



# MANY SHADES OF GREEN

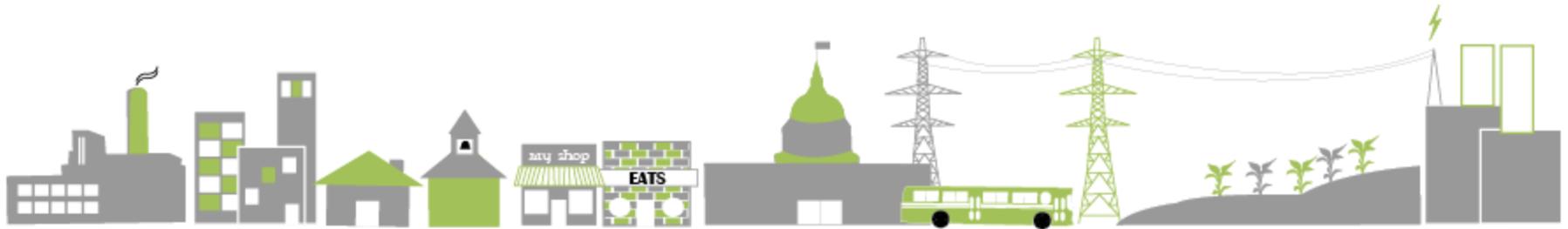
DIVERSITY AND DISTRIBUTION OF CALIFORNIA'S GREEN JOBS

Presented by

Doug Henton

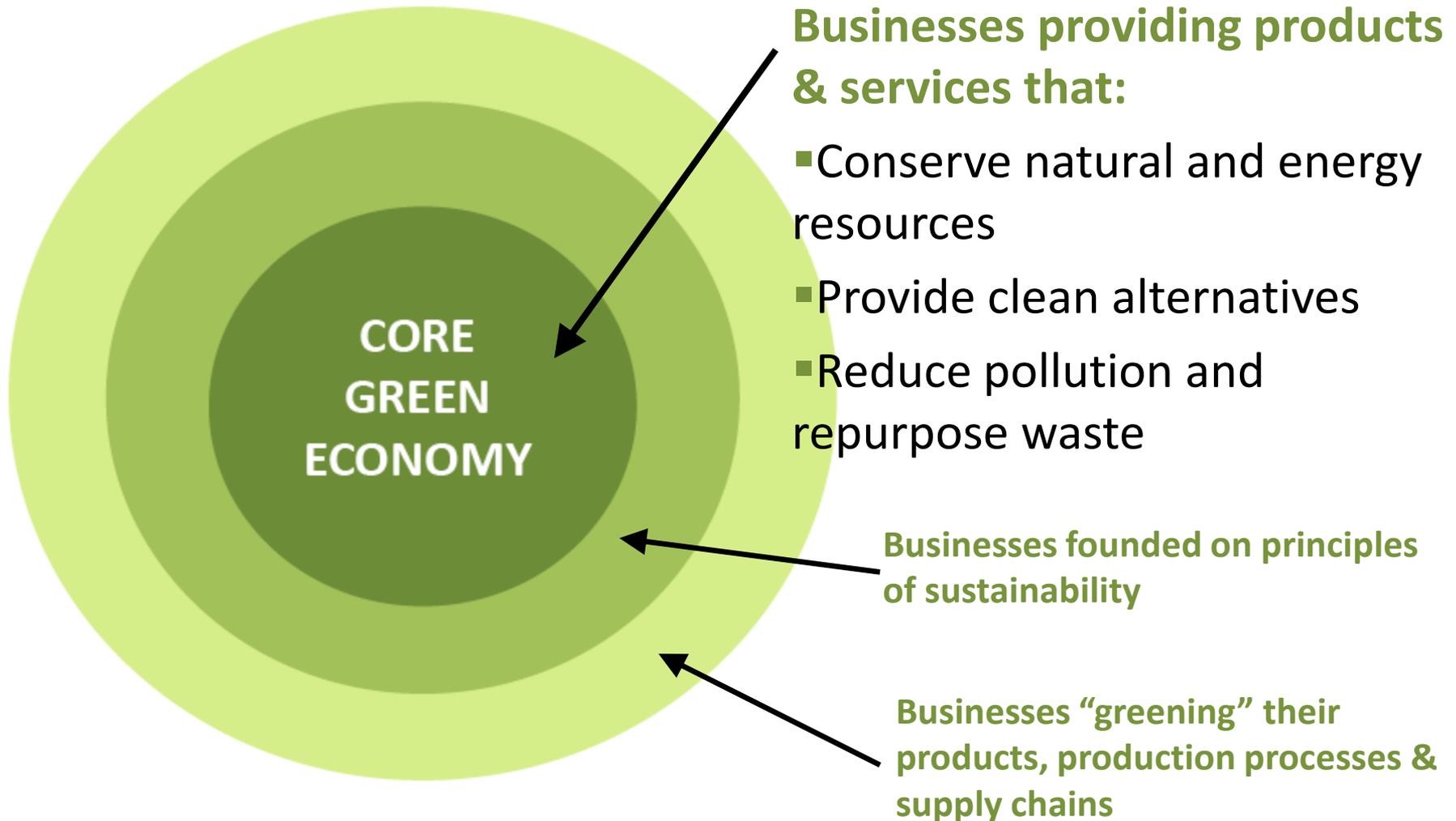
February 16, 2010

# THE ECONOMY, CONSISTING OF A DIVERSE SET OF ACTORS, IS TRANSFORMING:



- Faced with volatile energy costs, California's households and businesses are finding new ways to **save money and conserve resources**.
- As a result, our **innovative business community** is finding new opportunities in providing the products and services we need to accomplish these goals.

