

The background of the slide is a vibrant blue and green gradient. On the left side, there are white icons of wind turbines, gears, and a car, symbolizing green technology and sustainable energy. The text is contained within two yellow-outlined rounded rectangular boxes. The top box contains the title, and the bottom box contains the speaker's name and affiliation.

# **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

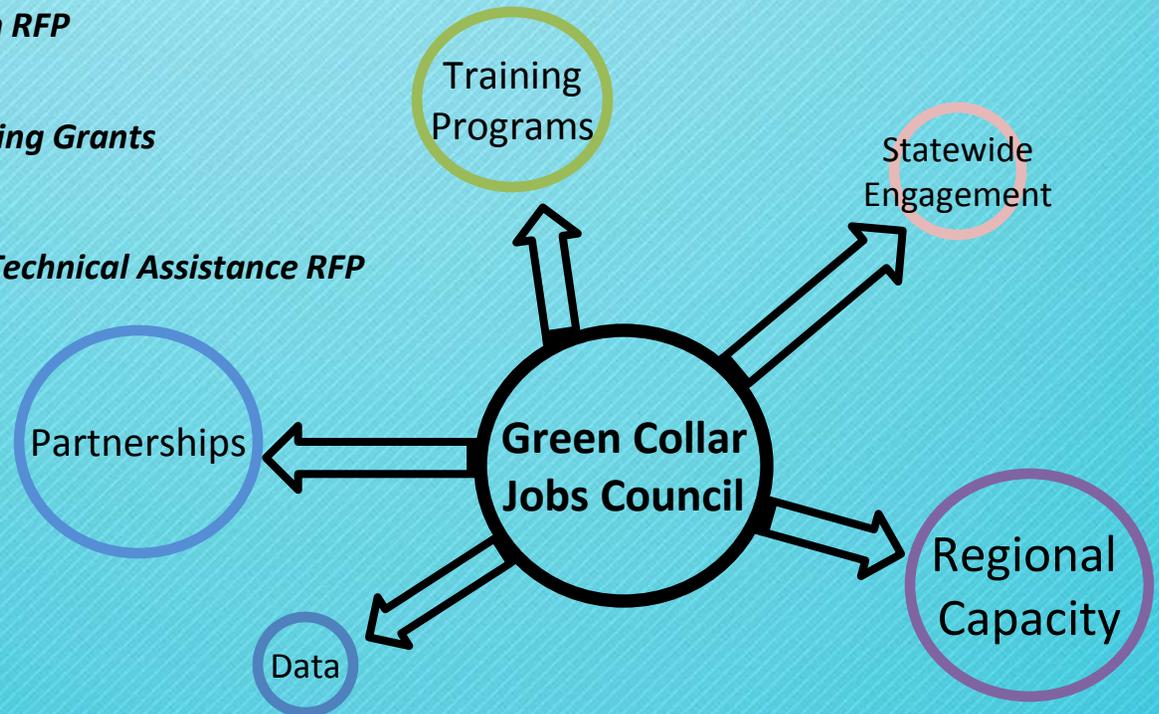
## A Different Way to do Business

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)***

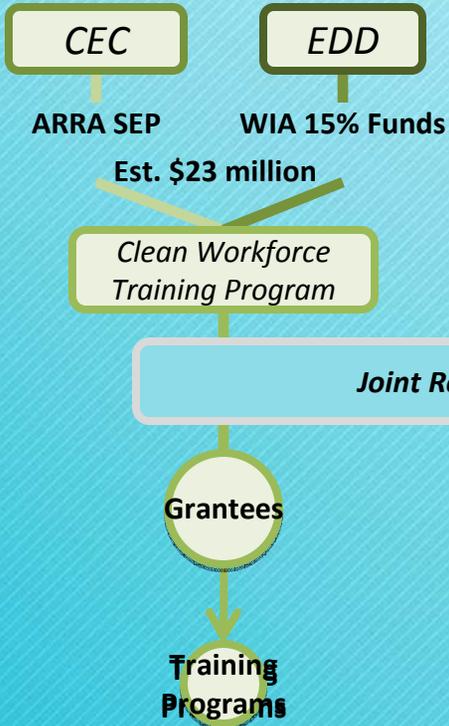
***Purpose:*** *The California Workforce Investment Board is promoting data-driven analyses to develop industry clusters of opportunity strategies. To support this effort, the State Board plans to release a Request for Proposal (RFP) for industry clusters of opportunity technical assistance grants. CEC 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)



