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California's Green Economy



California Green Workforce Coalition

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Understanding the Green Economy

What is California LMI Doing/Planning?

- **Collaborating** to expand knowledge
 - Federal/state/local research partners
 - State and local workforce partners
 - Control entities and utilities bringing about climate change
- **Responding to state and national information needs**
 - Sharing knowledge across agencies and geographic areas
 - Hosting a shared “green web page”
<http://www.labormarketinfo.edd.ca.gov/?pageid=1032>
- **Surveying** California businesses to establish baselines of green employment and green business practices
- **Conducting and publishing career research** to support workforce development

Our Working Definition of Green Jobs

Green jobs produce (“supply”) goods or services that result in:

- **G**enerating and storing renewable energy
- **R**ecycling existing materials
- **E**nergy efficient product manufacturing, distribution, construction, installation, and maintenance
- **E**ducation, compliance and awareness
- **N**atural and sustainable product manufacturing

For the complete definition see:

<http://www.labormarketinfo.edd.ca.gov/contentpub/GreenDigest/Californias-Draft-Definition-Green-Industries.pdf>

Sustainable Practices Increase Demand

Important caveat...

- LMID's green jobs definition focuses on the “supply” side
- Sustainable business practices (the “demand” side) are equally important to California's green economy
- Demand leads to pressure for additional supply of products and services
- Survey covers “supply” and “demand” separately

Green Economy Survey Details

- Completed January 2010
- Surveyed businesses across the California economy; all industries, all sizes, all areas
- Creates a baseline measure of:
 - Number of workers in green or clean product manufacturing and/or services
 - Number of businesses that have adopted green practices
 - Emerging occupations for further study related to skills and workforce needs
- Partners include Community Colleges, Air Resources Board, California Energy Commission, California Workforce Investment Board, Economic Strategy Panel, Employment Training Panel, and others

California's Survey Results

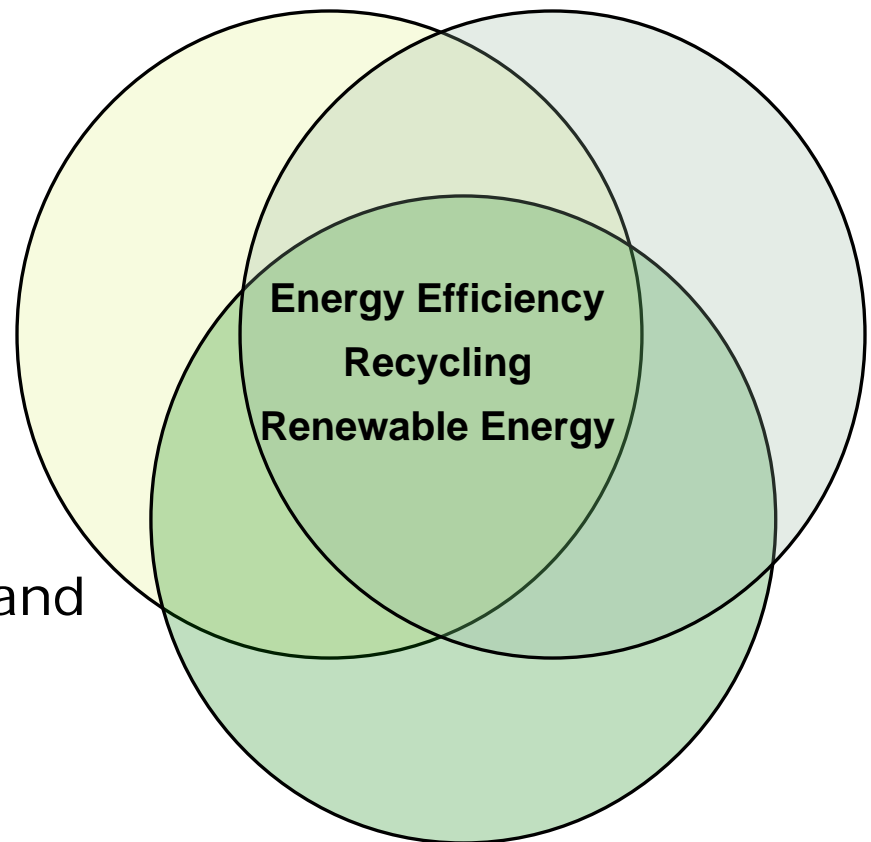
- Nearly 15,200 employers responded
- 7.9 percent of employers report employees working on green products and services
- About 3.4 percent of all California workers are working on green products and services (433,000)
- About 61% of green workers spend more than half time on green aspects of job (263,000)
- 57 percent of employers report using at least one green business practice
- 78% of current green workers were trained on the job