# GREEN JOBS: OUR DEFINITION

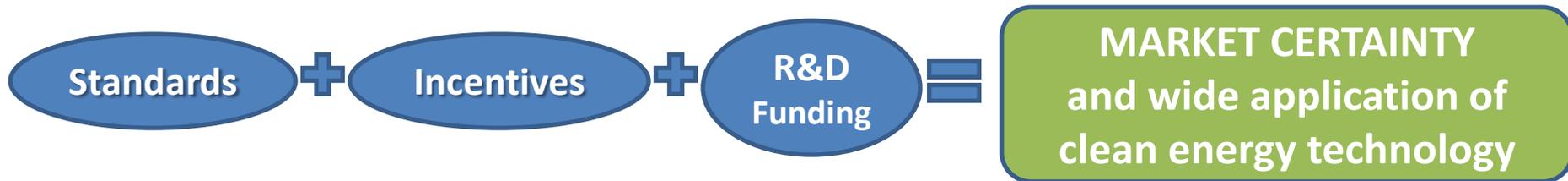


# 15 SEGMENTS OF THE CORE GREEN ECONOMY

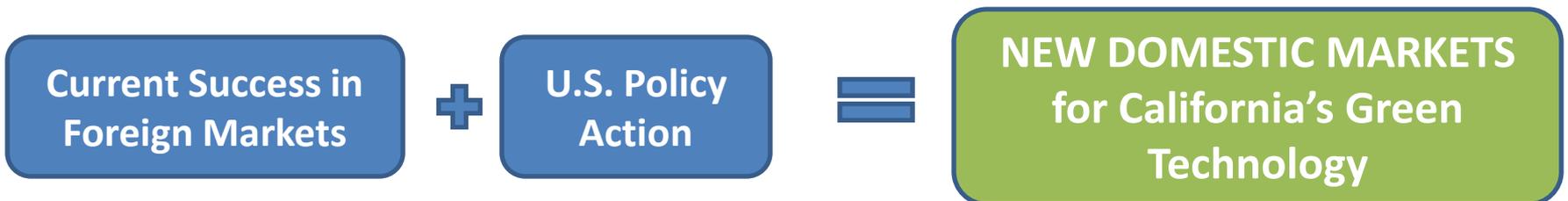
1. Energy Generation
2. Energy Efficiency
3. Transportation
4. Energy Storage
5. Air & Environment
6. Recycling & Waste
7. Water & Wastewater
8. Agriculture
9. Research & Advocacy
10. Business Services
11. Finance & Investment
12. Advanced Materials
13. Green Building
14. Manufacturing & Industrial
15. Energy Infrastructure

# CALIFORNIA'S GREEN INNOVATION AND POTENTIAL FOR REAL GROWTH

California's leadership in technology, business and public policy innovation has fueled the state's green economy and will determine sustained success.



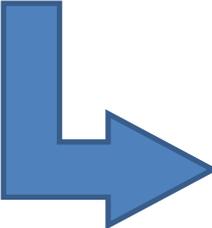
As a result, California is at the forefront of a wide range of green technologies.



# CALIFORNIA'S GREEN ECONOMY

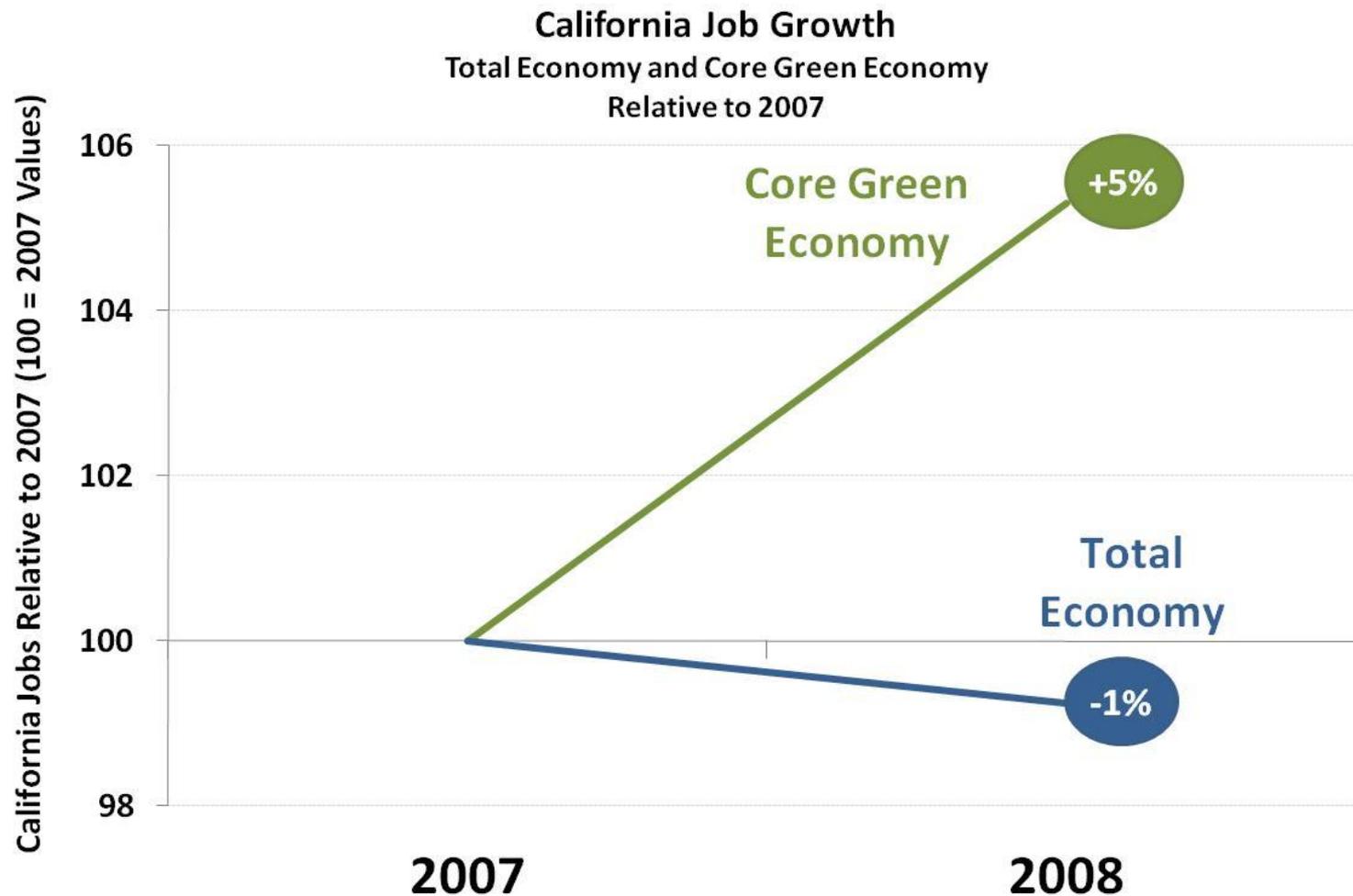
- **Diverse**
- **Located across the state**
- **Growing faster than total economy**
- **Offers broad occupational opportunities**

