

GREEN CLUSTERS OF OPPORTUNITY AD HOC COMMITTEE



Wednesday, November 4, 2009

3:30 p.m. – 5:00 p.m.

300 Ellinwood Way, 3rd Floor
Pelican Conference Room
Pleasant Hill, CA 94523



Our Mission:

The Workforce Development Board of Contra Costa County exists to promote a workforce development system that meets the needs of businesses, job seekers, and workers in order to ensure a strong, vibrant economy in Contra Costa County.

Wednesday, November 4, 2009
3:30 p.m. – 5:00 p.m.
300 Ellinwood Way
Pleasant Hill, California 94523

GREEN CLUSTERS OF OPPORTUNITY AD HOC COMMITTEE

AGENDA

3:30 PM CALL TO ORDER

PUBLIC COMMENT

3:45 PM CONSENT AGENDA

C1 Approval of October 7, 2009 Business and Economic Development Committee and Green Clusters of Opportunity Ad Hoc Minutes

3:50 PM DISCUSSION ITEMS

D1 Receive an Overview of Green Clusters Funding Opportunities.

D2 Discussion of Criteria for Green Clusters Workforce Training

4:20 PM PRESENTATION ITEM

P1 Receive a Presentation from the Contra Costa Community College District on the Clean Energy – Green Building Retraining Partnerships Grant

P2 Presentation from Build It Green on Training, Green Building Practices, and Policy

4:55 PM CO-CHAIRS' REPORT

5:00 PM SET NEXT MEETING DATE

5:00 PM ADJOURN



**Minutes
Business and Economic Development Committee
October 7, 2009**

COMMITTEE MEMBER ATTENDANCE:

R. Todd Brantley.....First Republic Bank
 Bob BrewerGoodwill Industry
 Anthony De VenutaCyberspace Technologies
 Norm HattichNorman Hattich Consultant
 Jim KennedyCCC Community Development Dept
 Maureen MackH.R. Principal, LLC
 Brad Nail.....Brad Nail Consulting Services
 April TreeceOpus Communications

COMMITTEE MEMBER ABSENCES:

Michael Aidan.....IFPTE Local 20
 Aram Hodess.....Plumbers & Steamfitters 159 (excused)
 Gretchen Medel.....Office Tech Staffing
 John Montag.....City of Concord

WDB STAFF ATTENDANCE:

Tracey NicksWDB Staff
 George Carter.....WDB Staff
 Linda Chandler.....WDB Staff
 Joyce ReynoldsWDB Staff
 Terri Shields.....WDB Staff
 Ginny PerthelWDB Staff

OTHERS IN ATTENDANCE:

Lily AmanCA Human Development Corporation
Stephen BaiterConsortium/EASTBAY Works
Loretta Bisio.....EDD
Joanne Durkee.....CCC Adult & Continuing Education
Jon Erlandson.....Contra Costa SBDC
Bette Felton.....WDB Chair/Pascal French Oven
Benjamin MosleyConsortium/EASTBAY Works
Susie O’Bryant.....Consortium/EASTBAY Works
Jon RubinHenkels & McCoy
Tom WallerBusiness Growth Solutions

CALL TO ORDER:

The meeting was called to order at 3:40 p.m. by Co-Chair R. Todd Brantley.

PUBLIC COMMENT:

None

CONSENT AGENDA:

C1: Approval of June 3, 2009 Business & Economic Development Committee Meeting Minutes.

Motion to approve:.....Jim Kennedy
Second:.....Brad Nail
Action:.....Carried

DISCUSSION ITEMS:

D1: Review the Business and Economic Development Committee Six-Month Strategic Objectives

Staff Tracey Nicks reviewed the Six-Month Strategic Objectives July 1, 2009 through December 31, 2009 for the Workforce Development Board of Contra Costa County. Board members requested that responsibility for individual objectives be linked to the Board’s specific sub-committees under the “WHO” section of the document.

D2: Focused Conversation on Industry Sector Model Development and the Green Clusters of Opportunity

Staff Nicks presented a PowerPoint presentation entitled Workforce Development Board of Contra Costa County Industry Sector Initiative – “Green Clusters of Opportunities” Sector Strategy.

