

## Introduction

In accordance with The California Green Collar Jobs Act of 2008 (AB 3018), the California Workforce Investment Board (CWIB) submits the Green Collar Jobs Council's (Council) inaugural progress report to the Legislature.

This report provides highlights on the activities of the Council since Members were named on February 10, 2009, and outlines the next steps it will be undertaking. While the Council was established to prepare a long-term strategy for addressing green collar jobs potential in the state, the Council has seized the opportunity to mobilize efforts to act as a clearinghouse for the impending economic stimulus allocations to state agencies and departments. Since its announcement on February 10<sup>th</sup>, the Council has convened three times. Council members and CWIB staff have been working on a statewide inventory of the following:

1. Economic stimulus funds relative to green collar workforce training and preparation sources
2. Existing green collar workforce training programs among community colleges, union-based apprenticeship programs, and other service providers
3. Existing and near-term green collar occupations and employment projections

The Council is also developing action plans on a 30, 60, and 90 day basis relative to the best use of stimulus training and workforce funds to maximize job creation statewide as quickly as possible.

Understanding that there is much interest and anticipation surrounding how green collar jobs will be defined, the Council is considering the definitions that are being promulgated by regulatory, philanthropic, labor, economic development and other interested parties. It is the goal of the Council to evaluate the definition of "green collar jobs" carefully, ensuring that California's adopted definition reflect the impact of green processes, technologies, regulations and practices across the State's changing economy.

## Background

Continuing California's pledge to combat global warming and grow a green economy, in 2008, Governor Arnold Schwarzenegger signed into law AB 3018 by Speaker Emeritus Fabian Nuñez, Assembly Speaker Karen Bass, and Assembly Member Kevin De Leon. AB 3018 requires the CWIB to convene the Council for the purpose of developing a comprehensive approach to addressing California's emerging workforce needs

specifically with its budding "green" economy. The Council, as an intergovernmental partnership, is charged with specific tasks related green workforce development. The Council will:

- Develop a comprehensive array of programs, strategies, and resources to address the business and workforce needs that accompany California's growing green economy;
- Assist in developing and linking green collar job opportunities with workforce development training opportunities;
- Create public, private, and nongovernmental partnerships to expand the state's workforce development programs, network, and infrastructure;
- Continue to evaluate how we will define Green Collar Jobs for California using as a base the existing operational definitions from various entities; and
- Establish job training programs in the clean and green technology sectors.

Moreover, AB 3018 requires the CWIB to apply a sector strategy approach in responding to industry sector workforce and economic development needs. The purpose of this strategy is to ensure industry has a qualified workforce while providing opportunities for career advancement for all Californians. This requirement is complimentary to the responsibility given to the Board under the Workforce Training Act of 2007 (SB 293), wherein the Board was charged with developing a comprehensive statewide workforce strategy.

### **Membership**

The Council was appointed by CWIB Chairman, Mr. Larry Gotlieb, in accordance with AB 3018 and in consultation with Governor Schwarzenegger's Administration, Assembly Speaker Karen Bass's Office, stakeholders, and members of the CWIB. A complete list of the Council's membership is provided in Attachment 1.

### **Activities**

#### ***Meetings***

The Council has conducted three meetings:

- February 11, 2009
- March 4, 2009
- March 24, 2009

**February 11, 2009**

The focus of this meeting was to orient the Council members to their charge, putting it into the context of the work of the California Workforce Investment Board, provide them with a snapshot of the Green Economy from an economic development and labor market viewpoint, and to acquaint them with agencies, departments and organizations that are currently engaged in efforts related to this economic opportunity.

The State Board's Director, Barbara Halsey, provided an overview on the State Board's strategic planning framework and summarized the formation of Council. There were two panel presentations:

1. The Current State of Green Initiatives

The panel presented the current initiatives, regulatory plans, and partnership development as part of their scoping plans. In addition, California Workforce Association (CWA) provided a matrix of Local Workforce Investment Boards involvement in green jobs initiatives (See Attachment 2). This panel consisted of California Environmental Protection Agency (Cal/EPA), Sacramento Employment and Training Agency (SETA), South Bay Workforce Investment Board (WIB), California Energy Commission (CEC), California Public Utilities Commission (CPUC), and Northern Rural Training and Employment Consortium (NoRTEC).