While green jobs alone won't solve the state's unemployment challenges, over time these jobs could become a larger portion of total jobs.



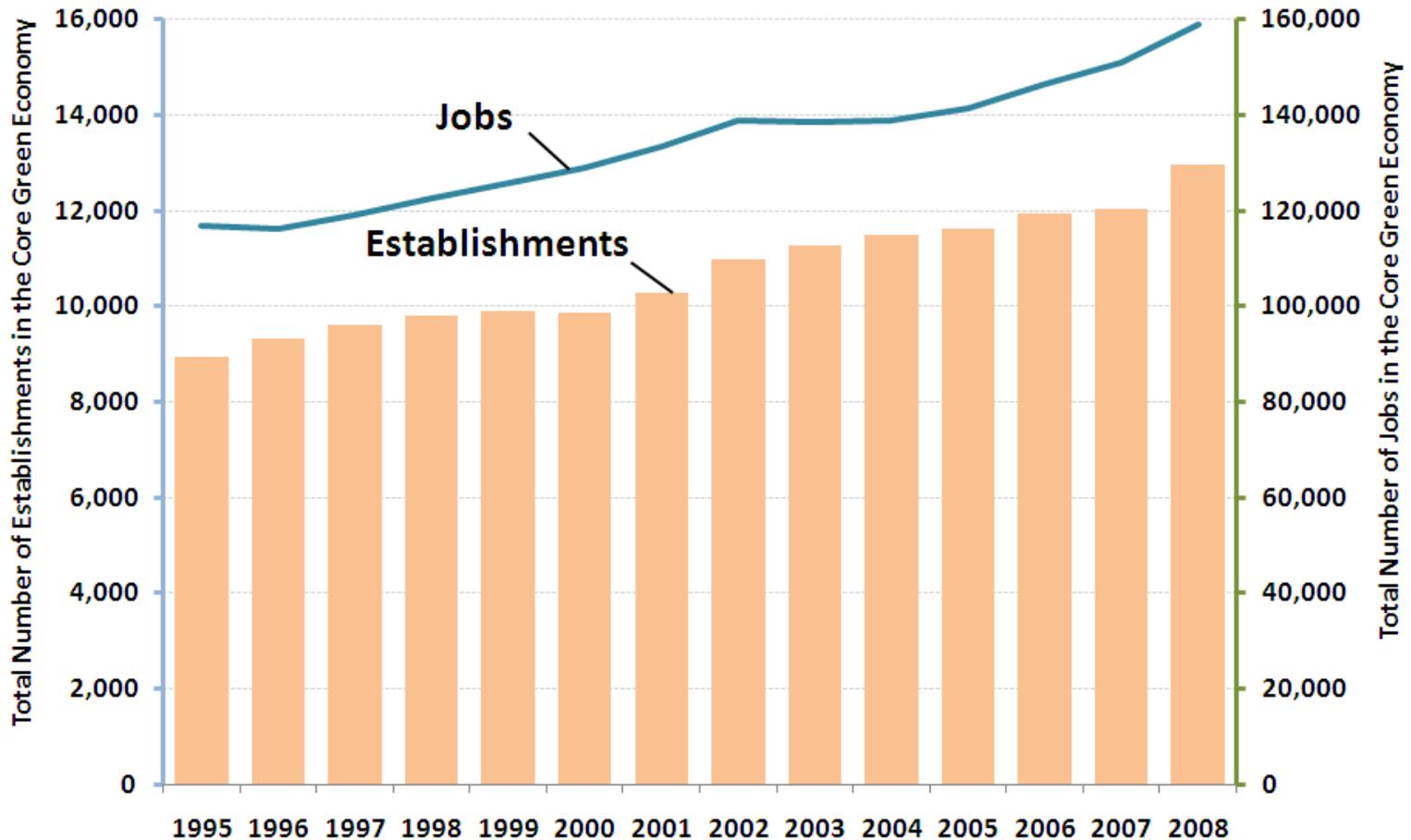
This means that as markets grow for green products and services, Californians will benefit from new job opportunities and energy savings.

