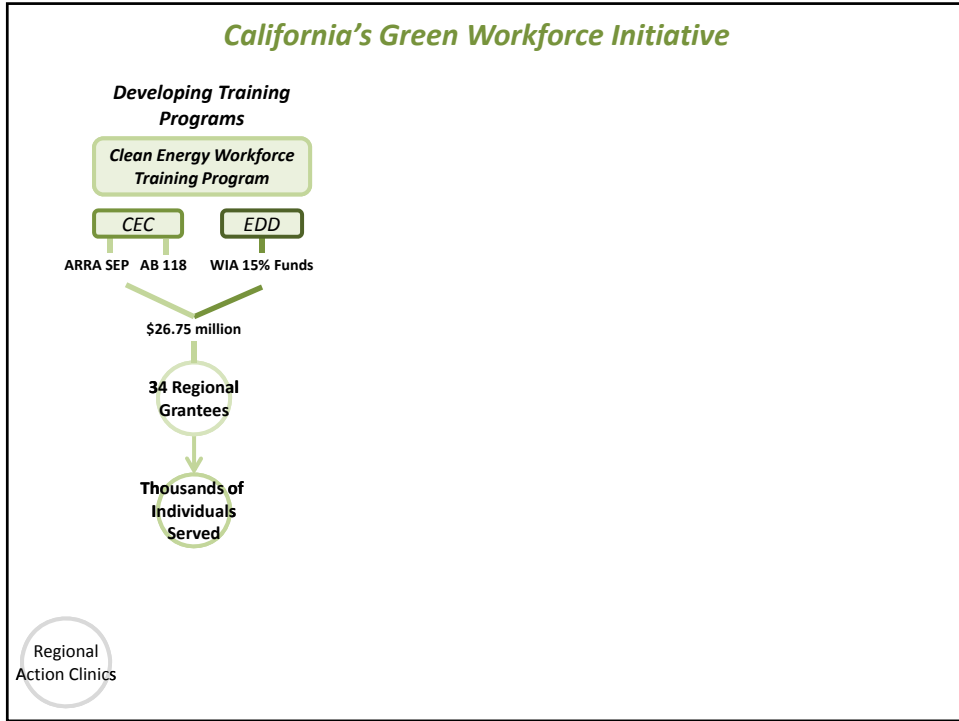


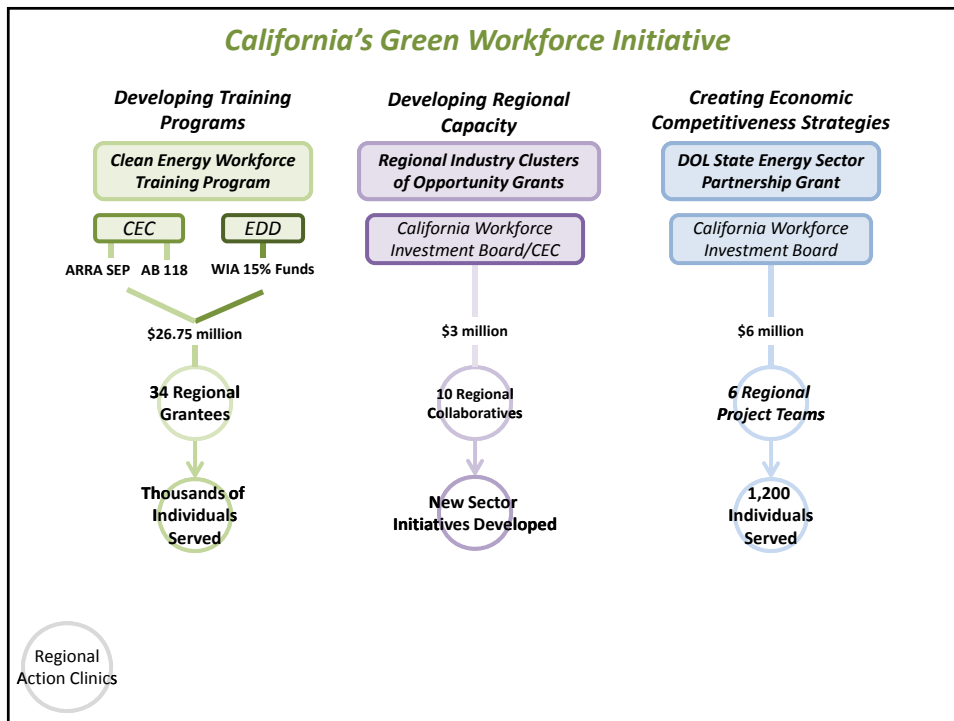
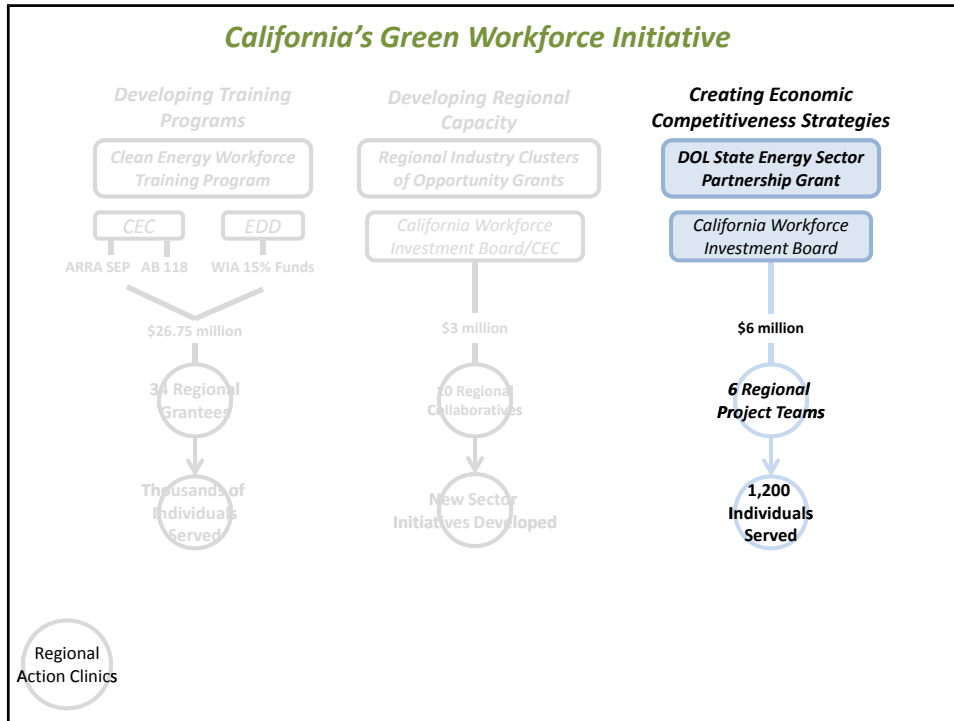
