CLUSTERS OF OPPORTUNITY & THE GREEN ECONOMY

February 15, 2011

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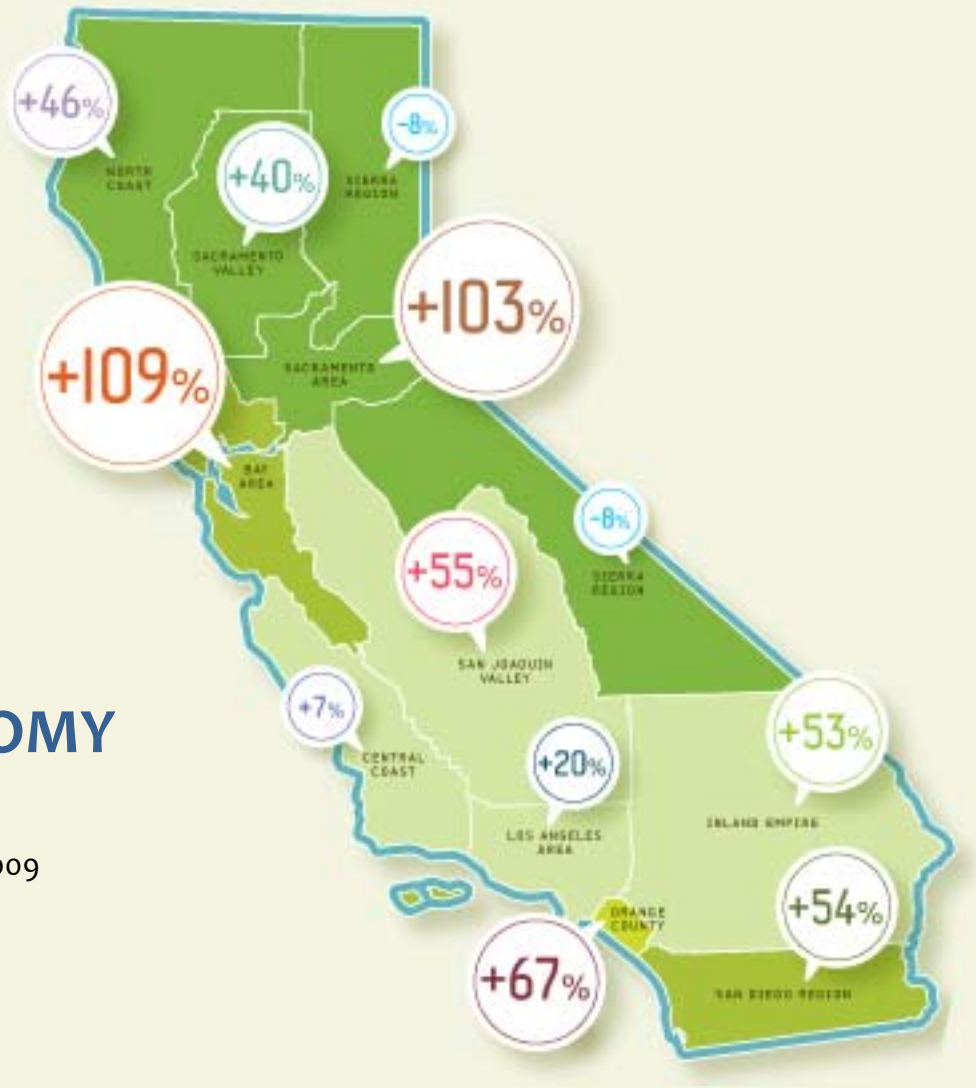
Collaborative Economics