Comparison to Other States' Green Workforce Surveys?

Green jobs as a percent of total employment

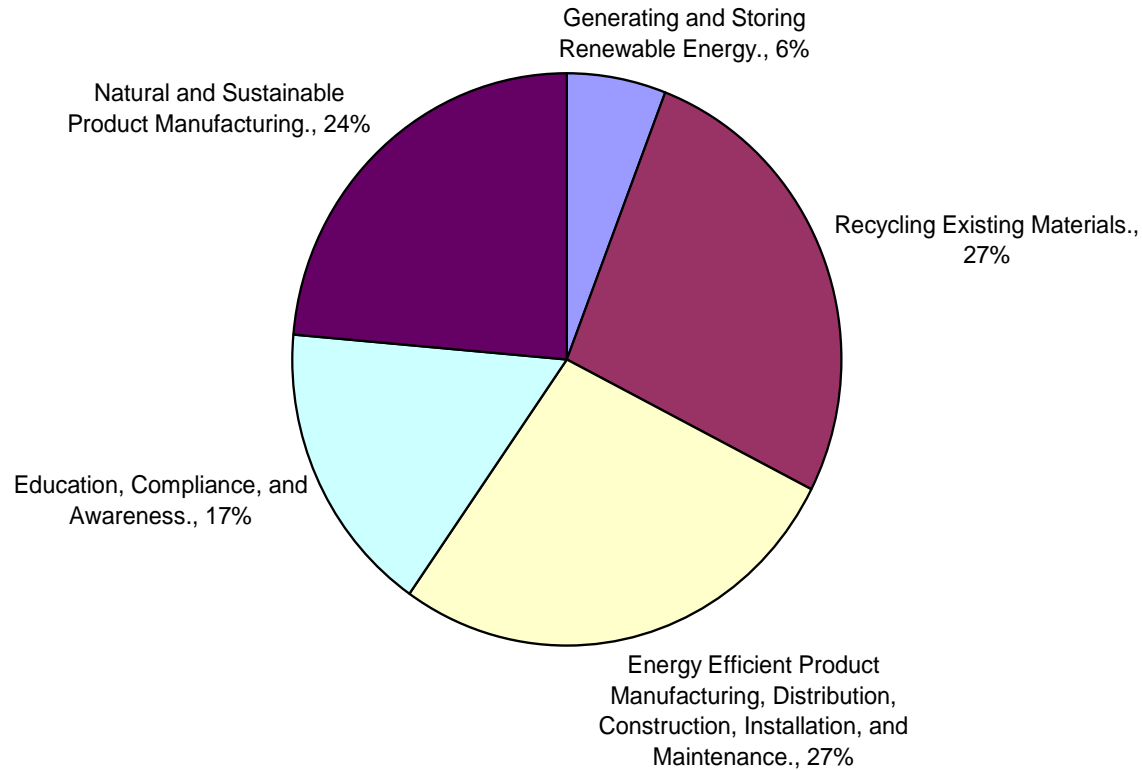
California	3.4%
Washington	3.3%
Oregon	3.0%
Michigan	3.0%

- Caveat...Definitions vary somewhat between states...
- Renewable energy, recycling, and energy efficiency are in each states definition

