Regional Clusters of Opportunity

Northern Rural Training & Employment Consortium (NoRTEC)

NoRTEC Region

The NoRTEC region is larger than 6 states combined.

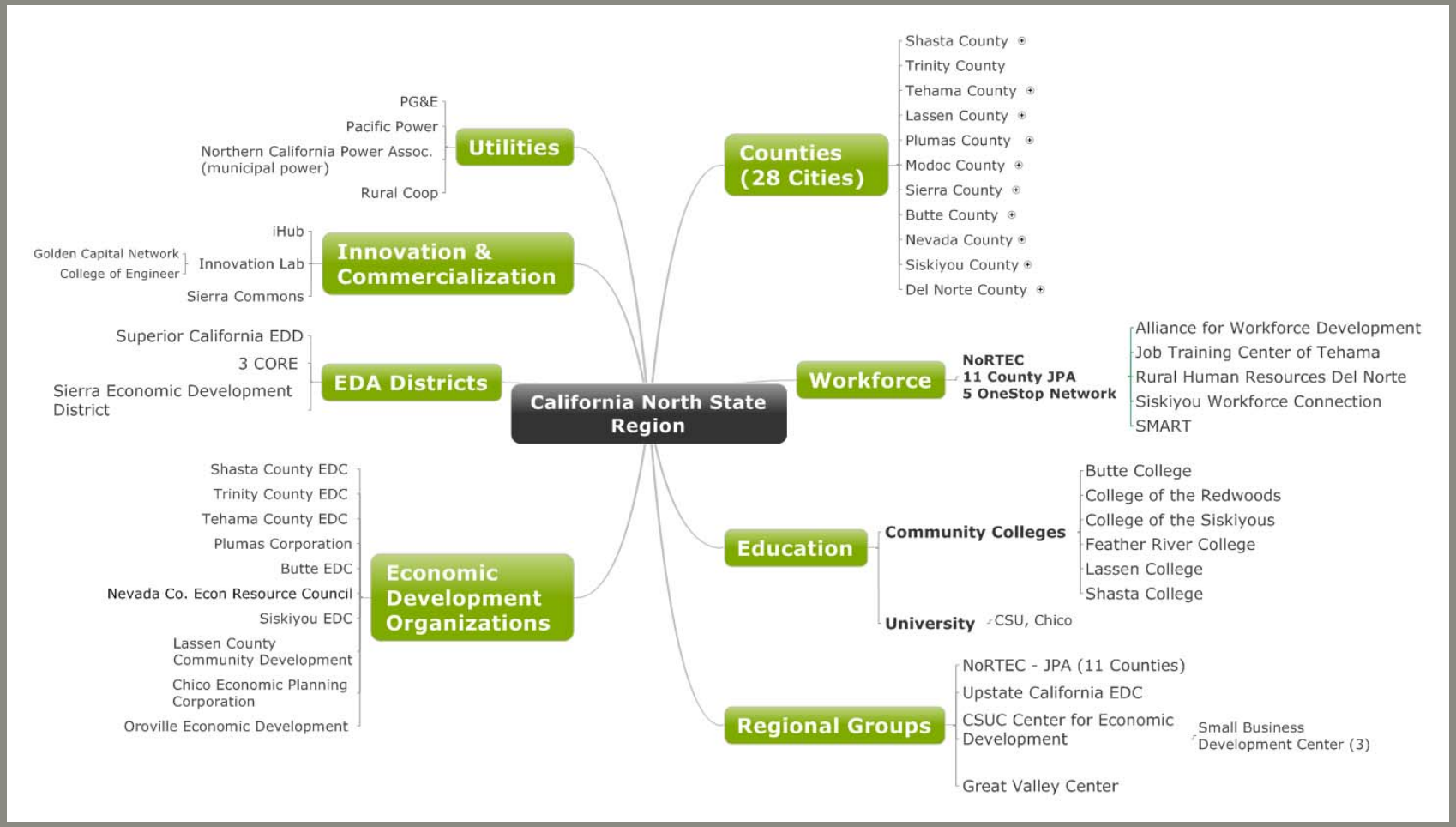
Includes eleven counties stretching from Pacific Ocean/Oregon border east to the Oregon/Nevada border.

NoRTEC Guiding Principles

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



Regional Clusters of Opportunity Initiative

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.