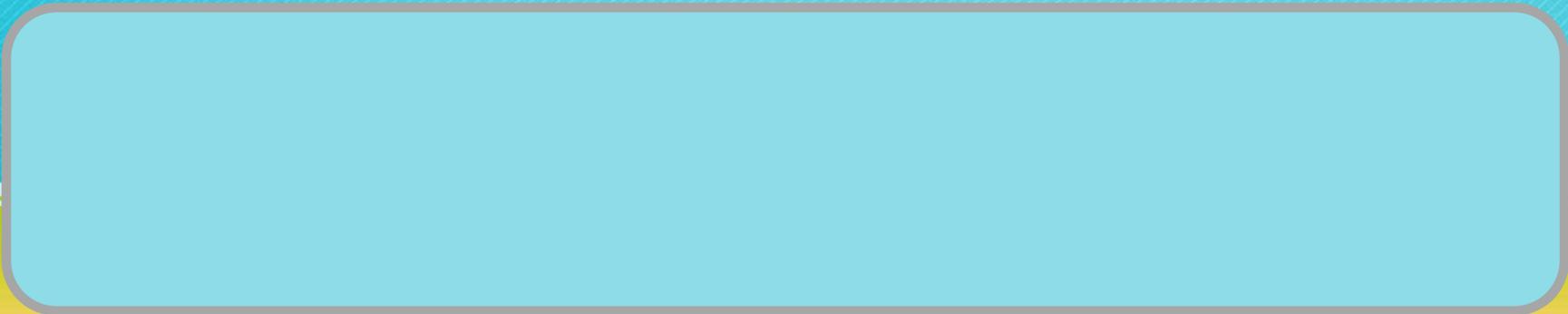
## **Creating Partnerships** (State Energy Sector Partnerships)



## **Ensuring Regional Capacity** (Industry Clusters of Opportunity)



**Regional Action Clinics**

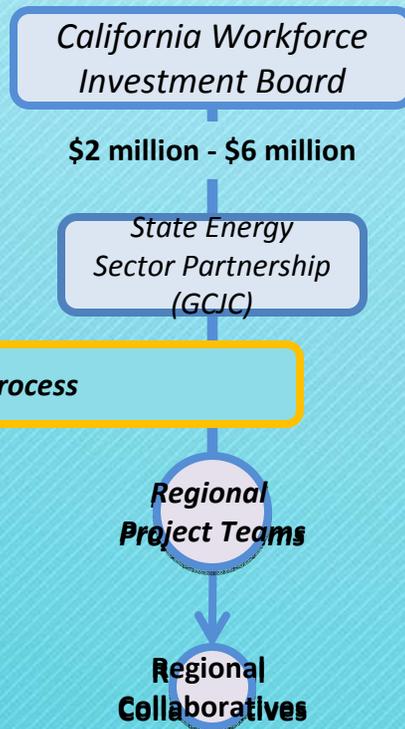


# The BIG Picture

## Developing Training (Clean Energy Workforce Training RFP)



## Creating Partnerships (State Energy Sector Partnerships)



## Ensuring Regional Capacity (Industry Clusters of Opportunity)



**Regional Action Clinics**

### Clean Workforce Training Program:

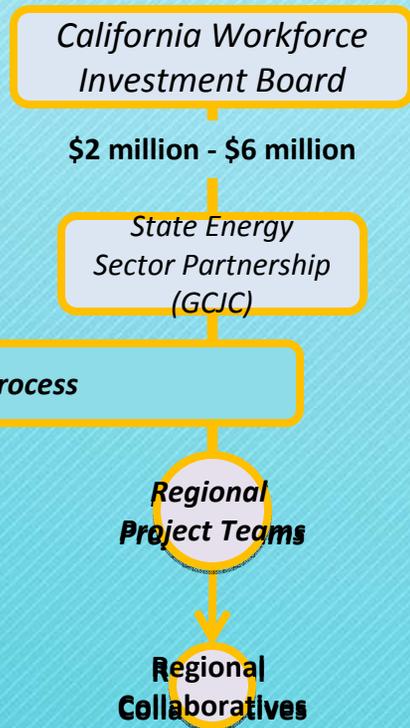
The goal of the program is to support the expansion and development of local workforce development training programs and regional partnerships that focus on job skills for energy efficiency, water efficiency, renewable energy, and alternative and renewable transportation technologies through a **Sector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