The presentation outlined steps involved in identifying and developing industry sector strategies. Sector strategies improve access, both for the employer and the job seeker. There are three systems that can be influenced by sector strategies: business practices within an industry (skills upgrade for incumbent workers); the education and training connection to industry (creation of skills councils); public policy agencies (how policies will influence business practices and the scope of education and training opportunities as they relate to industry). Career pathways are a way to move workers along so that they have access to increased pay via training opportunities.

We should look at what funding opportunities are available; decide which clusters to target; and discover where training is taking place and where it should take place.

Drivers of sector work may include:

- state of the local economy;
- opportunities present in our region such as green building and clean energy;
- needs of the people living in our region (unemployment rates, skill sets of the people living here, employer needs);
- most competitive clusters with the highest levels of employment openings;
- a combined approach

Basic sector strategies framework categories include:

- Charter (Scope and Purpose)
- Research & Intelligence
- Organized Resources
- Education Resources
- Monetary Resources
- Systems Enhancements

Highlights of the group discussion:

- Research takes time and we need to spend any American Recovery and Reinvestment Acts (ARRA) funds that we receive quickly. Some community research has already been done by the Contra Costa Council. It is not necessary to do further research to begin the process. We should start from where we are. We do want to make sure that jobs result from the process.
- A sector model is not just for green clusters; we need to develop a sector model and then we can plug green clusters into the model.

- We began with the manufacturing sector model. We developed the Process Technician (PTEC) model. We gathered data; obtained grant funding; received industry backing, and imported a training curriculum for Process Technicians. At that time we were not able to develop a big enough vision on how to continue or expand the model.
- We are not identifying green approaches as a separate sector; we are looking at the “greening” of industry sectors and occupations.
- We need to look at leveraging everything with interested partners and work for systemic change.
- Member Brad Nail noted that the Industrial Association of Contra Costa County is interested in developing a partnership with Los Medanos College to train manufacturing industry employees in green approaches. All industrial companies are working towards green. We may choose to become involved with this project.
- The Contra Costa Community College District in collaboration with the Workforce Development Board and other partners recently received a one million dollar grant to establish the Contra Costa Green Building Retraining Partnership (CCGBRP). The project will focus on retraining unemployed and underemployed workers with construction experience for “green collar” jobs and career pathways in both the solar and energy efficiency industries.
- The “built environment” (construction); energy conservation (generation and energy efficiency: solar and energy controls for residential and commercial buildings) will be growing.
- “Champions” in industry - employers, and labor organizations will define the sector work that we will do.

Due to time constraints, the group decided not to break into separate groups to discuss the basic sector strategies framework categories. Further discussion on sector strategies by the entire group centered on identifying:

- what we know about green clusters in Contra Costa;
- what we need to know to make a good decision to develop a sector strategy to work with green clusters;
- what we need to do to develop these green clusters

The group identified the following points:

- When it comes to educational resources, all the community colleges have “bought in”; we should also include private training providers and K-12.
- Workforce Board staff can help to identify monetary resources.
- Henkels & McCoy representative, Jon Rubin, noted that his organization works with youth and adults and can move quickly to provide training. They can easily train individuals for established jobs for particular employers or job clusters. They measure success by placement and retention. They are able to provide predictions as to future workforce needs. The Employment Development Department has existing data and there are other resources that are also available such as the Community Colleges Centers of Excellence. Surveys of the business community

(workforce intelligence) can be mapped with Geographic Information Systems technology (GIS).

- We can look at particular occupations and move back along the career path to determine what education and training was necessary for each occupation.
- The Contra Costa Council has surveyed all the green businesses in Contra Costa County.
- We could work with Scott Anderson and his group of employers to survey local Industrial Association members.
- We could do a survey of local business license listings.
- We should look at what jobs are considered “green” now by industry.
- The name “Organized Resources” in the Sector Strategies Framework Categories should be changed to include “Partnerships”.
- We can choose sector employers; the Contra Costa Council has 400 members; each sector may include difference partners.
- As a Workforce Board, it helps us to build credibility by interacting with the Industrial Association. “Reduce, Reuse, and Recycle” are basic principles. We should use discreet, rapid prototyping in whatever sectors we choose to identify green cluster opportunities.
- We need to be collaborative, as all the community colleges are collaborating with one another. We can act as intermediaries and bring all interested groups together. Summer Youth Program employers can also be contacted.
- We don’t need to create a massive work plan before starting.
- We can build collaborative skills groups that will provide leadership on grant writing opportunities and evaluate what is achievable. They can work with businesses to provide a framework to outline what knowledge and skills trainees should possess to be able to do a particular job.
- This committee can evaluate proposed projects on a project by project basis.

