

August 10, 2009
Sacramento

August 12, 2009
Diamond Bar

CLEAN ENERGY SUMMIT

California Energy Commission
Employment Development Department
Employment Training Panel
California Workforce Investment Board



California's Green Recovery

Barbara Halsey
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.**”*

Why State Level Sectors 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)

Why State Level Sectors Strategies?

Sector initiatives are considered highly responsive to industry demand when compared to traditional job-matching and training services because they are:

- *Problem-oriented*, not program-oriented;
- Must *identify the core challenges* (root cause)
- *Address needs interdependently*, not independently; and
- *Work with industries collectively*, not as individual firms.

Why Regional Sector Initiatives?

- Address the *needs of employers* -- by focusing intensively on the workforce needs of a specific industry sector within a region often concentrating on a specific occupation or set of occupations within that industry
- 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
- Promote *systemic change* -- that achieves ongoing benefits for the industry, workers, and community.

Implementing a State Level Sector Strategy

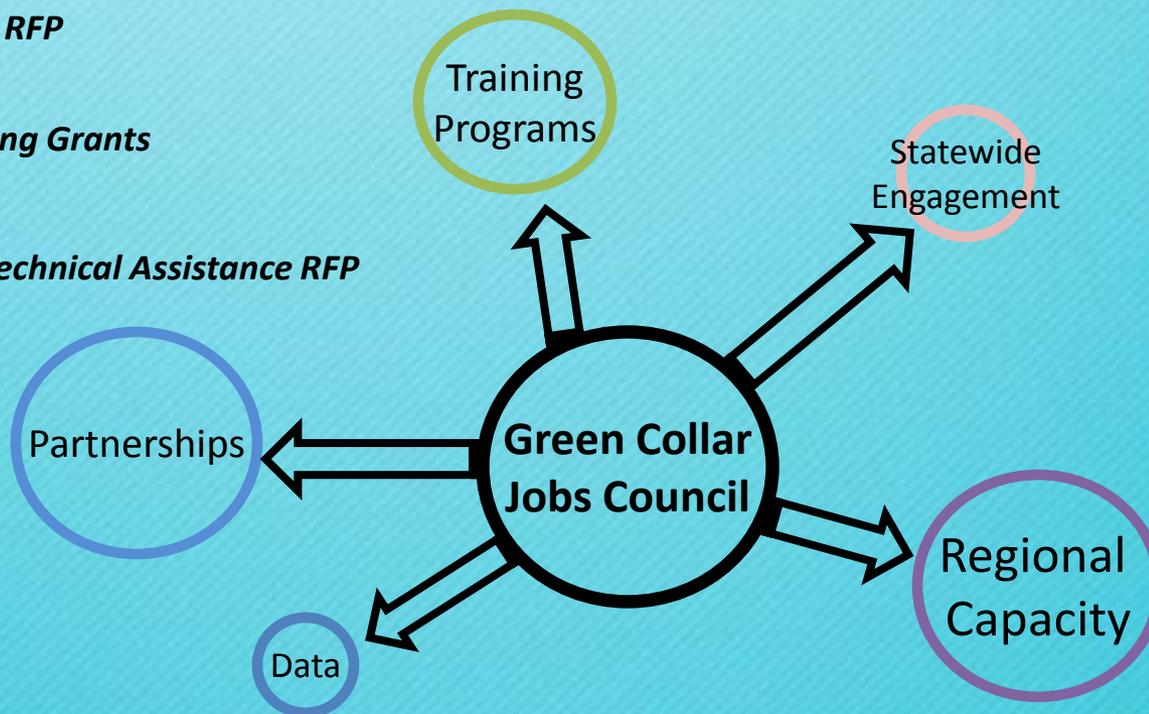
A Different Way to do Business

California will implement one of the largest green workforce training initiatives in the nation. This initiative models the leveraged investment strategy the Green Collar Jobs Council is interested in supporting as the standard method for funding future Sector Based workforce development projects.