2. The Future of the Green Economy in CA

The panel discussed the importance of green training programs, successful partnerships, and the manner that green jobs and industries cut across industry sectors. Green Economy's growing products, services, businesses, and jobs in California were the key areas mentioned and talked about by the panelists and the Council. This panel consisted of Collaborative Economics, Labor Market Information Division (LMID), Employment Development Department (EDD), Chico Electric, Sacramento Area Commerce & Trade Organization (SACTO), and Anschutz Entertainment Group (AEG).

Lastly, Ms. Halsey presented the Green Collar Jobs Council One-Page Business Plan for consideration as a tool to plan the work of the Council over the next 12 to 18 months (See Attachment 3). After discussion, the Council agreed that its focus will be on immediate needs and agreed to reconvene in three weeks. Of particular interest to the Council was the impending federal stimulus package and its potential impact on opportunities for inter-organizational collaboration and funding that may impact on the green economy.

### **March 4, 2009**

The purpose of this meeting was to provide the Council with a deeper understanding of the American Reinvestment and Recovery Act (ARRA), the current state of Green Jobs in California, and introduce them to education programs, apprenticeship training opportunities, and philanthropic efforts supporting the development of a qualified workforce to meet the needs of this economy. Additionally, the meeting provided opportunity for the Council to begin its deliberative work and establish near term, time specific action items to be completed by staff.

After review and approval of the minutes of the February 11, 2009 meeting summary, the Council meeting consisted of three parts:

#### 1. Economic Stimulus and State Activities

This session provided the Council with a handout on the ARRA which illustrated the breakdown of the funding allocations and provided California's allocation by area of focus and program. Council members, in a round-robin format, discussed how the Recovery Act is influencing their organization's function.

#### 2. Immediate Opportunities

This agenda item provided the Council baseline information on what green jobs exist now based on an extensive review of existing information conducted by the Employment Development Department's (EDD) Labor Market Information Division (LMID). In addition, LMID staff provided information on those currently unemployed in the state, data on business needs/current job opportunities and recommended strategies for developing a green workforce. Representatives from the California Community College Chancellor's Office, the California Department of Education, the California Building and Trades Association and the California Labor Federation gave the Council overviews of "green" educational and apprenticeship programs currently in existence throughout the state.

#### 3. General Discussions and Next Steps

Synthesizing the information presented for consideration, the Council reviewed and prioritized action items to be accomplished in 10-, 30-, and 60-day timeframes. These action items are:

- Identify economic sectors where Green Collar jobs are expected to grow, allowing the GCJC to concentrate efforts on developing an indepth understanding of these sectors

- Develop and distribute the draft AB 3018 Annual Report for the Legislature to Council members
- Inventory all existing training programs by occupations
- Compile one matrix of green collar jobs
- Map or flowchart players and ARRA funding
- Complete inventory of all ARRA funds and associated timelines impacting their receipt and utilization

The Council acknowledged that there are long term actions that need to be identified, but the most pressing issue is ensuring that the utilization of ARRA funding is effective and appropriately leveraged where possible in support of green collar jobs. The Council's action timeline is depicted in Attachment 4.

### **March 24, 2009**

The focus of this meeting was to provide the Council with work products developed in response to direction given to staff at the March 4<sup>th</sup>, 2009 meeting. Staff of the CWIB presented the Council with a draft AB 3018 Report to the Legislature and provided updates on the following Council directed activities (10-day objectives):

- Matrix of green collar jobs from EDD's LMID (See Attachment 5)
- List of existing green job training programs by occupations. Note: These lists are only a snapshot of what exists and will continue to be studied, evaluated and updated. (See Attachment 6)
- Map (and/or flowchart) of stimulus recipients and anticipated job growth impact
- Complete inventory of all related stimulus funds (See Attachment 7)

In addition, an update was provided on the following 30-day objectives:

- Statewide model for weatherization
- Calendar of pertinent events (conferences)
- Progress on identifying gaps in current green jobs related programs
- Analysis of where jobs will be created by the Recovery Act.
- Inventorying resources and how Local Workforce Investment Boards are investing the Recovery Act resources.

The Council discussed next steps which include:

- Communicating to the Governor and Legislature through regular progress reports and expressing the desire of the Council to serve as a coordinating vehicle for the Governor and Legislature as plans are made regarding the expenditure of the ARRA funding related to the Green Economy.
- Convene an Ad-Hoc Workgroup for the purpose of mapping the working parts, funding streams, partnerships and shared responsibilities of the comprehensive workforce system needed to ensure California's workforce is ready for the green economy and systems are in place to meet the demands of businesses for talent.

The tentative date for the next Council meeting is on April 23, 2009.