Follow-up:

- Discuss “Monetary Resources” at the next meeting;
- The BED Committee can evaluate the Industrial Association/Los Medanos College proposal as a possible project for the Workforce Board to become involved in;
- Discuss what community colleges are doing in their green grant proposals

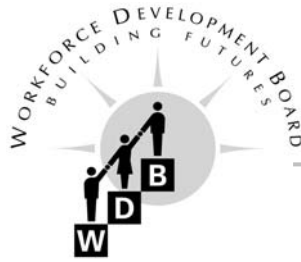
CO-CHAIR’S REPORT:

None

SET NEXT MEETING DATE:

The next meeting will be held as an Ad Hoc for continued discussion of Green Clusters of Opportunity on November 4, 2009 3:30 – 5:00 p.m.

The meeting was adjourned at 5:00 p.m.



D1

DATE: November 4, 2009

TO: Green Clusters of Opportunity Ad Hoc Committee

FROM: Tracey Nicks, Business and Economic Development Coordinator

RE: **Provide an Overview of Green Clusters Funding Opportunities.**

This report to the Green Clusters of Opportunity Ad Hoc Committee is to provide an overview of green clusters funding opportunities.

BACKGROUND AND DISCUSSION

During the October 7, 2009 Green Clusters of Opportunity Ad Hoc Committee meeting, committee members requested that staff begin researching funding opportunities and bring them back to the committee during subsequent meetings. Staff initiated this process by looking at the February 17, 2009 American Recovery and Reinvestment Act (ARRA). Through this act Congress intended to preserve and create jobs, promote the nation's economic recovery, and assist those most impacted by the recession. The ARRA will provide \$787 billion in economic investment nationally. According to the California Economic Recovery website California is expected to receive \$535.6 million for training and employment services under the Workforce Investment Act and the Wagner- Peysen Act, which will be administered locally.

Beginning program year 2008-2009, the Workforce Development Board received \$12,927,574 in Workforce Investment Act Formula and ARRA funds. Of that we received \$5,183,323 in ARRA funds for the administration of various Adult, Dislocated Worker, Youth, Older Worker and Rapid Response programs and training services. The Workforce Development Board is able to use ARRA Dislocated Worker training funds to target the increasing pipeline of laid-off workers into green occupations. The Workforce Development Board is in discussion with the Community Colleges to determine most likely training demand for green, short-term training options.

CURRENT SITUATION

Below are examples of competitive funding opportunities that various state departments recently announced and/or awarded for training and employment services:

- \$250,000 Regional Industry Clusters of Opportunity. The California Workforce Investment Board, the California Energy Commission, the California Economic Strategy Panel, in coordination with the California Labor and Workforce Development Agency announce the availability of approximately \$3 million to develop and implement regional clusters of opportunity strategies and to involve partners to advance the competitive position of targeted clusters resulting in economic prosperity. This grant promotes data driven analyses as the foundation for developing and implementing regional clusters of opportunity strategies and for involving partners in advancing the competitive position of targeted clusters resulting in economic prosperity.