# GREEN OUTPACING TOTAL ECONOMY



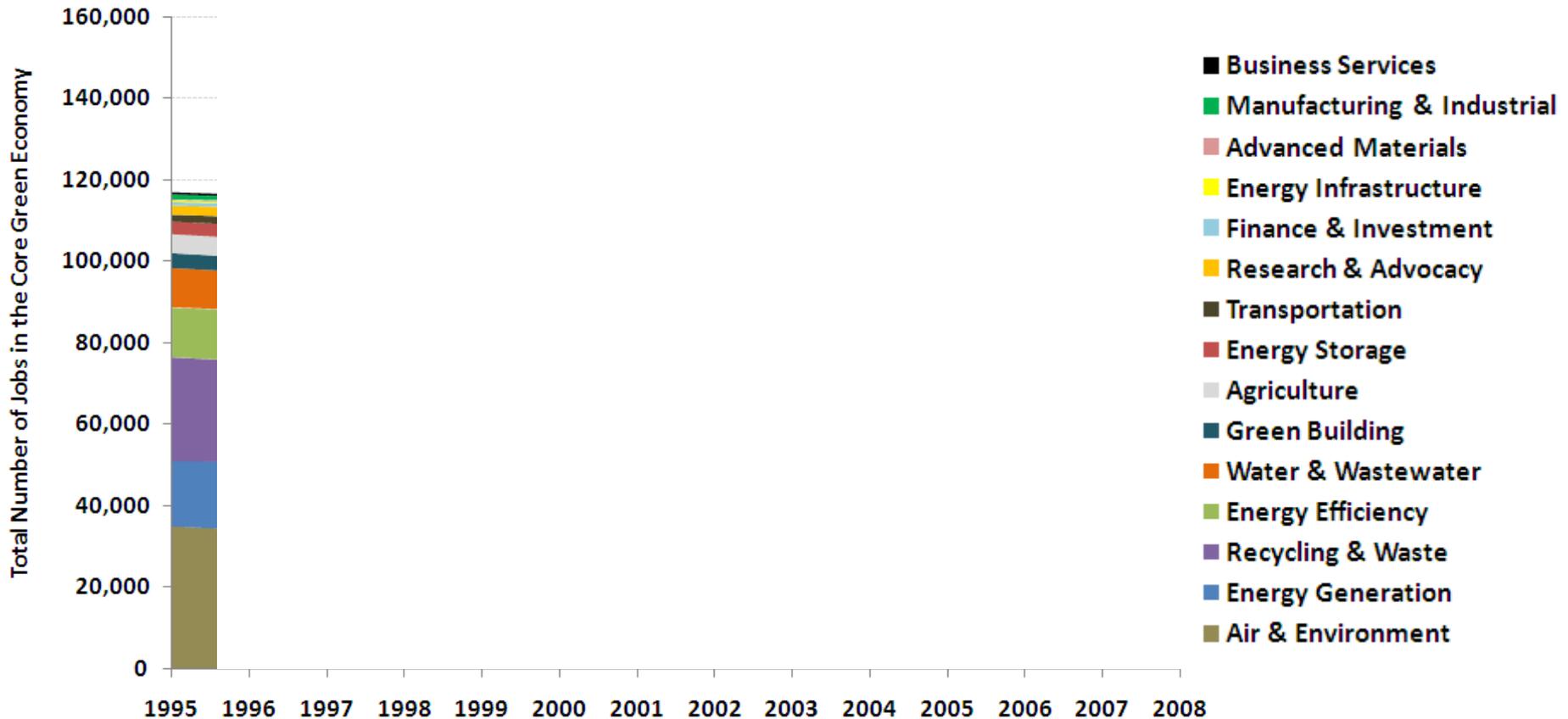
Data Source: Green Establishment Database  
Analysis: Collaborative Economics