California Energy Commission/Workforce Investment Act
Clean Energy Workforce Training Program RFP

Department of Labor
State Energy Sector Partnership and Training Grants

California Workforce Investment Board
Regional Industry Cluster of Opportunity Technical Assistance RFP



Implementing a State Level Sector Strategy

California Energy Commission/Workforce Investment Act
Clean Energy Workforce Training Program RFP

Total: \$15 million (ARRA) + \$3.8 million (AB118) + Governor's 15% Funds (WIA)

Purpose:

*The goal of the program is to support the expansion and development of local workforce development training programs and regional partnerships that focus on job skills for energy efficiency, water efficiency, renewable energy, and alternative and renewable transportation technologies through a **Sector Strategy** approach.*



Implementing a State Level Sector Strategy

Department of Labor

State Energy Sector Partnership and Training Grants

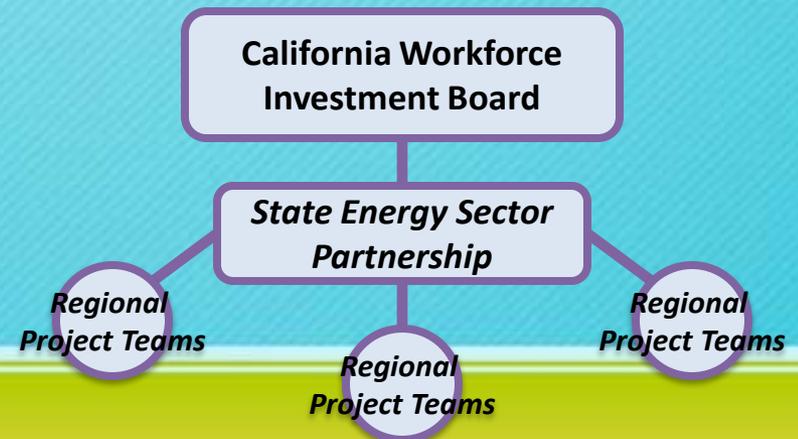
Total: \$190 million (ARRA)

Award Amount: \$2 million - \$6 million

Due October 20, 2009

Purpose:

Provide training, job placement, and related activities that reflect a comprehensive statewide **Energy Sector Strategy**. These activities will be accomplished through the formation of a **State Energy Sector Partnership** that will oversee and enhance the operations of Regional Project Teams. Industries of focus include energy efficient building construction, renewable energy, energy efficient and advanced drive train vehicles, biofuels, deconstruction and materials, energy efficiency assessment, and environmentally sustainable manufacturing.



Implementing a State Level Sector Strategy

California Workforce Investment Board/California Energy Commission
Regional Industry Clusters of Opportunity Technical Assistance RFP

Total Proposed: Approx \$2.5 million (ARRA) + \$500,000 (AB118)

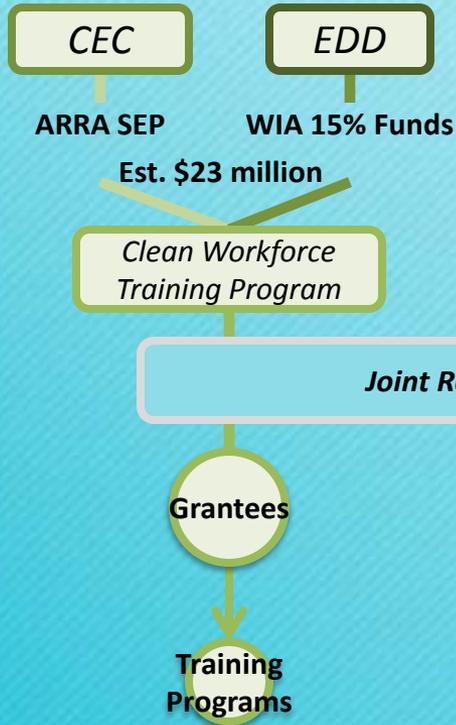
Purpose: *The California Workforce Investment Board is promoting data-driven analyses to develop industry clusters of opportunity strategies. To support this effort, the State Board plans to release a Request for Proposal (RFP) for industry clusters of opportunity technical assistance grants. CEC hopes to leverage AB118 funding to support applications consistent with their funding priorities. The four areas of technical assistance are:*

