

**Executive Director, Barbara Halsey**

**Mission:**

Accelerate business investment and job creation in California's Green Economy through strategic actions at the state, regional, and local levels. Collaborate with investors, employers, regulators and public sector partners to connect business and the trained green collar workforce.

---

**Objectives:**

- Evaluate initial training programs funded under California's Green Workforce Initiative for relevance to industry needs.
- Ensure continuation and evolution of relevant training programs through sustainability planning.
- Support California's Businesses by facilitating access to resources which will spur innovation and/or support their transition into the green economy.

---

**Strategies:**

- Serve as a neutral broker that will guide discovery, investments, direction & accountability
- Be a 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 proactively understand competitiveness issues and green workforce needs
- Increase education pathways that lead low wage workers to well-paying jobs across all parts of the value chain
- Use technology to improve data, bridge systems, facilitate communication and improve access to information among partners

---

**Actions:**

- Sector Strategies: Provide technical assistance to Regional Industry Clusters of Opportunity grantees.
- Sector Strategies: Provide technical assistance to Clean Energy Workforce Training Program grantees.
- Sector Strategies: Launch and provide technical assistance to State Energy Sector Partnership Regional Teams.
- Sector Strategies: Identify new leveraged funding opportunities to be developed.
- Communication & Outreach: Continue regional engagement through regional forums and action clinic
- Policy: Provide updated report and education session for legislators.
- Policy: Package existing policy for business attraction and retention purposes.
- Communication & Outreach: Green Portal, develop communication strategy, plan and deliver a leveraged green conference.
- Technology: Update website to include information & resources re: The Council
- Strategic Alliances: GoED, EDC, Investors, local, state and federal Government, labor, trade organizations, and business
- Communication & Outreach: Develop, publish, and maintain a green funding/training map.