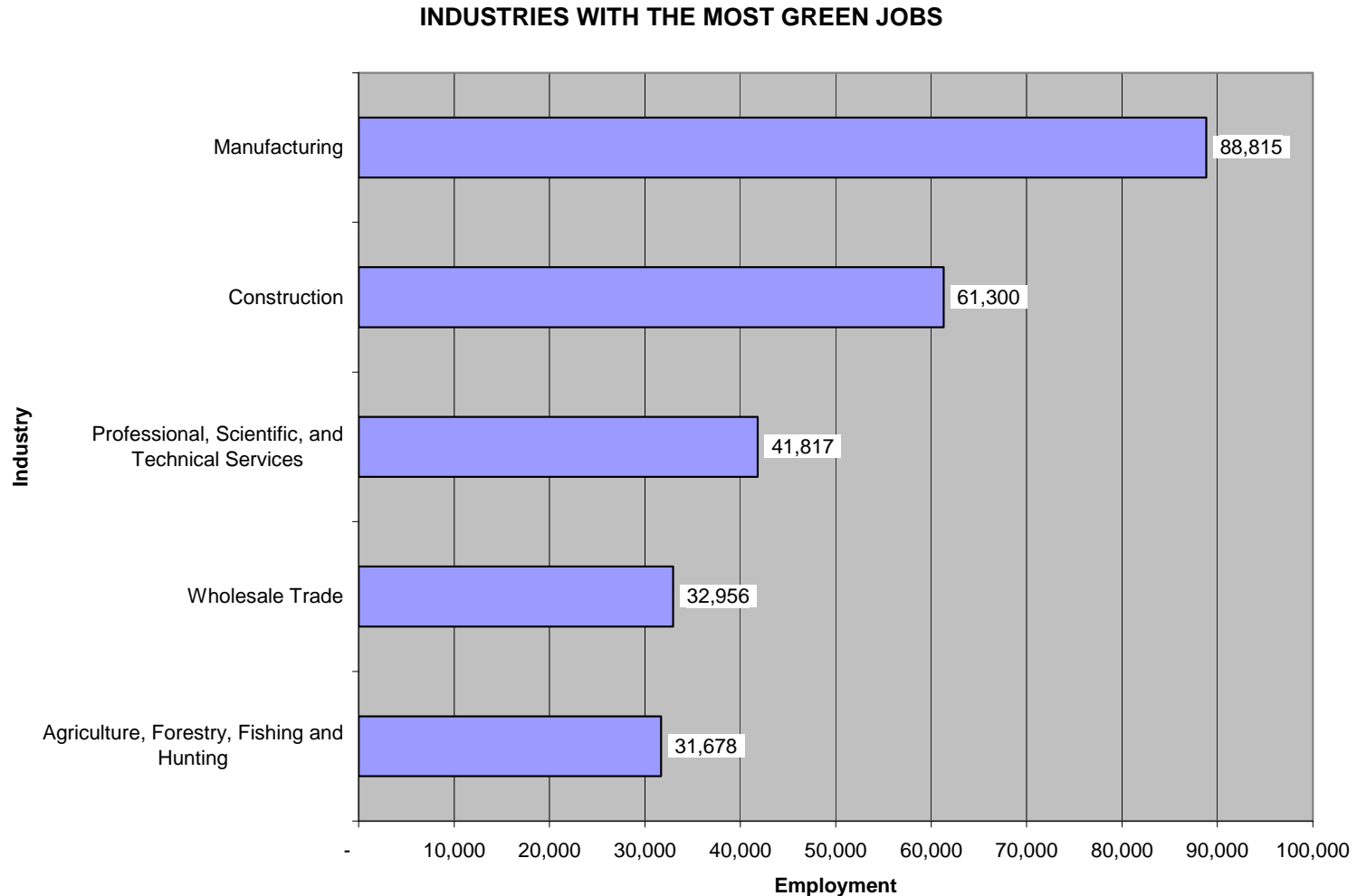


Green Workers Reported