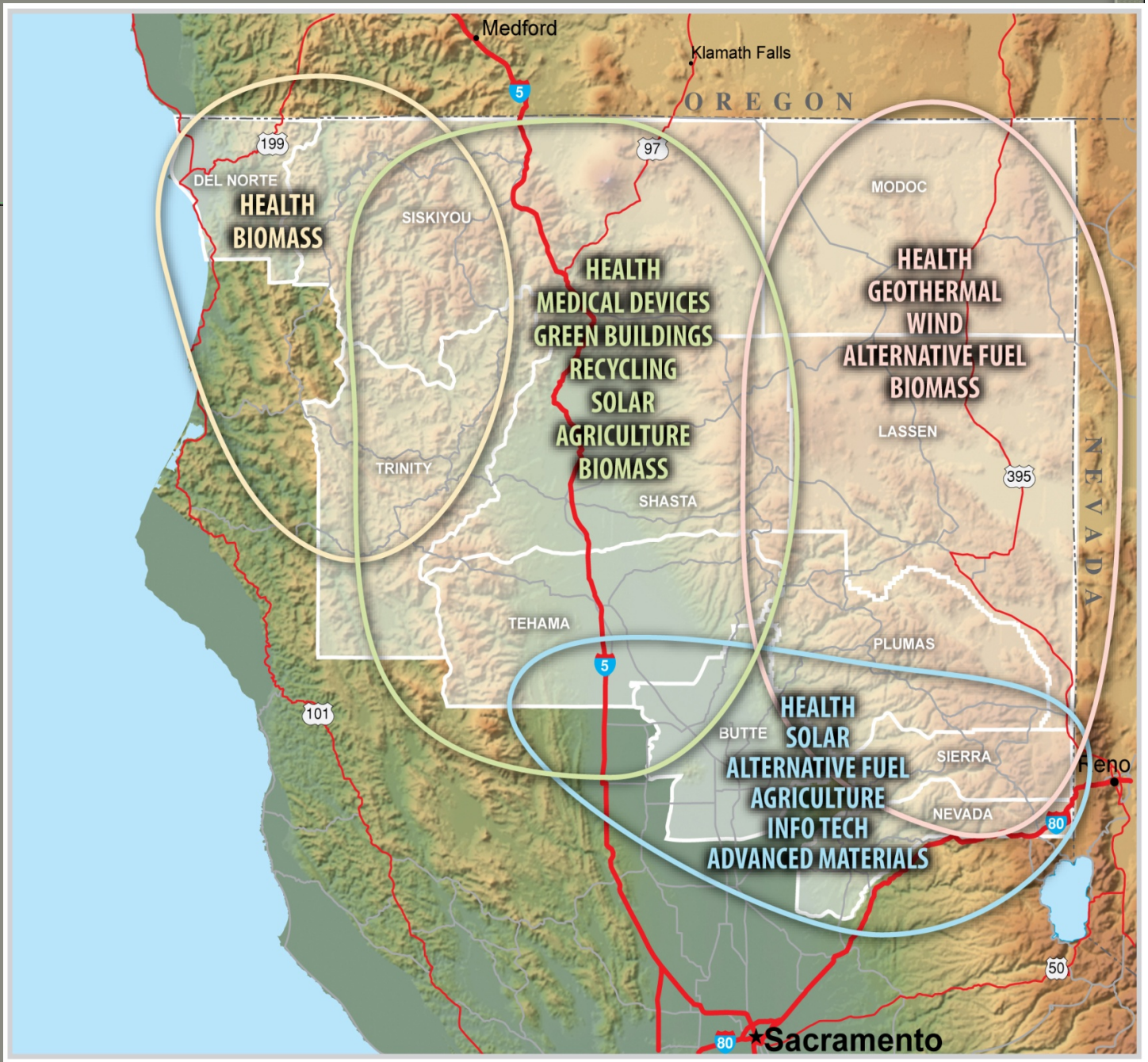
Project Outcomes

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


Medford
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DEL NORTE
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SIERRA
NEVADA
Reno
Sacramento
HEALTH
BIOMASS
HEALTH
MEDICAL DEVICES
GREEN BUILDINGS
RECYCLING
SOLAR
AGRICULTURE
BIOMASS
HEALTH
GEOTHERMAL
WIND
ALTERNATIVE FUEL
BIOMASS
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SOLAR
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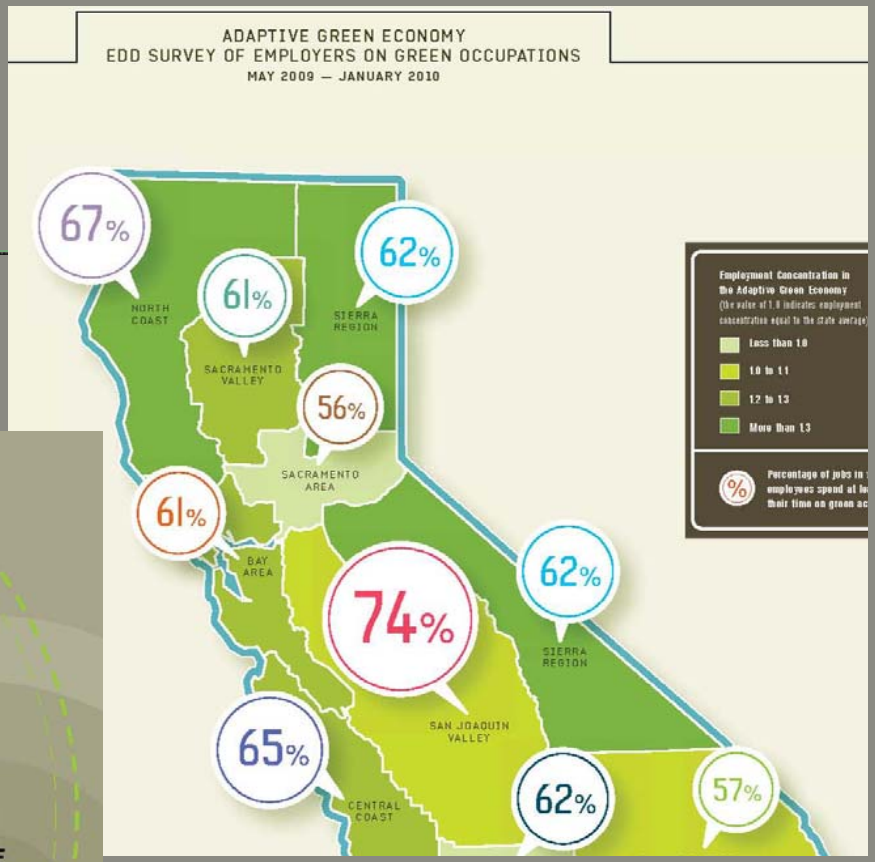