# CALIFORNIA'S CORE GREEN ECONOMY IS GROWING



Data Source: Green Establishment Database  
Analysis: Collaborative Economics

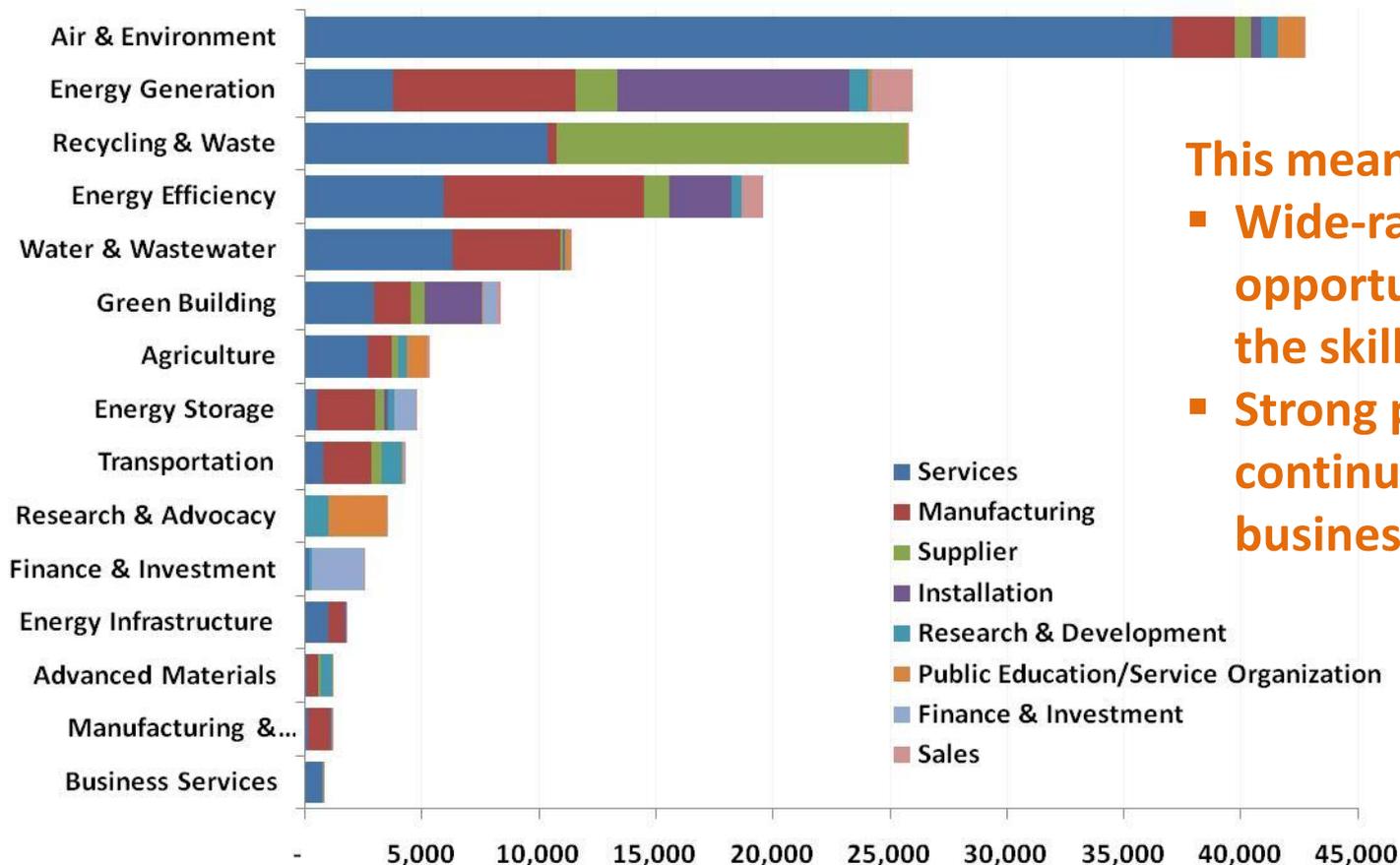
# CALIFORNIA'S CORE GREEN ECONOMY IS DIVERSE



Data Source: Green Establishment Database  
Analysis: Collaborative Economics

# DIVERSE BUSINESS BASE ACROSS THE VALUE CHAIN

Core Green Economy Jobs by Establishment Type  
California, 2008



This means:

- Wide-ranging job opportunities across the skills spectrum
- Strong potential for continued green business growth

# WIDE RANGING OPPORTUNITIES: Green Increased Demand Occupations

OCCUPATIONAL TITLE	ANNUAL EARNINGS 2008 MEDIAN	EDUCATION & TRAINING
<b>Electrical &amp; Electronic Equipment Assemblers</b>	<b>\$27,210</b>	<b>Short-Term On-The-Job Training</b>
<b>Computer-Controlled Machine Tool Operators, Metal and Plastic</b>	<b>\$31,030</b>	<b>Moderate-Term On-The-Job Training</b>
<b>Insulation Workers</b>	<b>\$37,860</b>	<b>Moderate-Term On-The-Job Training</b>
<b>Electricians</b>	<b>\$52,690</b>	<b>Long-Term On-The-Job Training</b>
<b>Structural Iron and Steel Workers</b>	<b>\$55,190</b>	<b>Long-Term On-The-Job Training</b>
<b>Commercial and Industrial Designers</b>	<b>\$66,220</b>	<b>Bachelor's Degree</b>
<b>Occupational Health &amp; Safety Specialists</b>	<b>\$70,930</b>	<b>Bachelor's Degree</b>
<b>Computer Software Engineers, Systems Software</b>	<b>\$103,670</b>	<b>Bachelor's Degree</b>