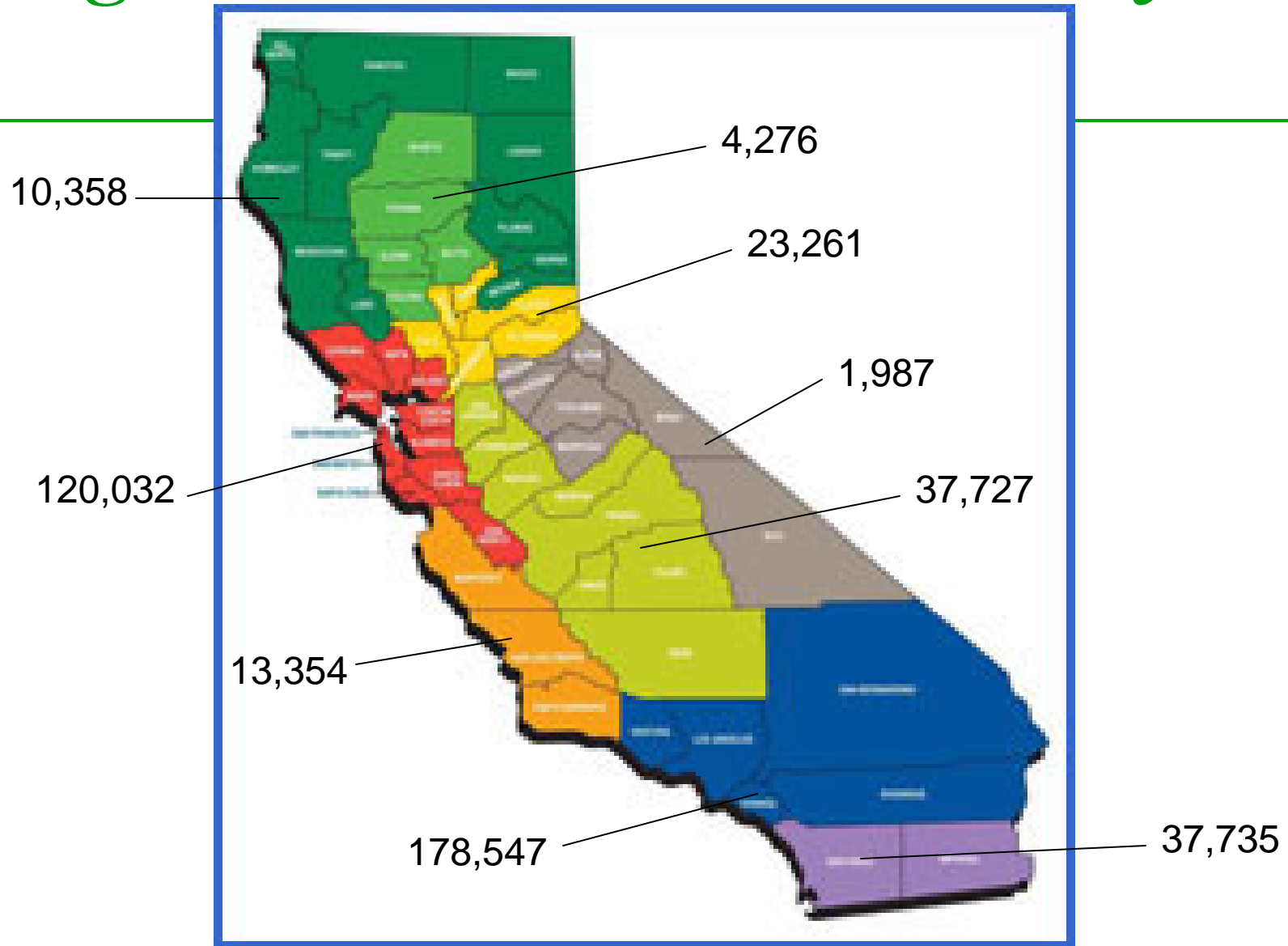
PERCENTAGE OF EMPLOYEES IN GREEN CATEGORIES