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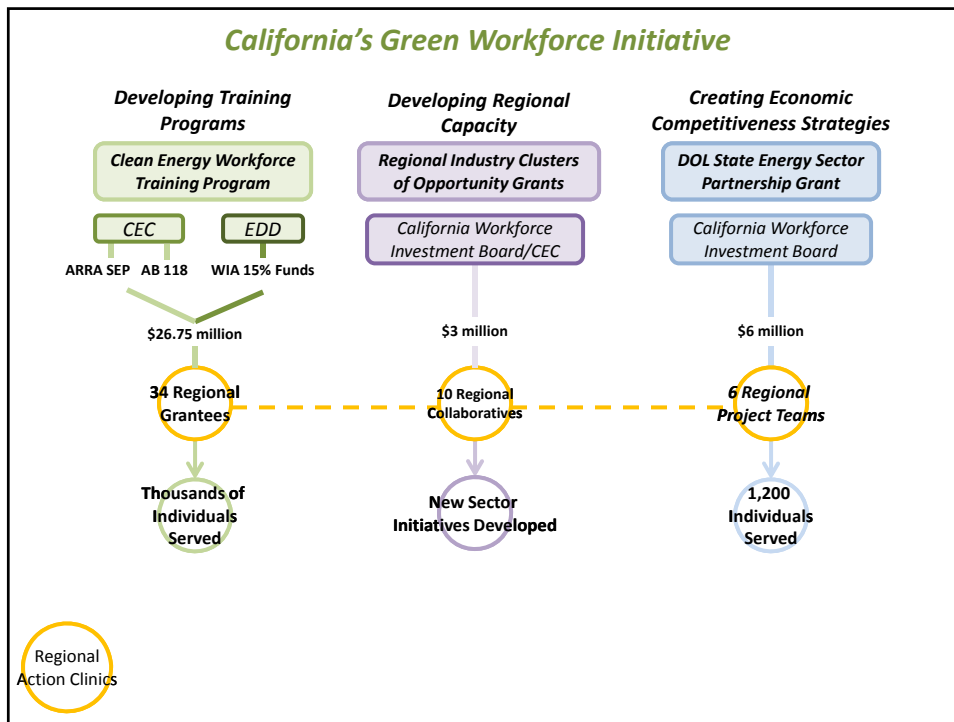