DIMENSIONS OF THE GREEN ECONOMY

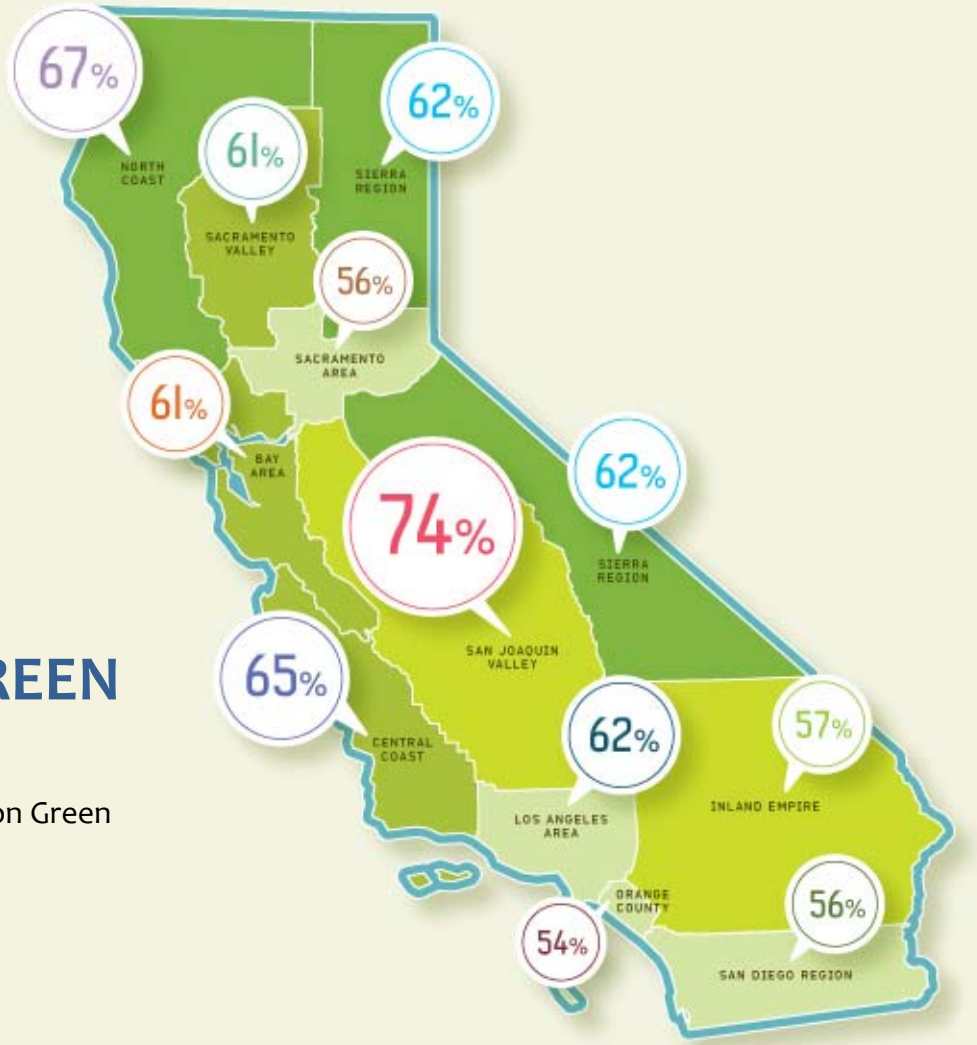
REGIONAL GROWTH, DIVERSITY & SPECIALIZATION