Industries with the Most Green Jobs

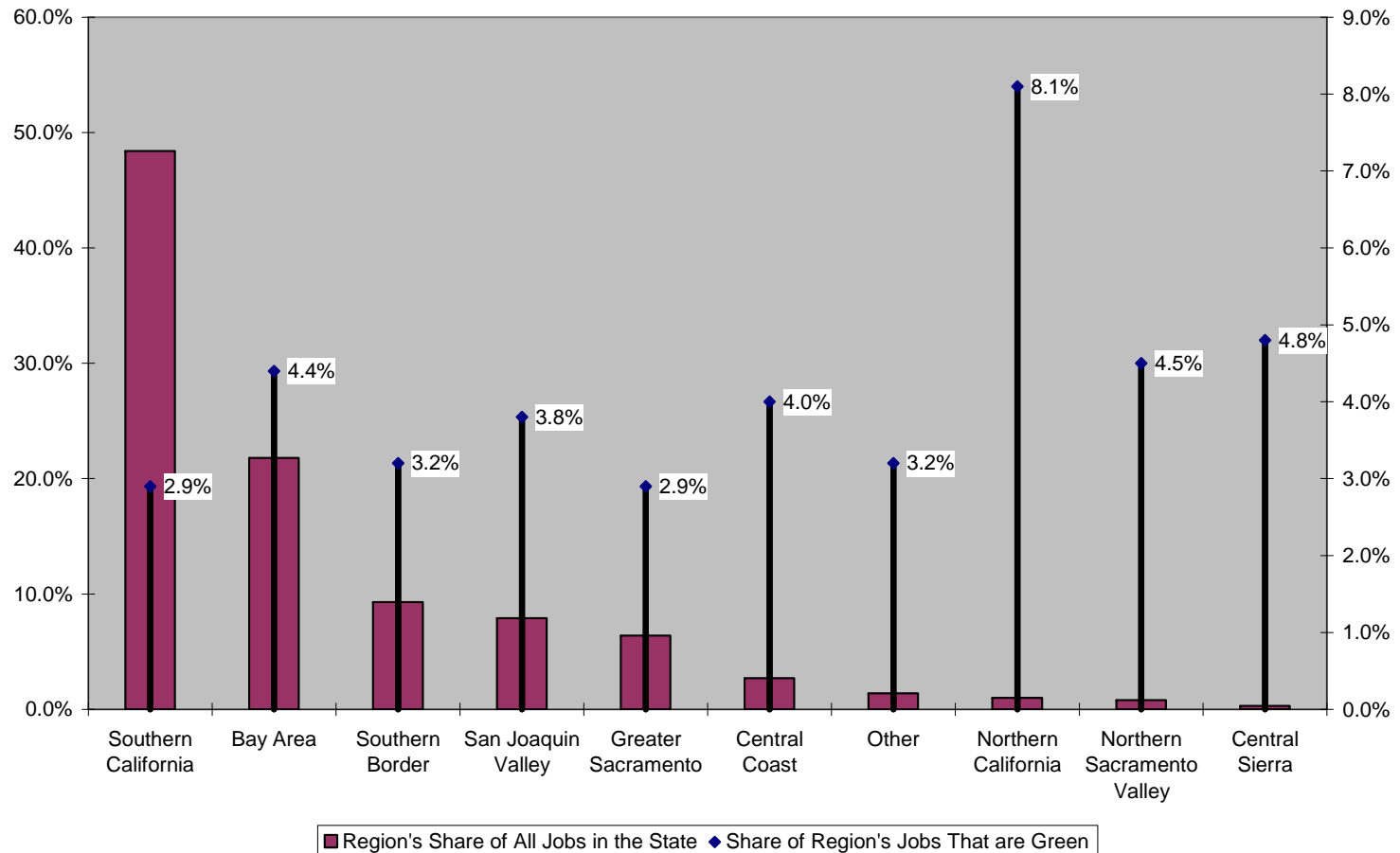


Regional Distribution of Green Jobs



Share of Green Jobs by Region

PERCENTAGE OF GREEN JOBS TO ALL JOBS BY REGION



Top Industries in Southern California

Generating and Storing Renewable Energy

- Utilities
- Professional, Scientific and Technical Services
- Wholesale Trade

Recycling Existing Materials

- Manufacturing
- Administrative and Support and Waste Management and Remediation Services
- Wholesale Trade

Energy Efficient Product Manufacturing, Distribution, Construction, Installation and Maintenance