Where do we focus our investments?









AIR & ENVIRONMENT
ENERGY GENERATION
RECYCLING & WASTE
ENERGY EFFICIENCY

MANY SHADES OF GREEN

DIVERSITY AND DISTRIBUTION OF CALIFORNIA'S GREEN JOBS

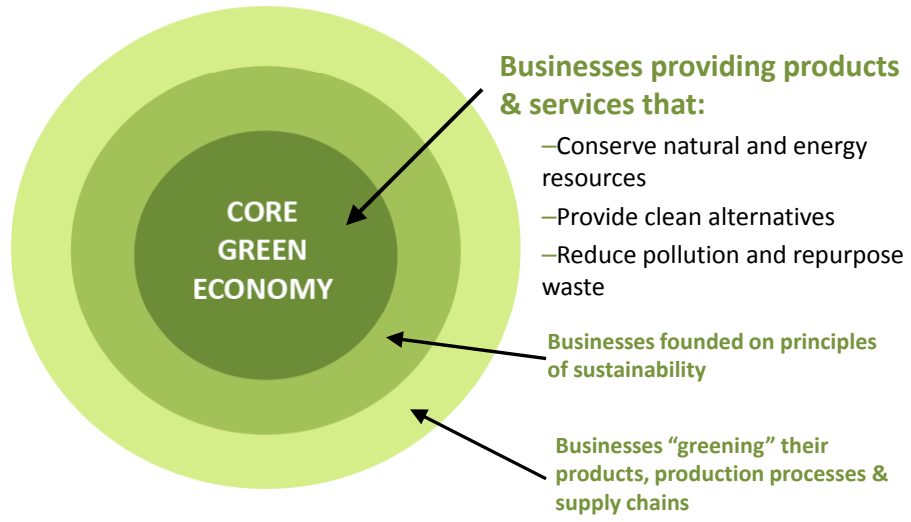
DEC. 09

NEXT 10

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

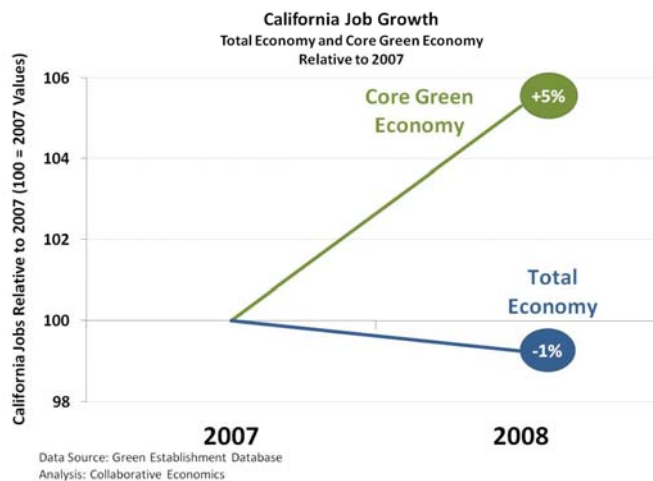
Many Shades of Green Key Findings:

GREEN JOBS



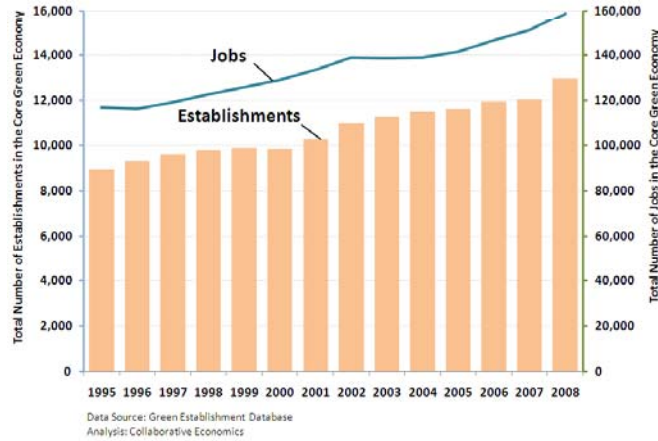
Many Shades of Green Key Findings:

GREEN OUTPACING TOTAL ECONOMY



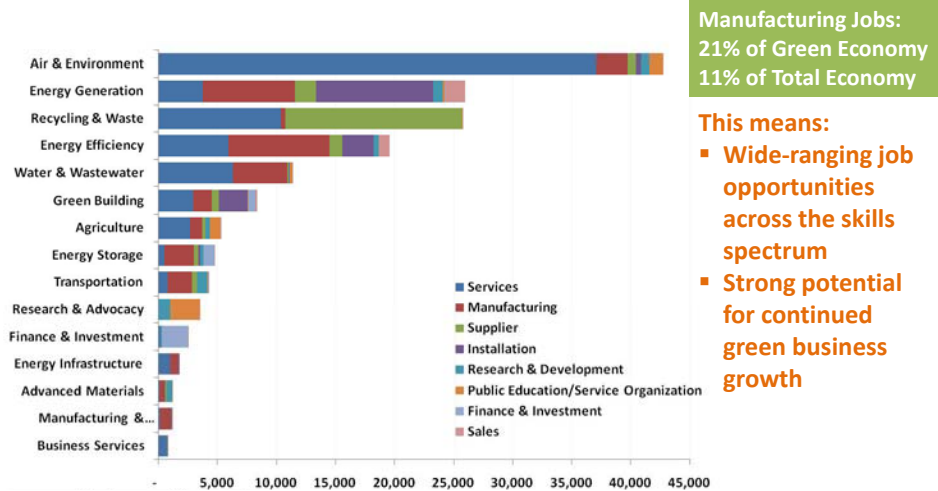