### **Public Participation**

The Green Collar Jobs Council meetings have been well attended, with representatives from a variety of organizations in the audience. Attendees have included representatives from Department of Toxic Substances Control, Environmental Defense Fund, Verde Group, California Environmental Protection Agency, California Edge Campaign, California Public Utilities Commission, Local Government Commission, Community Resource Project, Inc., UC Berkeley, Department of Corrections and Rehabilitation, Rising Sun Energy Center, Greenlining Institute, California Department of Education, California Educational Technology Collaborative, Employment Development Department, California Energy Commission, Air Resources Board, California Community Colleges Chancellor's Office, Scientific Conservation, Ella Baker Center, Greater Sacramento Urban League, Small Business Advocate, San Francisco Bay Center of Excellence California Community Colleges, Business Transportation and Housing Agency, California State University Sacramento, State Building & Construction Trades Council of California, La Cooperativa Campesina, Capitol Intercession Group, Inc., Federal Project Office U.S. Department of Labor ETA, California Workforce Association, City of Sacramento, California Labor Federation, State Assembly, Pacific Gas & Electric Company, Monster, Interworks, PTR Inc., Research on Where We are Foundation, Inc., International Brotherhood of Electrical Workers, Kaiser Permanente, Freedom Farms, Golden Sierra Workforce Investment Board, California Department of Industrial Relations, Greenberg Trading, State of Being, and Country Welfare Directors Association.

### *Additional Activities Underway Related to the Green Collar Jobs Council*

#### **Green Partnerships**

California Energy Commission (CEC) is proposing a collaborative framework for the implementation of the AB 118 - California Alternative and Renewable Fuel, Vehicle Technology, Clean Air, and Carbon Reduction Act of 2007 – Workforce Development Framework. Proposed are three components: 1) Labor Market Information Development, 2) Regional Industry Sector Plan Development, 3) Training and Education Program Development and Delivery.

CEC envisions working with the CWIB, EDD, CCCCCO, LMID, and other partners on the implementation of these framework components. The development of a robust advanced transportation technology industry in California will require the collaboration of many segments of the state's economic, business, technology, education, and workforce development communities. In order to effectively develop, deploy and coordinate advanced transportation technology workforce programs, the economic assets of the various regions in the State must first be understood. Work completed by the California Economic Strategy Panel (ESP) provides the basis for further exploration. Using one of the products developed by the ESP, the CWIB has under development an Industry Cluster of Opportunity Request for Proposal. As part of its approach to using sector strategies as the framework for workforce development, the CWIB is promoting data-driven planning as the foundation for strategic planning and investment of resources in support of industry responsive workforce initiatives. The objectives of the RFP are twofold: 1) Advance the competitive position of regionally targeted industry clusters through workforce and economic development partnerships; and, 2) Increase industry cluster-specific worker training and employment opportunities focused on middle skill jobs. The objectives of this proposal opportunity provide the framework needed by CEC to achieve its objective for Regional Industry Sector Planning.

In partnership with EDD, the CWIB is preparing a Solicitation for Proposal for Green Collar Jobs Training using funding available under the Workforce Investment Act. This grant opportunity is intended to support public/private partnerships which develop demand driven, regionally based training opportunities for occupations in the Green Value Chain. Its purposes are: 1) to utilize the Industry Clusters of Opportunity data or other regional planning data to design demand driven green training programs, 2) to increase worker training and employment opportunities focused on middle skill jobs for a diverse population within the Green Value Chain. CEC views this opportunity as complimentary to the third objective of its workforce development framework: Training



and Education Program Development and Delivery, and is exploring the possibility of augmenting the WIA funds with CEC funding where appropriate.

## Conclusion

In the near term, the Council will focus on the identified priority items and will continue to assist in identifying and linking green collar job opportunities with workforce development training opportunities, encouraging the growth of regional collaborations supporting the green economic sector as it develops throughout the state. It will also persist in identifying funding resources and leveraging opportunities, making recommendations on how collaborative investments may increase California's green competitive edge. The Council has been presented a variety of information and made aware of many issues surrounding the emergence of this segment of California's economy. It is rapidly developing an excellent knowledge base which will serve as a critical foundation as it begins to craft an effective definition of "green collar jobs" and a workforce development strategy in support of the emerging green economy. The work of the Council is buoyed by the infusion of funds from the federal American Recovery and Reinvestment Act and other state and national Green program priorities all focused on providing a well prepared workforce ready to meet the demands of businesses throughout the state.