- Construction
- Manufacturing
- Retail Trade

Education, Compliance, and Awareness

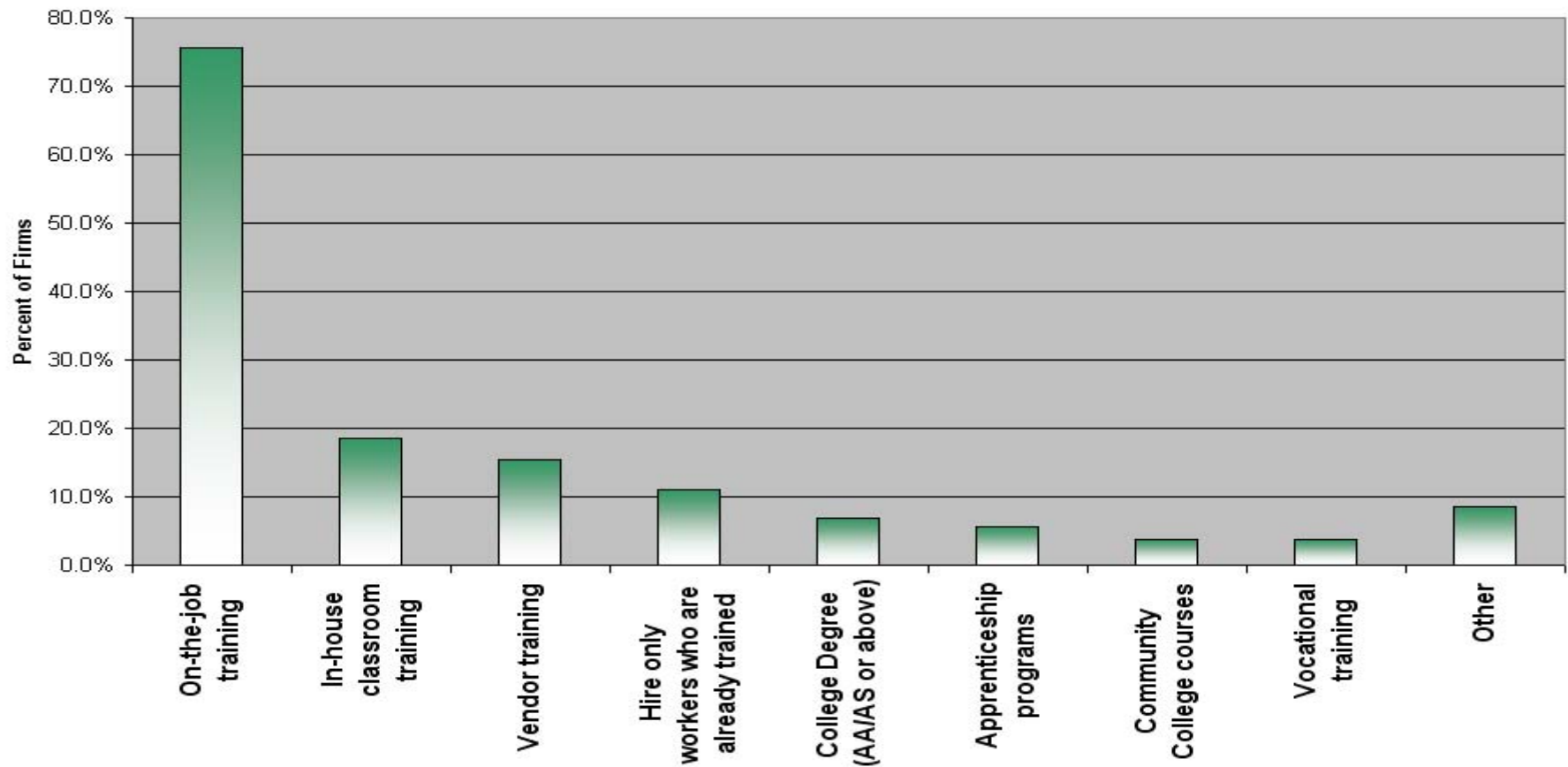
- Educational Services
- Transportation and Warehousing
- Public Administration