# Green Enhanced Skills Occupations

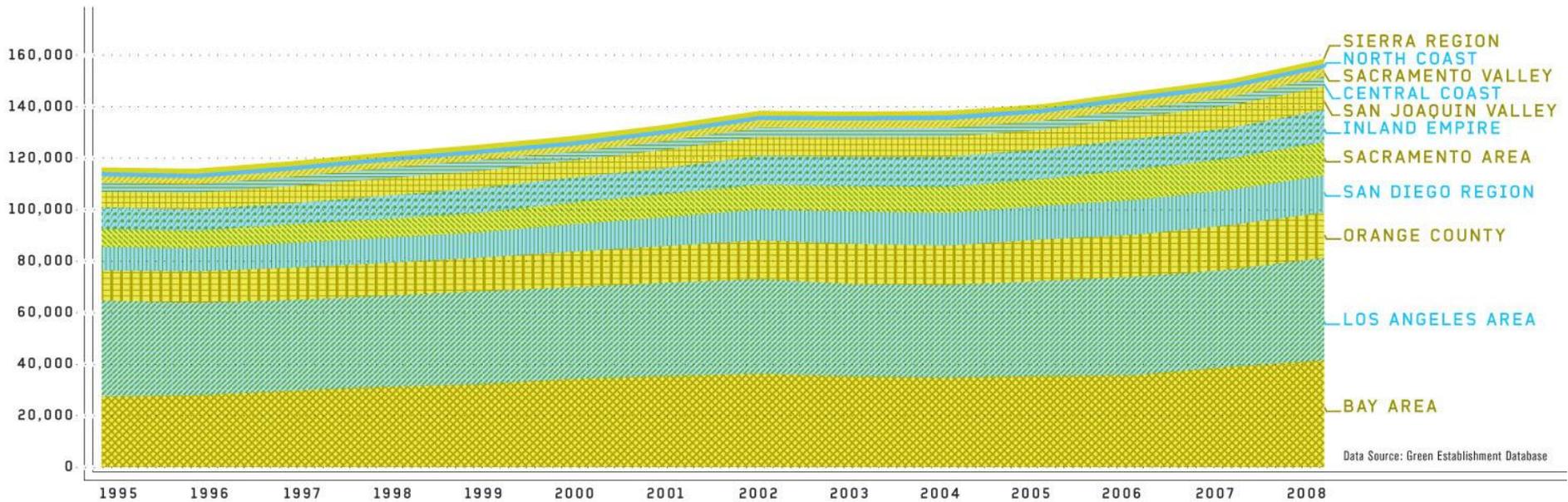
OCCUPATIONAL TITLE	ANNUAL EARNINGS 2008 MEDIAN	EDUCATION & TRAINING
Electro-Mechanical Technicians	\$49,140	Associate Degree
Environmental Engineering Technicians	\$51,100	Associate Degree
Environmental Engineers	\$83,090	Bachelor's Degree
Electrical Engineers	\$92,980	Bachelor's Degree
Urban and Regional Planners	\$70,470	Master's Degree

## Examples of Other Occupations in Green Establishments

OCCUPATIONAL TITLE	ANNUAL EARNINGS 2008 MEDIAN	EDUCATION & TRAINING
Electro-Mechanical Technicians	\$49,140	Associate Degree
Environmental Engineering Technicians	\$51,100	Associate Degree
Environmental Engineers	\$83,090	Bachelor's Degree
Electrical Engineers	\$92,980	Bachelor's Degree
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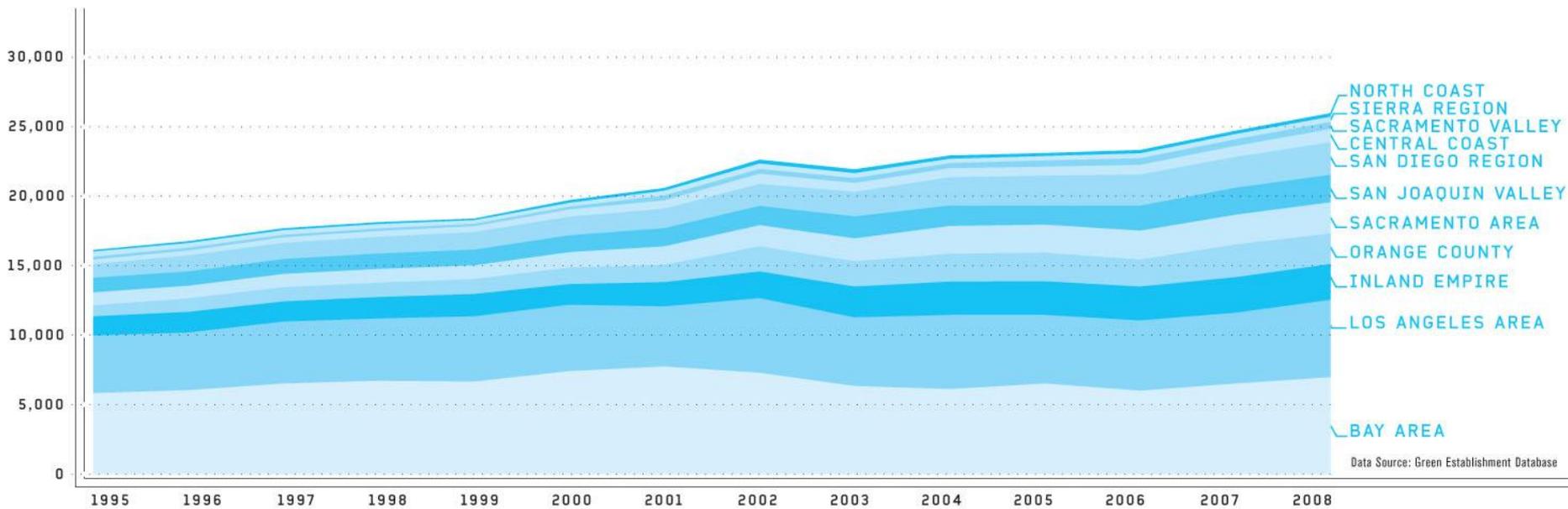
# The CORE GREEN ECONOMY by REGION

