Regional Clusters of Opportunity
Northern Rural Training & Employment Consortium (NoRTEC)
The NoRTEC region is larger than 6 states combined.

Includes eleven counties stretching from Pacific Ocean/Oregon border east to the Oregon/Nevada border.
NoRTEC uses six guiding principles to determine involvement in new initiatives:

1. Will the initiative create new jobs?
2. Will the initiative serve dislocated workers?
3. Will the initiative provide Career Pathway Training?
4. Will the initiative assist business growth in key industry sectors?
5. Will the initiative stimulate economic recovery and growth?
6. Will the initiative create collaboration and leverage resources?
Network of Education, Workforce & Economic Development

California North State Region

Utilities
- PG&E
- Pacific Power
- Northern California Power Assoc.
- Rural Coop

Innovation & Commercialization
- Golden Capital Network
- Innovation Lab
- Sierra Commons
- Superior California EDD
- 3 CORE
- Sierra Economic Development District

EDA Districts
- Shasta County EDC
- Trinity County EDC
- Tehama County EDC
- Plumas Corporation
- Butte EDC
- Nevada Co. Econ Resource Council
- Siskiyou EDC
- Lassen County Community Development
- Chico Economic Planning Corporation
- Oroville Economic Development

Counties (28 Cities)
- Shasta County
- Trinity County
- Tehama County
- Lassen County
- Plumas County
- Modoc County
- Sierra County
- Butte County
- Nevada County
- Siskiyou County
- Del Norte County

Workforce
- NoRTEC - 11 County JPA 5 OneStop Network
- Alliance for Workforce Development
- Job Training Center of Tehama Rural Human Resources Del Norte
- Siskiyou Workforce Connection SMART
- Butte College
- College of the Redwoods
- College of the Siskiyous
- Feather River College
- Lassen College
- Shasta College

Education
- Community Colleges
- University
- CSU, Chico
- NoRTEC - JPA (11 Counties)
- Upstate California EDC
- CSUC Center for Economic Development

Regional Groups
- Small Business Development Center (3)
- Great Valley Center
The Network focused on potential economic opportunity and business needs which would:

1. Create career pathways in three key clusters,
2. Stimulate clean-energy and green product/practice deployment,
3. Provide business access to capital and resources,
4. Accelerate technology transfer and commercialization.
The Cluster of Opportunity project became an action-oriented process.
RICO PROJECT
Three Economic Clusters

1. Green Sector – 10-yr potential growth 4,000 jobs
2. Alternative Fuels & Vehicles – an emerging industry of the Green Sector
3. Allied Health Sector - an existing and mature cluster
Green Sector

The Green Economy and Its Multiple Facets

The Adaptive Green Economy

Businesses:
- Rooted on principles of sustainability
- Transforming processes and products to improve resource efficiency and reduce negative environmental impacts
- Supporting transformation across the supply chain

What is produced and provided

The Core Green Economy

Businesses that provide the products and services that:
- Provide alternatives to carbon-based energy
- Promote energy and all natural resources
- Reduce pollution and resource waste

The Rest of the Economy

Households, Nonprofits, and Public Entities:
- Changing consumption habits
- Improving resource efficiency

How things are produced and operated

Adaptive Green Economy

EDD Survey of Employers on Green Occupations
May 2009 - January 2010

Map showing percentages in various regions of California:
- 67%
- 61%
- 62%
- 56%
- 65%
- 74%
- 62%
- 57%
<table>
<thead>
<tr>
<th>Sector:</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data-Driven Decision Making</td>
<td>Make effective use of labor market, industry and occupational trends, assessment data and other information critical to guiding investment.</td>
</tr>
<tr>
<td>Employer Engagement</td>
<td>Engage employers in providing insights into industry and workforce needs, becoming partners in design, implementation and investment of resources.</td>
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<tr>
<td>Partnership Building</td>
<td>Identify and secure a broad range of partners needed to implement.</td>
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<tr>
<td>Leveraging Resources</td>
<td>Leverage local, state, federal and private sector resources to increase the impacts.</td>
</tr>
<tr>
<td>Policy Alignment</td>
<td>Align and connect education, workforce and economic development, government and other policies to improve outcomes.</td>
</tr>
<tr>
<td>Continuum of Participant Support</td>
<td>An interconnected continuum of processes and services that enable effective workforce delivery.</td>
</tr>
<tr>
<td>Sustainable Systems Change</td>
<td>Integrate implementation of all six factors for long-term and ongoing systems change for public and private partners.</td>
</tr>
<tr>
<td>Performance Measures</td>
<td></td>
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<tr>
<td>Outcomes</td>
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</table>
Goal: Create economic growth and systematic change by accelerating green practices, innovation, technology transfer and commercialization.

KEY CLUSTER: GREEN SECTOR
Strategic Implementation Action Steps

**Strategy 1:** Continue to build the synergy generated with the Innovation Lab to scale business growth through access to capital, specialized expertise and accelerate technology transfer and commercialization.

**Strategy 2:** Collaborate with cities and counties to implement local “green” strategies and programs, energy deployment plans, workforce training, and develop career pathways.

**Strategy 3:** Assist businesses with technology development and commercialization.
Cluster Highlight

- June 2010 Governor’s Innovation Challenge Grant
- October 2010 California iHub Designation
- December 2010 Launch Innovation Lab

Early results since July 2010 include:
- 5 companies, proof of concept stage
- 27 companies, Business Portfolio all at different stages of growth
Goal: Promote the development and deployment of alternative fuels and vehicles and other products that directly reduce greenhouse gas emissions creating jobs and economic wealth.
Strategic Implementation Action Steps

**Strategy 1:** Become the West Coast National Alternative Fuels Training Center for Propane and Propane Hybrid, certified by NAFTC.

**Strategy 2:** Initiate a pilot Clean Cities Coalition, which could be expanded to the region, to deploy new alternative transportation fuels.

**Strategy 3:** Continue to work with federal, state and local partners on infrastructure, financing, policies and incentives to accelerate deployment of technologies.

**Strategy 4:** Connect businesses with resources to accelerate new product development and deployment.
Cluster Highlights

- **Niche Opportunity**: “propane as an autogas”
- **CARB approved**: ROUSH Cleantech’s technology light & medium duty vehicle conversions
- **Transfer Flow Inc**: identified market opportunity – requires a highly skilled and qualified workforce.
- **AB 118 Workforce Development Grant to implement an Alternative Fuel – Propane Conversion Training program.**

**Formal Announcement:** May 26, 2011

**Training Launch:** Certified Training Classes June
What if we could “convert” “gasoline” technologies to other alternative fuels for fleets and light/medium duty trucks?

Propane: 40-50% less than gas
97% domestically produced
24% reduction in GHG
Infrastructure investment, ¼ cost

Training: Certified by National Alternative Fuel Training Consortium, funded by AB 118 CEC
Goal: Assist the North State Health Industry stabilize and navigate through transformational changes due to health care reform.

KEY CLUSTER: ALLIED HEALTH
Strategic Implementation Action Steps

**Strategy 1:** Help further the rural hospitals and clinics’ policy agenda.

**Strategy 2:** Provide training and career pathways that address rural health industry’s workforce needs.
Cluster Highlight

Del Norte a “frontier” region

Invest in comprehensive prevention-oriented partnerships

All children have health coverage

Health and family-focused human services shift resources toward prevention

California Endowment “Building Healthy Communities” Program
Vision

North State
California’s Emerging Innovation Hub

Create a regional and global business climate by fostering a culture of entrepreneurship, innovation and collaboration.