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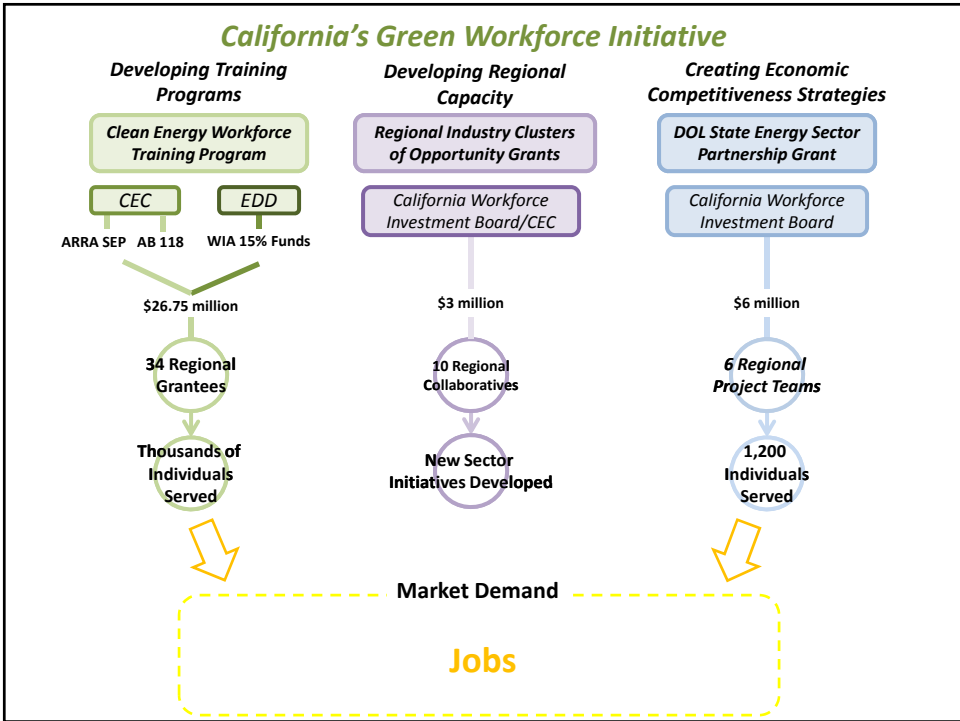
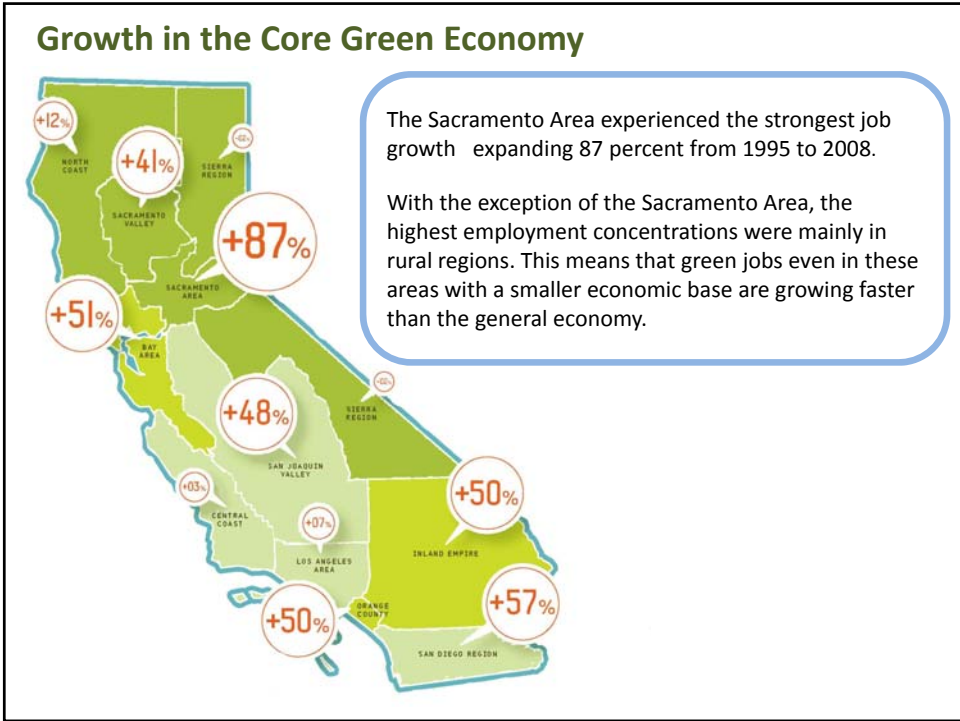
CALIFORNIA'S CORE GREEN ECONOMY IS GROWING