## TOTAL JOBS BY REGION OVER TIME



# ENERGY GENERATION JOBS by REGION

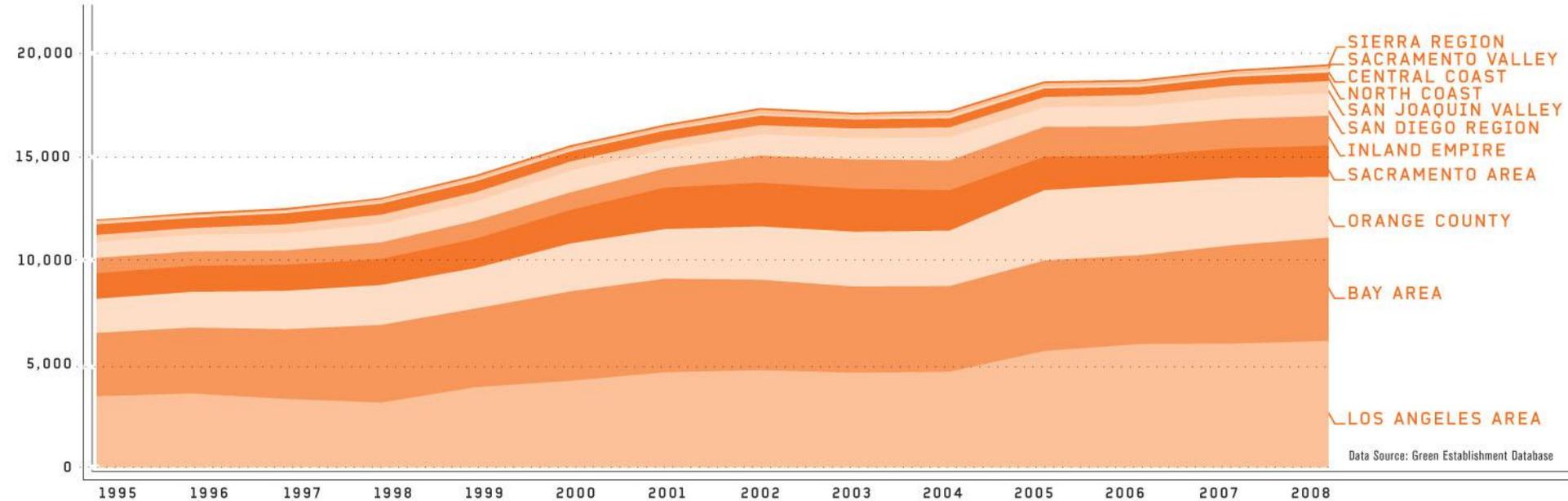
## TOTAL JOBS BY REGION OVER TIME



Data Source: Green Establishment Database

# ENERGY EFFICIENCY JOBS by REGION

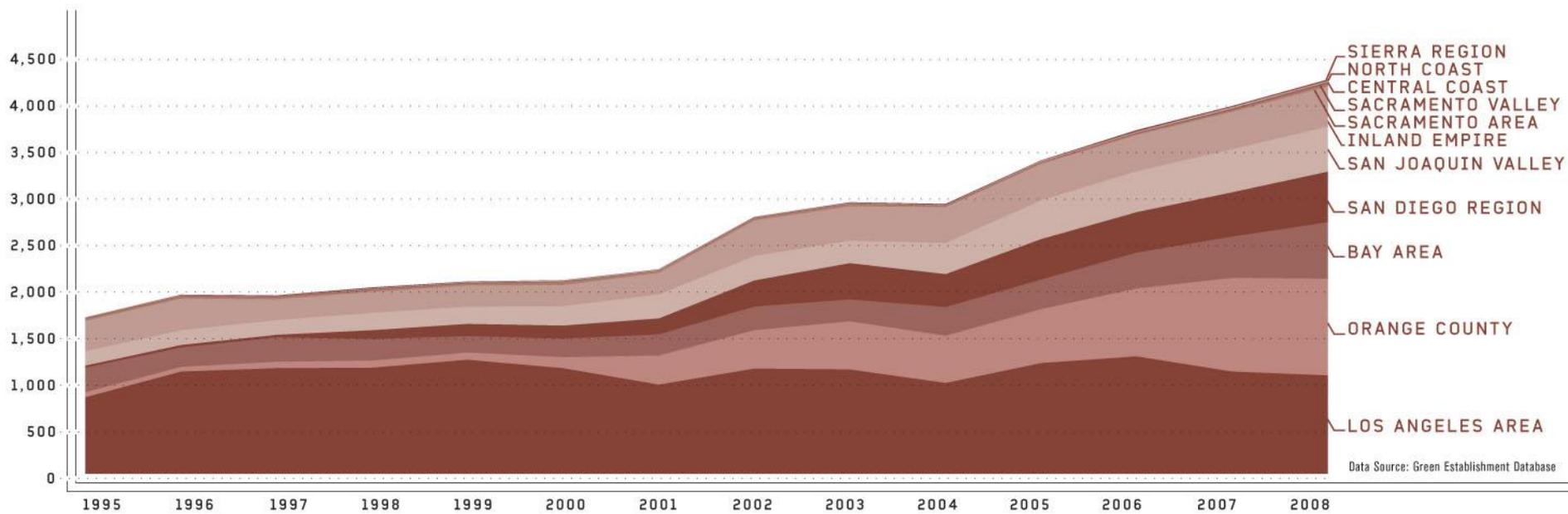
## TOTAL JOBS BY REGION OVER TIME



Data Source: Green Establishment Database

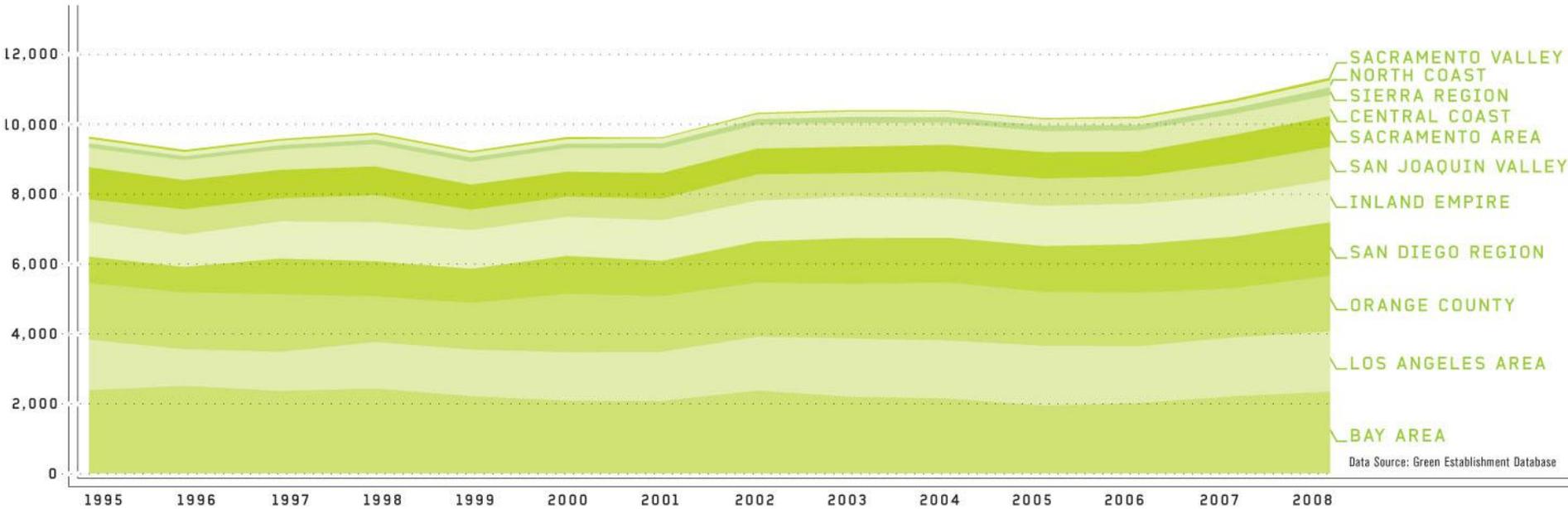