- Diagnosis of economic trends and labor market needs;*
- Collaborative Priority-Setting;*
- Negotiated Cluster of Opportunity Investment Strategy; and*
- Sustainable Implementation.*

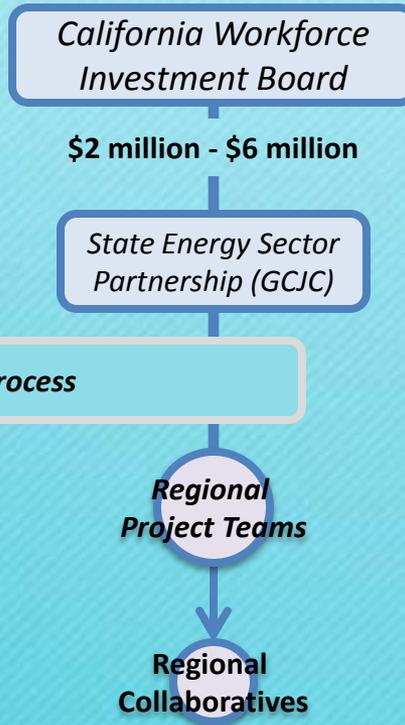


The **BIG** Picture

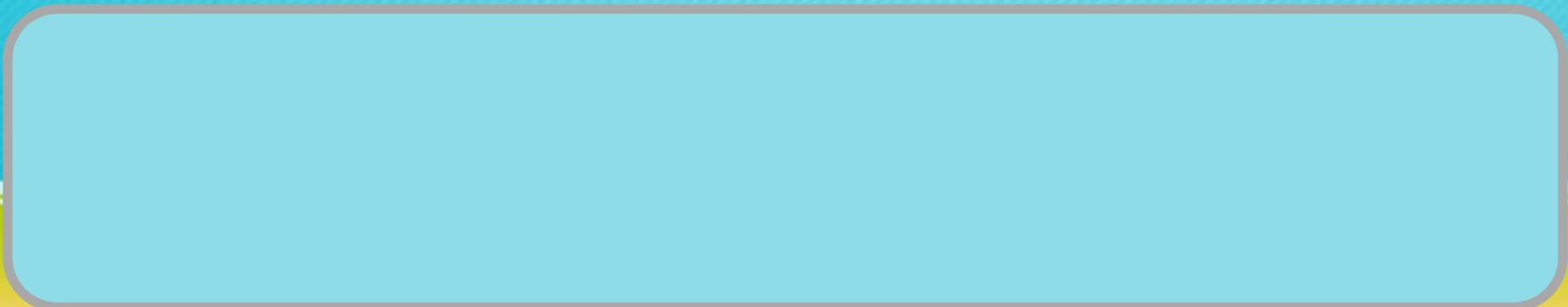
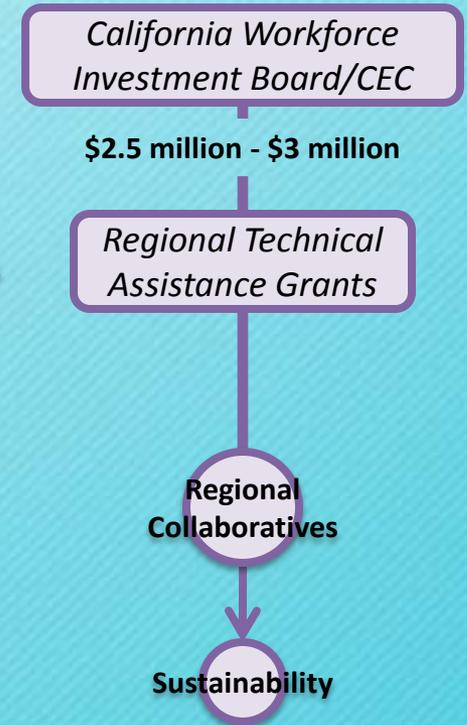
Developing Training *(Clean Energy Workforce Training RFP)*