Many Shades of Green Key Findings:

DIVERSE BUSINESS BASE ACROSS THE VALUE CHAIN





Additional Resources



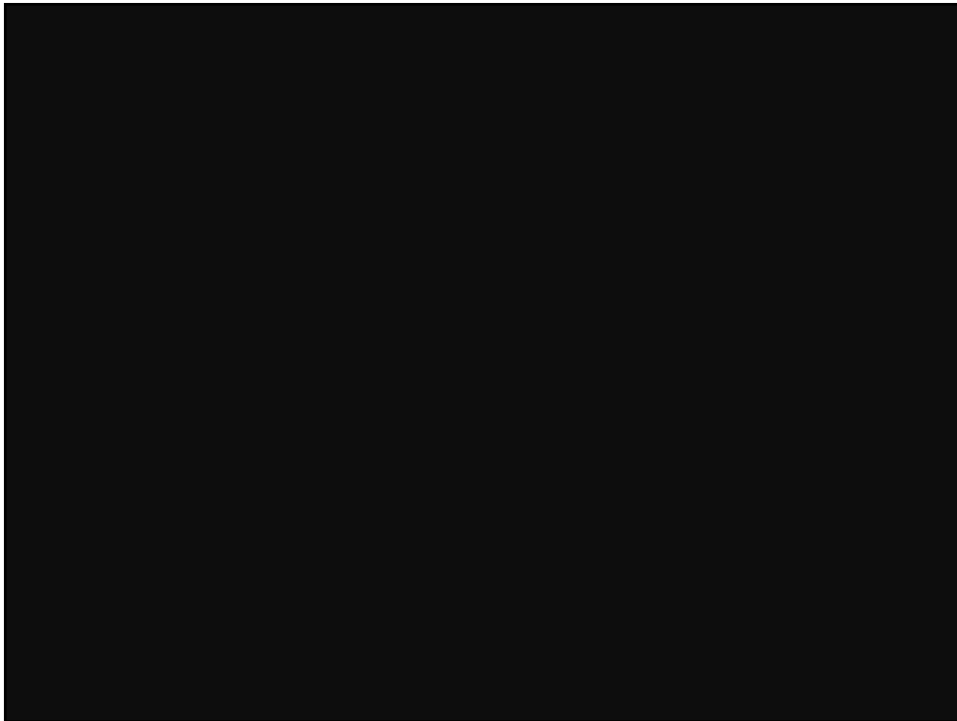
California Workforce Investment Board
<http://www.cwib.ca.gov/>



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)

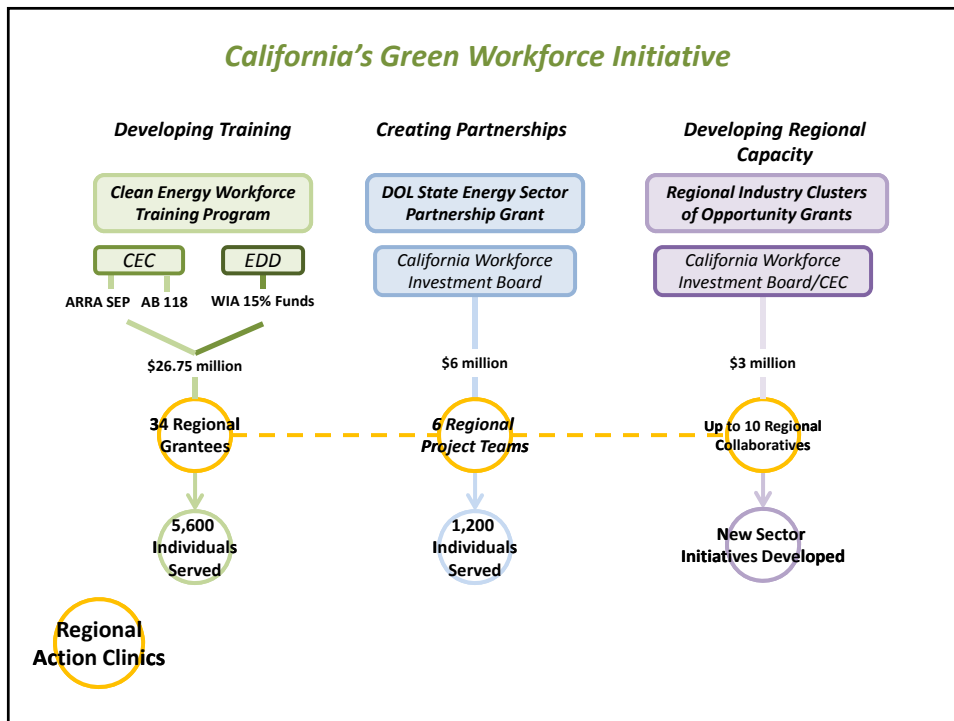
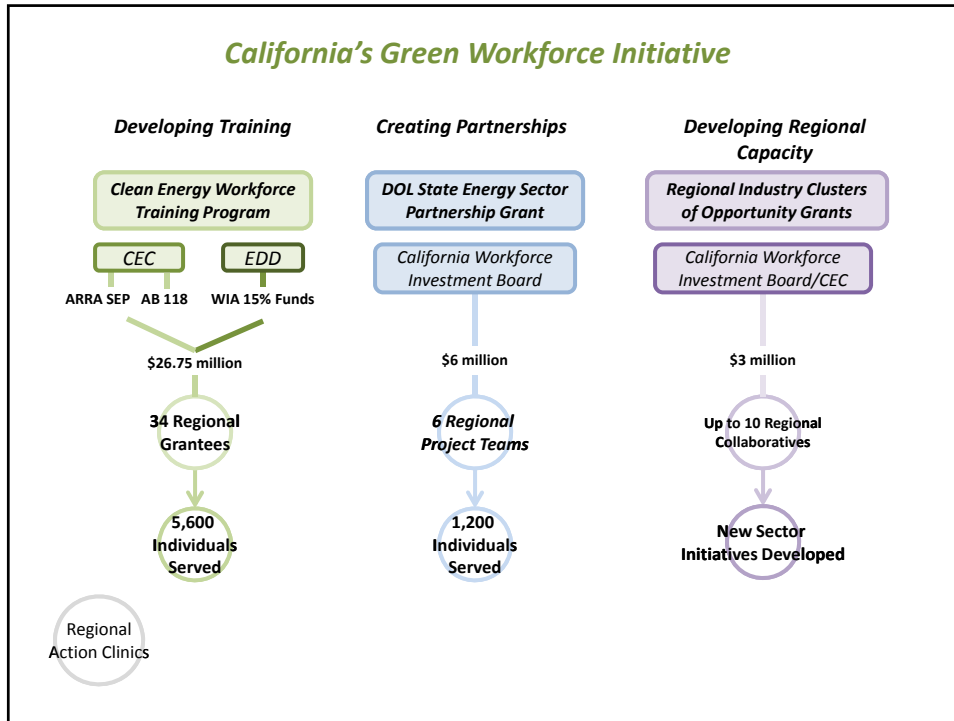
The Characteristics of Regional Sector Initiatives