- \$68 Million Statewide in ARRA Funding for Low-Income Home Weatherization. Administered by the State Department of Community Services and Development (CSD), this funding is designated to help low-income families weatherize their homes, which decreases utility bills and saves energy while stimulating local economies. After demonstrating successful implementation of this phase of the weatherization program, California will receive an additional federal award of over \$92 million. Local recipients included the Contra Costa County Employment & Human Services Department (\$1,474,487).
- \$27 Million Statewide in Grants for Green Jobs Training. California Clean Energy Workforce Training Program (CWETP). Program participants will receive a variety of green-related degrees and certificates that support a variety of jobs, e.g., weatherization and building retrofit construction, solar installation, green plumbing and energy auditing. Local recipients included the City of Richmond (\$1,000,000 for Green Building & Clean Energy Pre-Apprenticeship Training Partnerships and \$500,000 for Alternative & Renewable Fuel & Vehicle Technologies Workforce Development & Training Programs) and the Contra Costa Community College District (\$1,000,000 funding for the Contra Costa Green Building Retraining Partnership).
- Over \$4,000,000 Statewide for the Construction Talent Transfer Program and the California Gang Reduction, Intervention and Prevention Initiative for Training of Nearly 600 Displaced Construction Workers and 200 At-Risk Youths. Local recipients included the City of Richmond for \$450,000 for the Construction Talent Transfer program.
- \$10 million in ARRA Funding Through the Green Job Corps Statewide Distributed Among California's Nine Economic Regions. California is projected to need tens of thousands of additional workers to fulfill current and future green occupations in various industries. Green jobs can be found across all industry sectors, but frequently exist in eco-friendly industries like those generating or storing renewable energy (solar, wind and water); dealing with recycling existing materials (recycling processors, wastewater plant and environmental cleanup); and dealing with energy efficient products (weatherization, solar panels and dual pane windows). Green Jobs Corps recruits will train for technical, construction and other skilled jobs, complete community service while training and receive job placement assistance. Local recipients included the Peralta Community College District (\$937,890) for young adults 18-24.

Funding opportunities follow suit with the State's green workforce training and development project priorities – energy efficiency and renewable energy. According to the California Labor Market and Economic Analysis prepared by the Employment Development Department Labor Market Information Division, the four areas of the green economy that should see job growth are those listed below:

1. Smart Grid Research and Development Sector: Electrical and Mechanical Engineers, Computer Scientists and Programmers, Transmission Line Workers, Electricians, Meter Installers, and Manufactured Goods Assemblers.
2. Renewable Energy Sources Sector: Electrical, Chemical and Environmental Engineers, Urban Planners, Chemical and Engineering Technicians, Bus and Truck Mechanics, Fueling Station Workers, Solar Panel Installers, Wind Turbine Technicians, Electricians, Roofers, Plumbers, Associated Trades Helpers, and Vocational Education Teachers.
3. Weatherization Work Sector: Energy Auditors, Construction Managers, Heating and Air Conditioning Mechanics, Insulation Workers, Roofers, Glaziers, Associated Trades Helpers, Hazardous Waste Removal Workers, Refuse and Recyclable Material Collectors.
4. Energy Efficiency Product Design, Manufacturing and Installation Sector: Engineers, Construction Managers, Leadership in Energy and Environmental Design (LEED) Certification, Construction Workers, Business Operations Specialists, Secretaries and Office Clerks, Power Line Installers, Electricians, Programmers and Construction Jobs.

SCHEDULE

Since new funding opportunities from various state agencies surface weekly, Workforce Development Board staff will continue to monitor activities and incorporate this effort into their overall body of work.

FISCAL IMPACT

As the Workforce Development Board adopts a funding strategy, the fiscal impact will vary by the individual green opportunity selected.

CUSTOMER IMPACT

This effort will create opportunities in emerging industries making Workforce Development Board job seeker customers more marketable and business customers more competitive.

ATTACHMENTS

None.



D2

DATE: November 4, 2009

TO: GREEN CLUSTERS OF OPPORTUNITY AD HOC COMMITTEE

FROM: Terri Shields, WDB Youth Programs Manager

RE: **Discussion of Green Clusters Workforce Training**

This report to the Green Clusters of Opportunity Ad Hoc Committee asks the Committee to discuss criteria for green training.

BACKGROUND AND DISCUSSION

At the October 7, 2009 Green Clusters of Opportunity Ad Hoc Committee, there was a discussion of a variety of occupations and sectors that relate to the Department of Labor's report, "Greening of the World of Work." Through this report, and the ensuing discussion, the Committee discussed the potential need to offer training to the workforce in green skills. Staff was then directed to bring the Committee training options to for discussion.

The Committee further discussed how to address Green Industry as a dedicated industry sector as identified through the WDB Strategic Planning session of May 2009. It was determined at the Ad Hoc Committee meeting that Green Industry should not be addressed as a stand alone sector; rather, Green Industry ought to be integrated throughout all identified industry sector foci of the WDB. As a result, the view of Green Training becomes broadened as the need to assimilate it into each industry sector is considered.