TOTAL CORE GREEN ECONOMY

Employment Concentration
by Region
Relative to State, January 2009

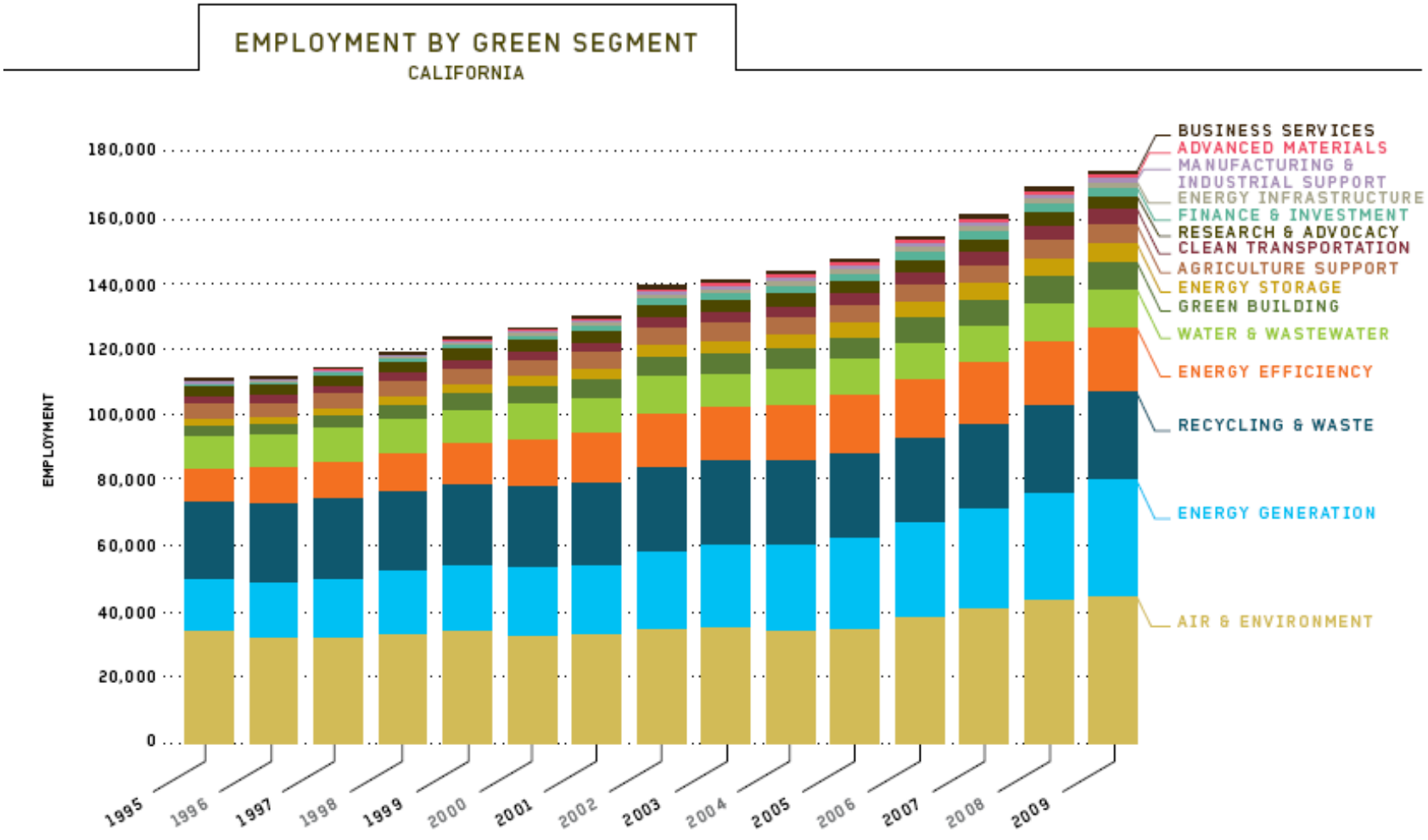
GREENING OF THE CALIFORNIA WORKFORCE



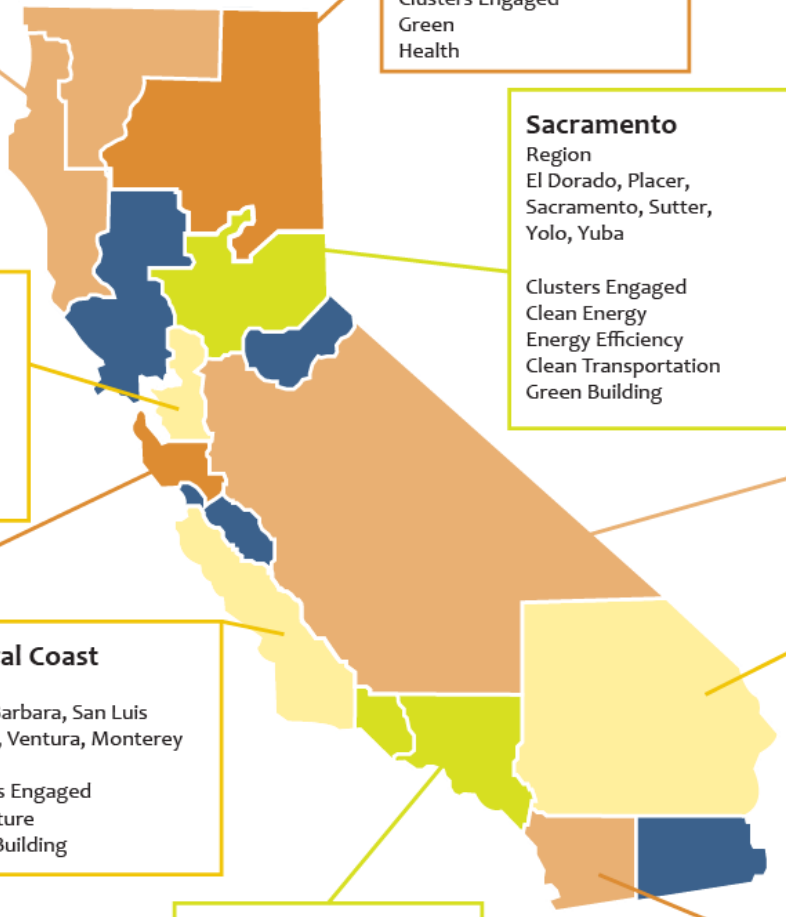
ADAPTIVE GREEN ECONOMY

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

GROWTH DESPITE GENERAL RECESSION



NEXT 10 MANY SHADES OF GREEN. Data as of January. Data Source: Green Establishment Database. Analysis: Collaborative Economics



North State
Region
Butte, Del Norte, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity

Clusters Engaged
Green
Health

Redwood Coast
Region
Del Norte, Humboldt, Mendocino, Siskiyou, Trinity

Clusters Engaged
Specialty Agriculture
Management Innovation
Green Building & Construction
Diversified Healthcare

Sacramento
Region
El Dorado, Placer, Sacramento, Sutter, Yolo, Yuba

Clusters Engaged
Clean Energy
Energy Efficiency
Clean Transportation
Green Building

San Joaquin Valley
Region
San Joaquin, Stanislaus, Merced, Fresno, Kings, Tulare, Kern, Inyo, Mono, Tuolumne

Clusters Engaged
Health/IT

Greater East Bay
Region