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

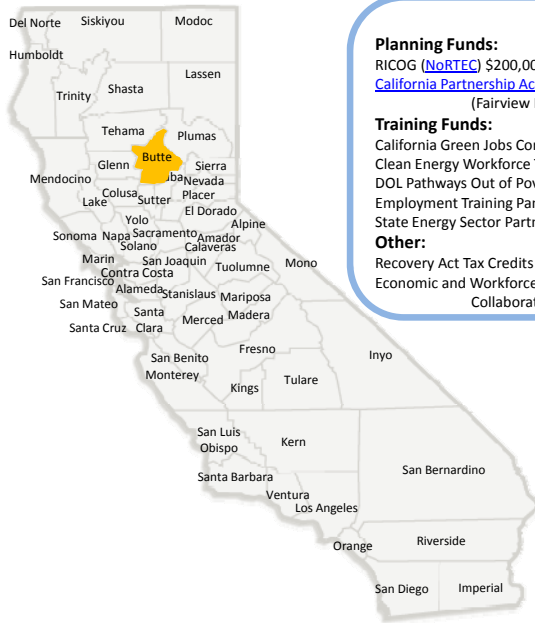
Create new pathways for low wage workers into the industry, and up to good jobs and careers

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

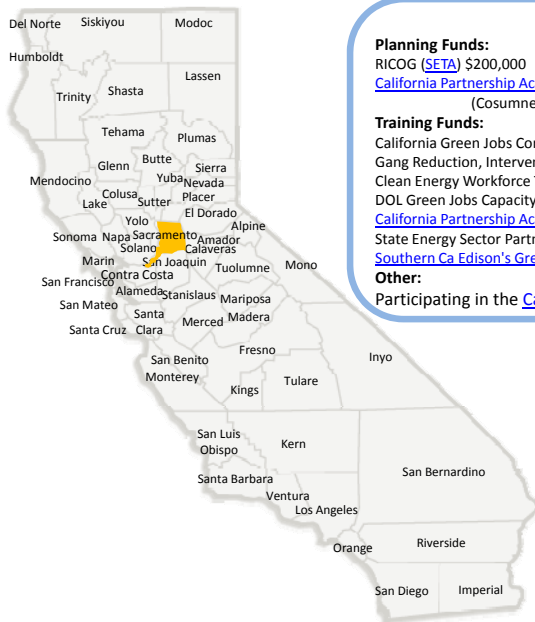
Training Funds:

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