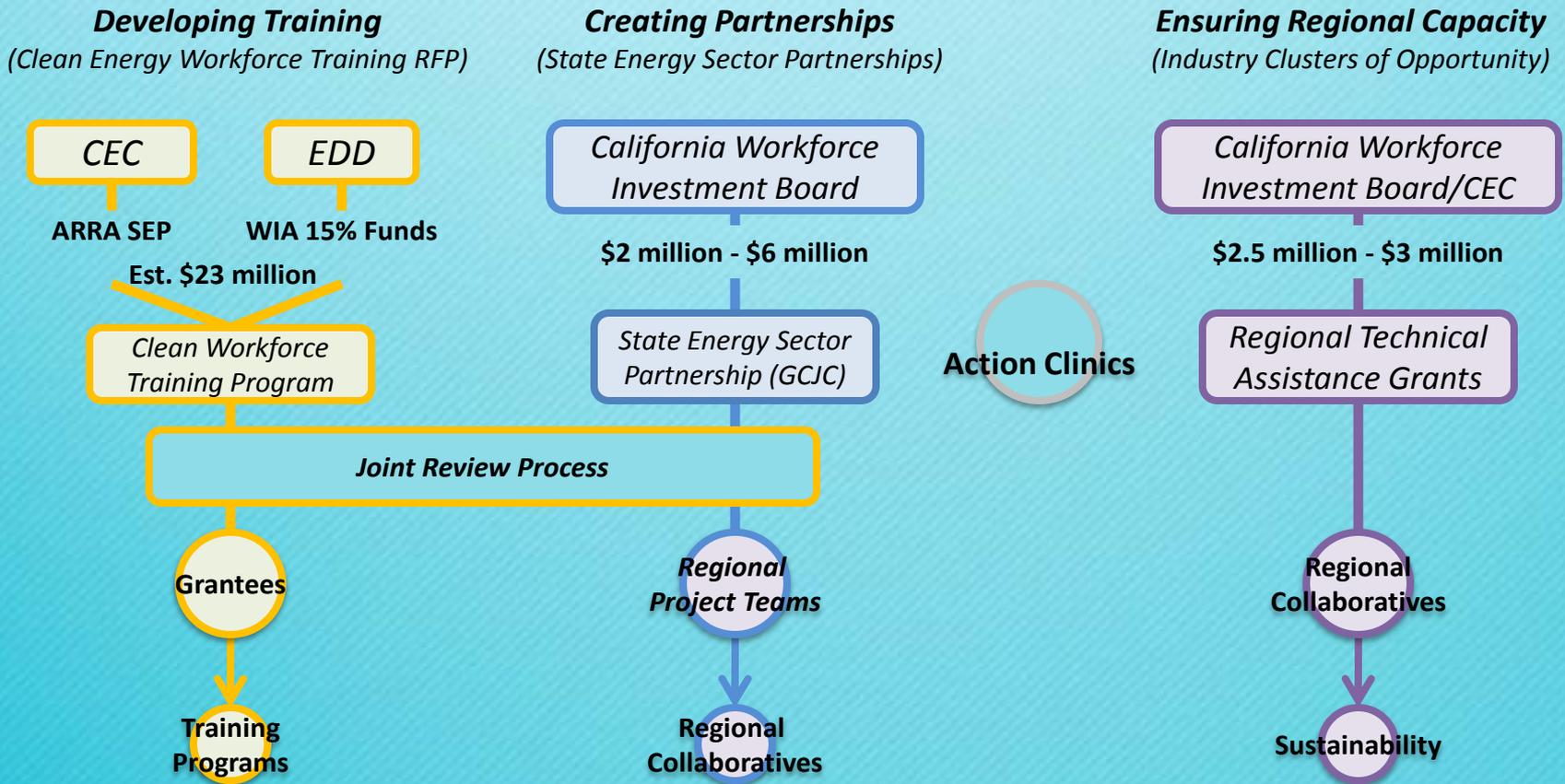
Creating Partnerships *(State Energy Sector Partnerships)*