Alameda, Contra Costa, Solano

Clusters Engaged
Clean Energy
Water Technology

Silicon Valley
Region
Santa Clara and San Mateo Counties

Clusters Engaged
Health/IT

Central Coast
Region
Santa Barbara, San Luis Obispo, Ventura, Monterey

Clusters Engaged
Agriculture
Green Building

Inland Empire
Region
Riverside and San Bernardino Counties

Clusters Engaged
Transportation
Health

So Cal
Region
Los Angeles, Orange, Ventura

Clusters Engaged
Water and Wastewater
Transportation & Energy Storage
Green Building
Energy Generation

San Diego Workforce Partnership
Region
San Diego County

Clusters Engaged
Health/IT

CLUSTERS OF OPPORTUNITY

LESSONS FROM THE FIELD:
WORKFORCE DEVELOPMENT ALONE IS NOT ENOUGH

	MARKET DEMAND	JOB CREATION	WORKFORCE DEVELOPMENT
STATE POLICY	Procurement	Value-adding Investments	Talent Preparation & Transition System
	Standards	Cost-reducing Changes	Focused Investment In High Demand, High Potential Areas
LOCAL EXECUTION	Projects	New Business Creation	Education & Training
	Permitting	Existing Business Expansion	Continuum of Support

CLUSTERS OF OPPORTUNITY STRATEGIES