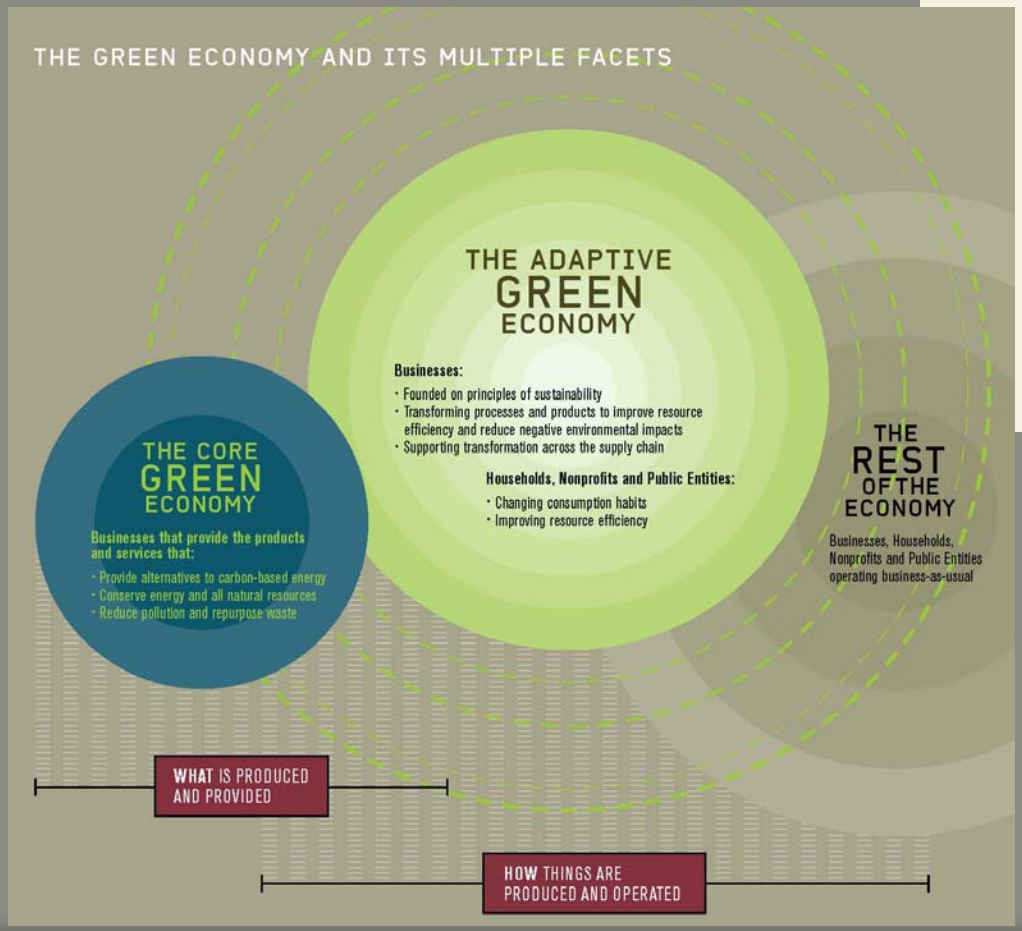
AGRICULTURE
INFO TECH
ADVANCED MATERIALS
199
97
5
395
101
80
50

Green Sector





Action Plan - Framework

Progress-at-a-Glance

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 on-going 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

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.

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.

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.

Transfer Flow, Inc

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.

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.