# GREEN TRANSPORTATION JOBS *by* REGION

## TOTAL JOBS BY REGION OVER TIME



# WATER & WASTEWATER by REGION

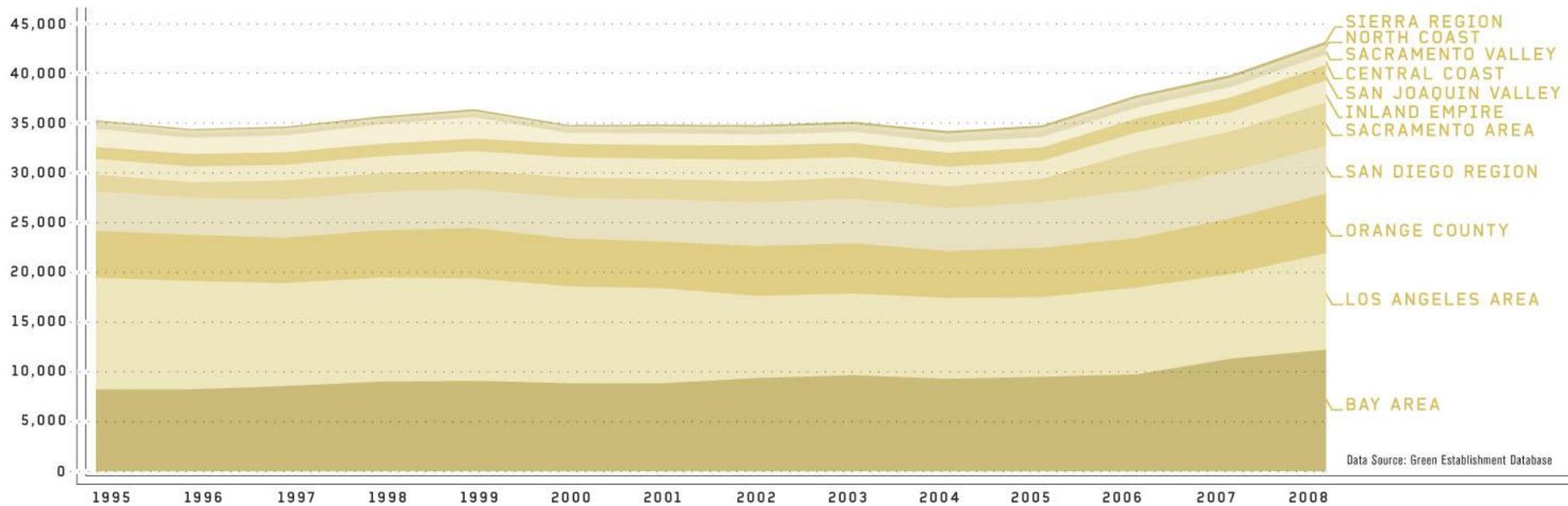
## TOTAL JOBS BY REGION OVER TIME



Data Source: Green Establishment Database

# AIR & ENVIRONMENT *by* REGION

## TOTAL JOBS BY REGION OVER TIME



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

*-Charles Darwin*