Ensuring Regional Capacity *(Industry Clusters of Opportunity)*



The **BIG** Picture

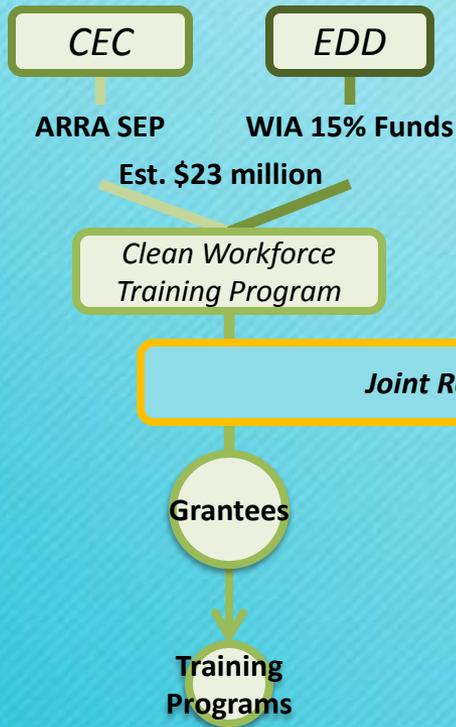


Clean Workforce Training Program:

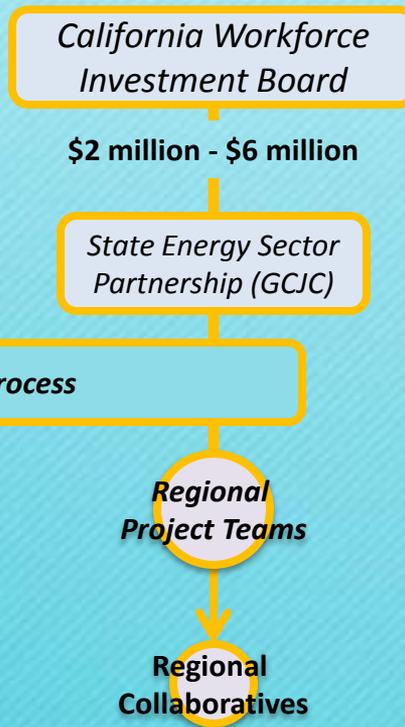
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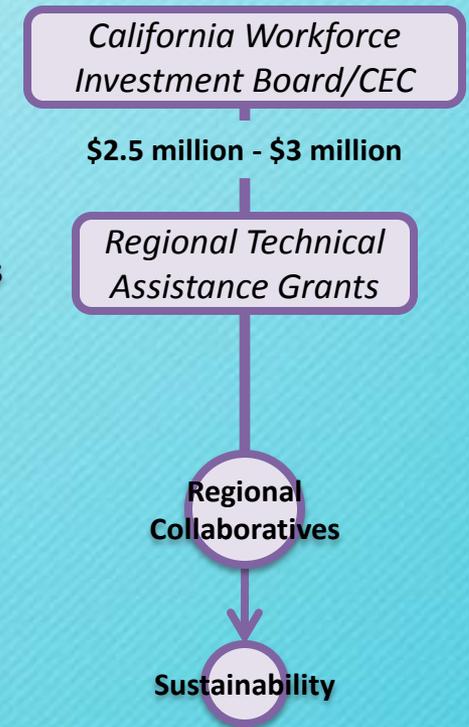
Developing Training (Clean Energy Workforce Training RFP)