# The **BIG** Picture

## Developing Training (Clean Energy Workforce Training RFP)



## Creating Partnerships (State Energy Sector Partnerships)



## Ensuring Regional Capacity (Industry Clusters of Opportunity)



**Regional Action Clinics**

### Primary activities for SESP/GCIC members:

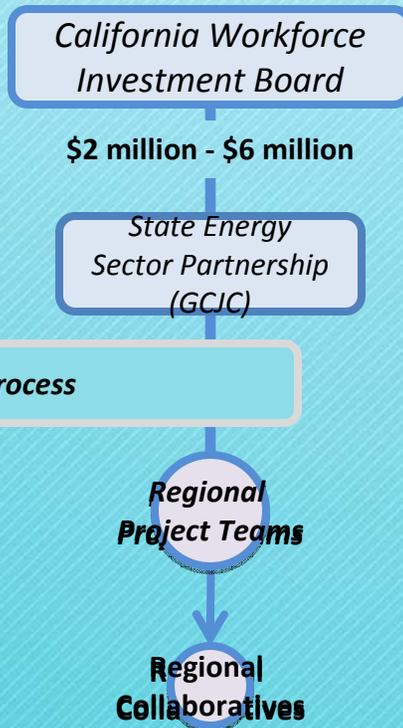
- 1.Strategic planning and development of a Sector Plan, including selecting local and regional project teams, which the applicant will describe in the technical proposal and,
- 2.Oversight of the implementation and successful operation of the State Energy Sector Plan. The Board may choose to expand 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)

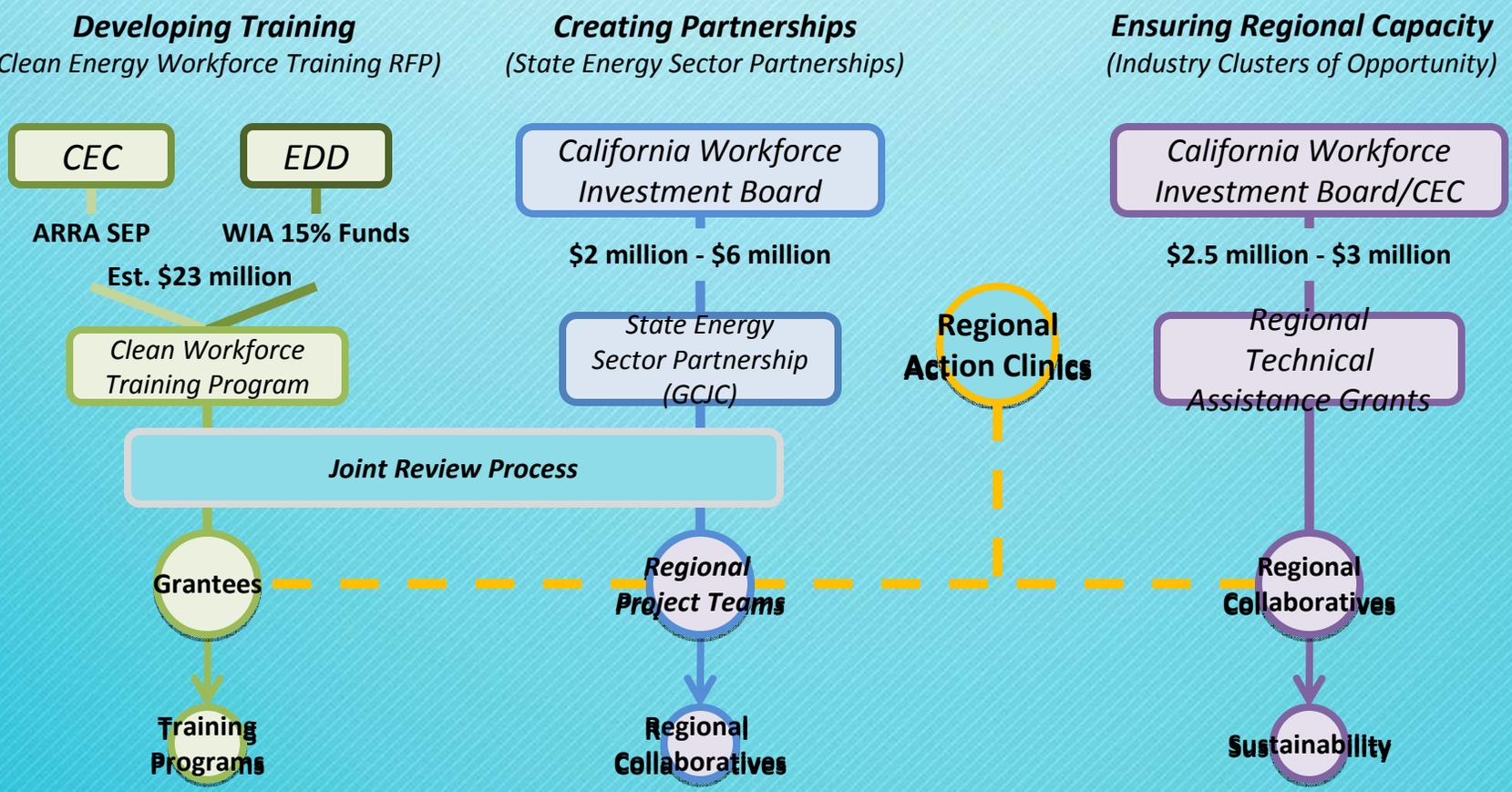


Regional Action Clinics

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



## **Regional 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. Regional Action Clinics will be held to support grantees under each project.