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?
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.
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
Data
Green Sector

The Green Economy and Its Multiple Facets

The Adaptive Green Economy

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

Core Green Economy

Businesses that provide the products and services that:
- Provide alternatives to carbon-based energy
- Optimize energy and all related resources
- Reduce regulations and requirement white

The Rest of the Economy

Businesses, Households, Nonprofits, and Public Entities operating business as usual

What is Produced and Provided

How Things Are Produced and Operated

Adaptive Green Economy

EDD Survey of Employers on Green Occupations

May 2009 – January 2010

Map of California with various percentage data points. Notable percentages include:
- 67%
- 61%
- 62%
- 56%
- 74%
- 65%
- 62%
- 57%
### Action Plan - Framework

**Sector:**

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

Key Cluster: Green Sector
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.
Key Cluster: Alternative Fuel and Vehicles

**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.
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.
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
Key Cluster: Allied Health

Goal: Assist the North State Health Industry stabilize and navigate through transformational changes due to health care reform.
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.