Creating Partnerships (State Energy Sector Partnerships)



Ensuring Regional Capacity (Industry Clusters of Opportunity)



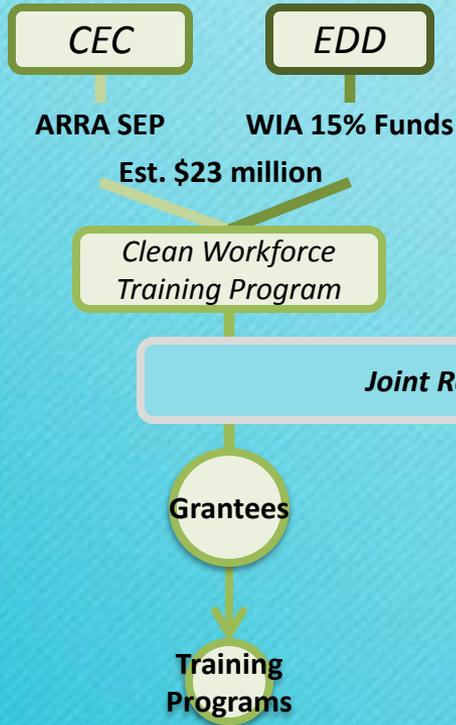
Action Clinics

Primary activities for SESP/GCJC members:

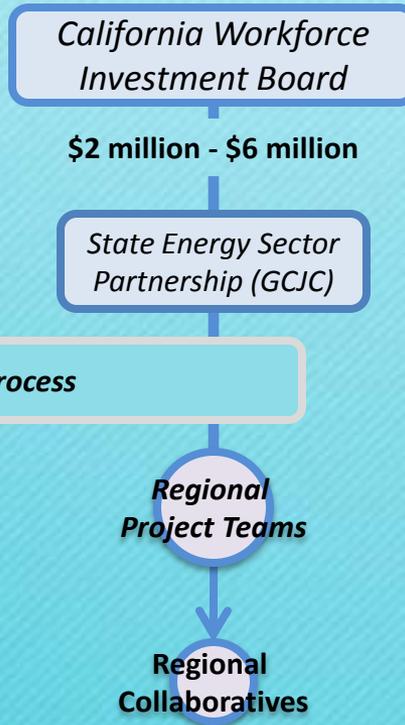
1. Strategic planning and development of a Sector Plan, including selecting local and regional project teams, which the applicant will describe in the technical proposal and,
2. Oversight of the implementation and successful operation of the State Energy Sector Plan. The Board may choose to expand the roles of the SESP beyond these two activities to enhance the operations of the local and regional project teams.

The **BIG** Picture

Developing Training
(Clean Energy Workforce Training RFP)



Creating Partnerships
(State Energy Sector Partnerships)