CURRENT SITUATION

There is any number of Green training opportunities, with many more emerging everyday. It is clear that the training opportunities in construction are plentiful, yet if the WDB is going to look at Green across all its industry sectors, Staff recommends that the Committee establish criteria for Green training. To this end, the Committee is asked to consider the following:

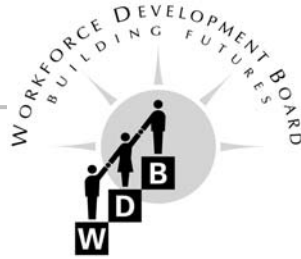
1. Does the WDB wish to establish minimum qualifications for green literacy throughout all sectors? If so, what should the minimum qualifications be? How should they be developed?
2. Does the WDB want to support industry-recognized training only, e.g, in healthcare, construction?
3. In establishing training criteria, which information, industry experts, and other information is needed?
4. Should the WDB seek curriculum development in Green to meet its criteria? If so, who needs to be asked to provide input?
5. Should the efforts of the WDB attempt to address the entire County or focus on specific underserved or heavily impacted areas?
6. ????

SCHEDULE

Based on the criteria discussed today, Staff will provide further information, and/or suggestions to the Committee for its consideration and recommendation.

CUSTOMER IMPACT

Customers should have the opportunity to advance their employability and green skills through the actions this Committee recommends.



DATE: November 4, 2009

TO: Green Clusters of Opportunity Ad Hoc Committee

FROM: Tracey Nicks, Business and Economic Development Coordinator

RE: **Presentation from the Contra Costa Community College District on the Clean Energy – Green Building Retraining Partnerships Grant**

BACKGROUND

Job losses headline nearly every daily news report. Our current economic condition is portrayed through shrinking businesses, lost jobs and increasing unemployment and underemployment. The unemployment rate for the Alameda and Contra Costa County region was 11.3% in September 2009, which is down from 11.6% in August, but still well above the year-ago rate of 6.6%. In the last 12 months more than 41,000 additional individuals joined the ranks of unemployment, bringing the total number of unemployed individuals to over 983,000.

Industry decline and restructuring have left laid-off workers with fewer opportunities to return to work. Between September 2008 and September 2009, we experienced an overall decline in the construction, manufacturing, and health care industry sectors. Nonetheless, one glimmer of hope is that a few clusters within these industries have either experienced an increase in employment or have no employment losses between September 2008 and September 2009, e.g., nonresidential building construction, highway, street & bridge construction, petroleum and coal product manufacturing, chemical manufacturing, non-durable goods – residual, hospitals and nursing & residential care facilities. Job seekers who are interested in returning to work could take advantage of re-skilling opportunities to meet recently added green skills requirements. The chart below contains a sample of typical jobs that, with the aid of re-skilling, will soon become green jobs:

CURRENT JOB	FUTURE GREEN-SKILLED JOB
Construction Managers	Energy Auditors
Carpenters, Construction Trades Helpers and Glaziers	Insulation and Weatherization Workers
Electricians, Heating and Air Conditioning Technicians/Installers, and Sheet Metal Workers	Solar Panel Installers and Technicians

In an effort to fend off unemployment; remain marketable; or simply increase skills, many employed, but under-skilled workers and underemployed workers (workers whose hours have been reduced, part-timers and discouraged job seekers who have given up looking for jobs), will greatly benefit from a green-up of their existing skill sets. For example, this effort will require that individuals add green technology training to their existing skill sets:

1. Smart Grid Research and Development Sector: Electrical and Mechanical Engineers, Computer Scientists and Programmers, Transmission Line Workers, Electricians, Meter Installers, and Manufactured Goods Assemblers.

2. Renewable Energy Sources Sector: Electrical, Chemical and Environmental Engineers, Urban Planners, Chemical and Engineering Technicians, Bus and Truck Mechanics, Fueling Station Workers, Solar Panel Installers, Wind Turbine Technicians, Electricians, Roofers, Plumbers, Associated Trades Helpers, and Vocational Education Teachers.
3. Weatherization Work Sector: Energy Auditors, Construction Managers, Heating and Air Conditioning Mechanics, Insulation Workers, Roofers, Glaziers, Associated Trades Helpers, Hazardous Waste Removal Workers, Refuse and Recyclable Material Collectors.
4. Energy Efficiency Product Design, Manufacturing and Installation Sector: Engineers, Construction Managers, Leadership in Energy and Environmental Design (LEED) Certification, Construction Workers, Business Operations Specialists, Secretaries and Office Clerks, Power Line Installers, Electricians, Programmers and Construction Jobs.