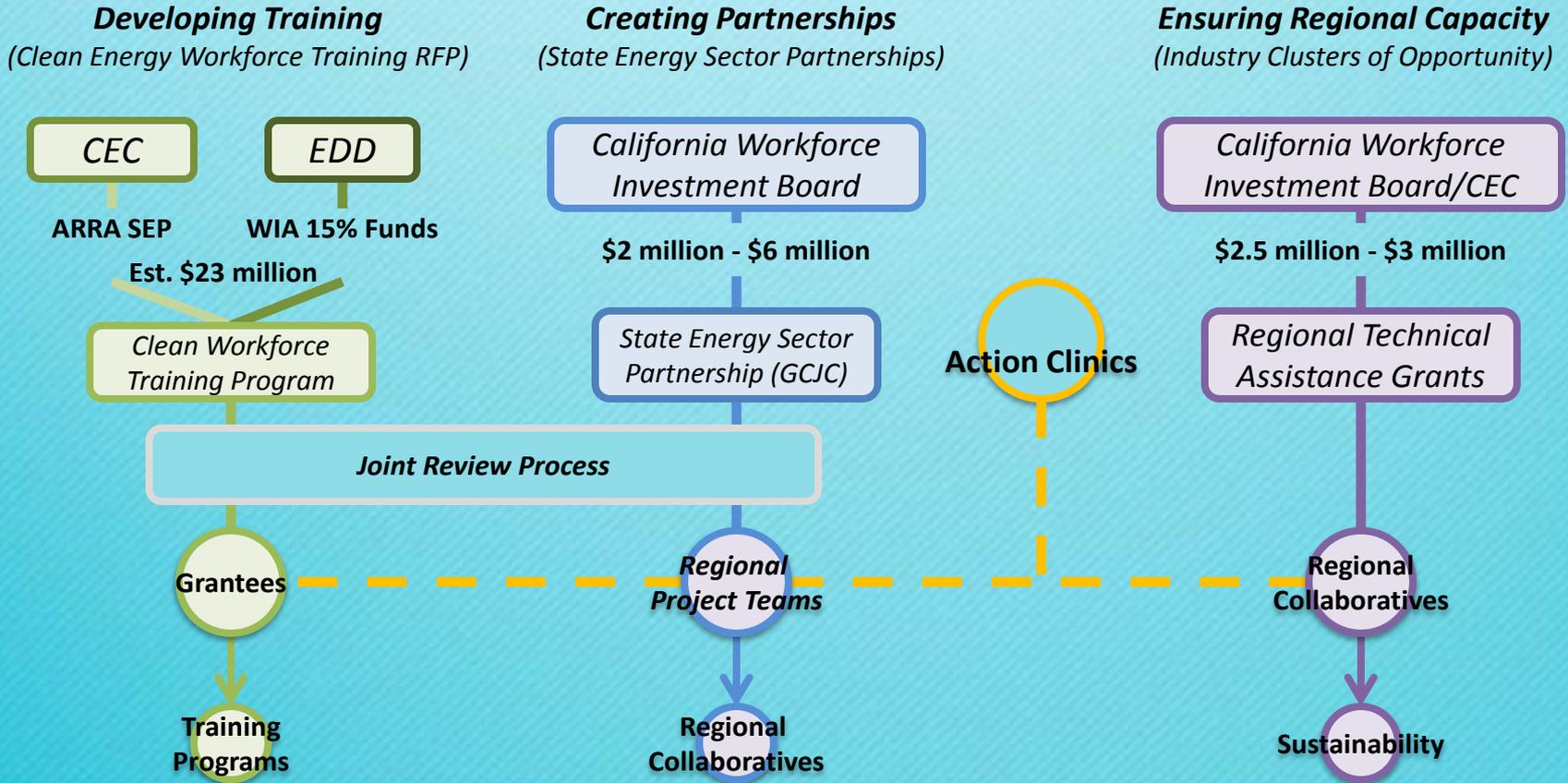
Ensuring Regional Capacity
(Industry Clusters of Opportunity)



In this proposed grant the CWIB in partnership with the California Economic Strategies Panel will, develop and provide technical assistance using a four phased model for regional planning:

- **Diagnosis**
- **Collaborative Priority-Setting**
- **Negotiated Investment Strategy**
- **Sustainable Implementation**

The **BIG** Picture



Action Clinics:

The *regional action clinics* will provide regional teams the opportunity to *test drive* the technical assistance components and provide those regions not selected for the previous grants the opportunity to develop long lasting regional capacity.

Next Steps

1. Staff to the Council will work in partnership with the California Energy Commission and the Employment Development Department on the Clean Energy Workforce Training RFP.
2. The Green Collar Jobs Council will serve as the State Energy Sector Partnership for the DOL Grant and provide oversight for the development and implementation of the Grant.
3. The Regional Industry Cluster of Opportunity RFP is expected to be released in September.
4. Action Clinics will be held to support grantees under each project.