It is clear that green strategies are taking on increased emphasis in many industries and sectors, and are strongly influencing workplaces all over the country. Private corporations are going green, government is going green, even non-profit organizations are going green. Without a targeted approach to green-skills job training and job placement, workforce development practitioners may face difficulties placing individuals into growing and sustainable jobs.

CURRENT SITUATION

Earlier this year the Business and Economic Development Committee of the Workforce Development Board received a presentation from Gary Craft, a Consultant for the Contra Costa Economic Partnership. The presentation focused on green economy industry clusters. Mr. Craft, through his study of sectors, helped us realize that we are experiencing significant shrinkage across all industry sectors and when industries begin to grow, in order to move workers into growing occupations, workforce practitioners are encouraged to look to the new economy for industry and job growth. Subsequent to Mr. Craft's presentation, Jim Cassio, career information and workforce development consultant, helped us harness the concept of green and define green occupations in the context of workforce development.

Today the Green Clusters of Opportunities Ad Hoc will hear a presentation from the Contra Costa Community College District on the Clean Energy – Green Building Retraining Partnerships Grant. The Community College District, in collaboration with the Workforce Development Board and other partners, was recently awarded the California Clean Energy – Green Building Retraining Partnerships Grant (CCGBRP) for \$1 million dollars. This grant focuses on retraining unemployed and underemployed workers with construction experience for green collar jobs and career pathways in both solar and energy efficiency industries. The Green Building Retraining Partnerships Grant will allow the Green Building Retraining Partnerships to:

- ✓ Serve at least 180 participants.
- ✓ Expand existing community college training programs to meet the demand for trained workers.
- ✓ Augment existing construction training programs by developing and offering new training options that address both the demand for new workforce skill sets in the Solar and Energy Efficiency Clusters, State Energy Efficiency Standards and prepare workers for Green Building Professional Certification.
- ✓ Provide green building jobs training for workers with construction experience.
- ✓ Meet the retraining needs of workers in the construction industry.
- ✓ Equip individuals to start or restart green building businesses.

While listening to the green building presentation, green clusters ad hoc members might ponder the following questions about the outcomes and sustainability of the green building re-training partnerships grant:

1. How do we continue to have WDB Board members champion this effort and share industry knowledge and information?
2. In what ways should WDB program policy, direction and strategic investments reflect a focus on green?
3. Should the WDB consider having program resources focus on re-skilling and/or re-employing in green jobs?
4. Should the WDB allocate a number or percentage of training slots for incumbent workers?

5. How can we incorporate the WDB older youth training programs such as those that are currently underway at LMC and CCC (Career Pathways), whereby we create a “green” education and training pathway by which an older youth can eventually enroll in and be trained through the colleges’ green building program?
6. In what ways can we engage business and labor to develop an apprenticeship and/or pre-apprenticeship program that would serve as a viable job opportunity post green building re-training?
7. What would a working relationship look like between the SBDC and the Contra Costa College Construction (subcontractor) Business Resource Center? What would serve as measurable service outcomes of such a relationship?



P2

DATE: November 4, 2009

TO: Green Clusters of Opportunity Ad Hoc Committee

FROM: Terri Shields, WDB Youth Programs Manager

RE: **Presentation from Build It Green on Training, Green Building Practices, and Policy**

The Committee will hear a presentation from Elise Hunter, Government Relations Project Manager from Build It Green, a non-profit organization whose mission is to promote health, energy and resource efficient building practices in California.

Ms. Hunter will present information on:

- ❖ Introduction to Green Building - What are the benefits?
- ❖ Green Building Policy Trends
- ❖ Build It Green Programs and Resources, including
 - Training professionals in sought-after green building techniques
 - Maintaining a credible and accessible residential green building program
 - Assisting local governments in meeting their climate action goals through green building