Natural and Sustainable Product Manufacturing

- Manufacturing
- Wholesale Trade
- Administration and Support and Waste Management and Remediation

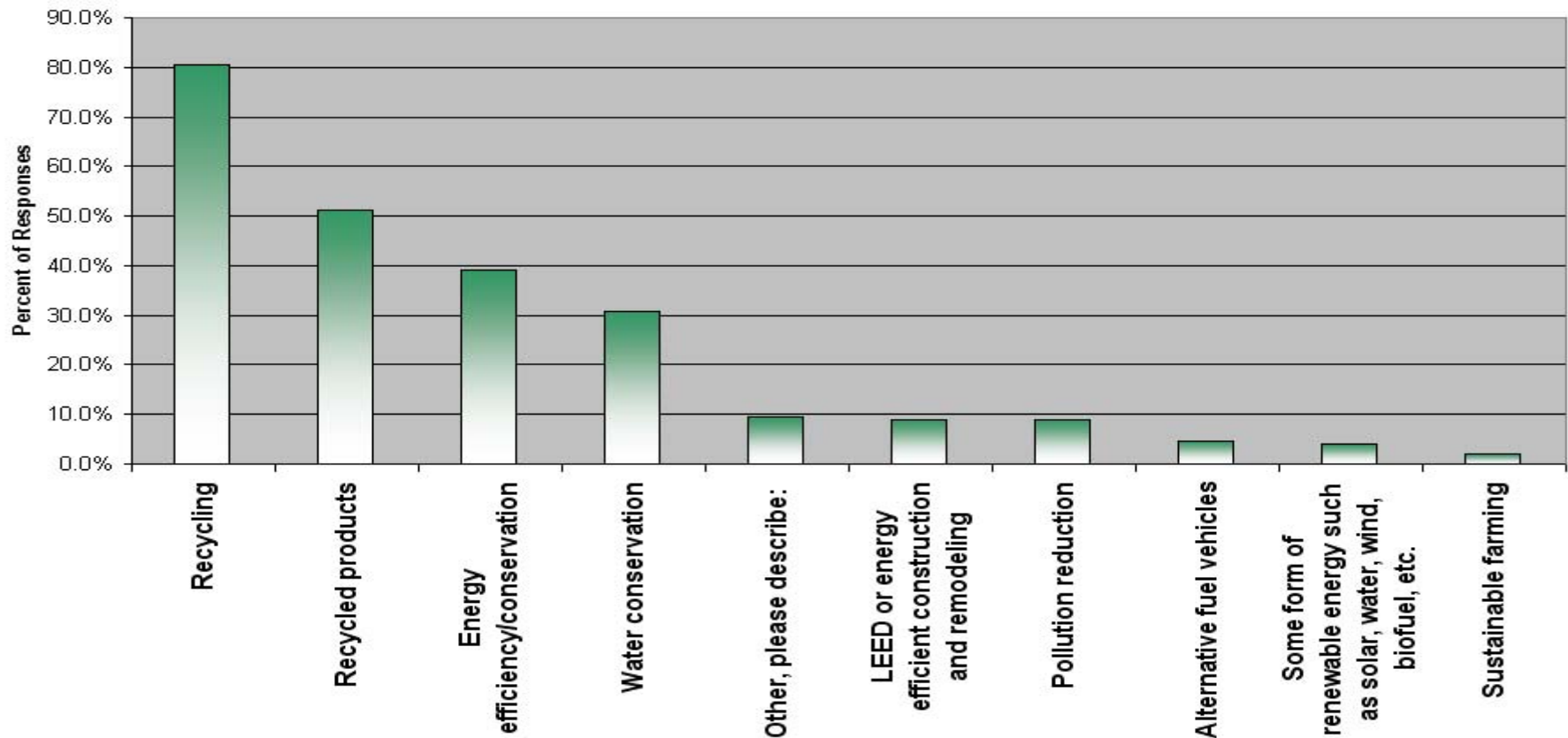
Preparation of Current Green Workers – OJT!

Training Methods Used by Employers to Prepare Current Workers for Green Jobs

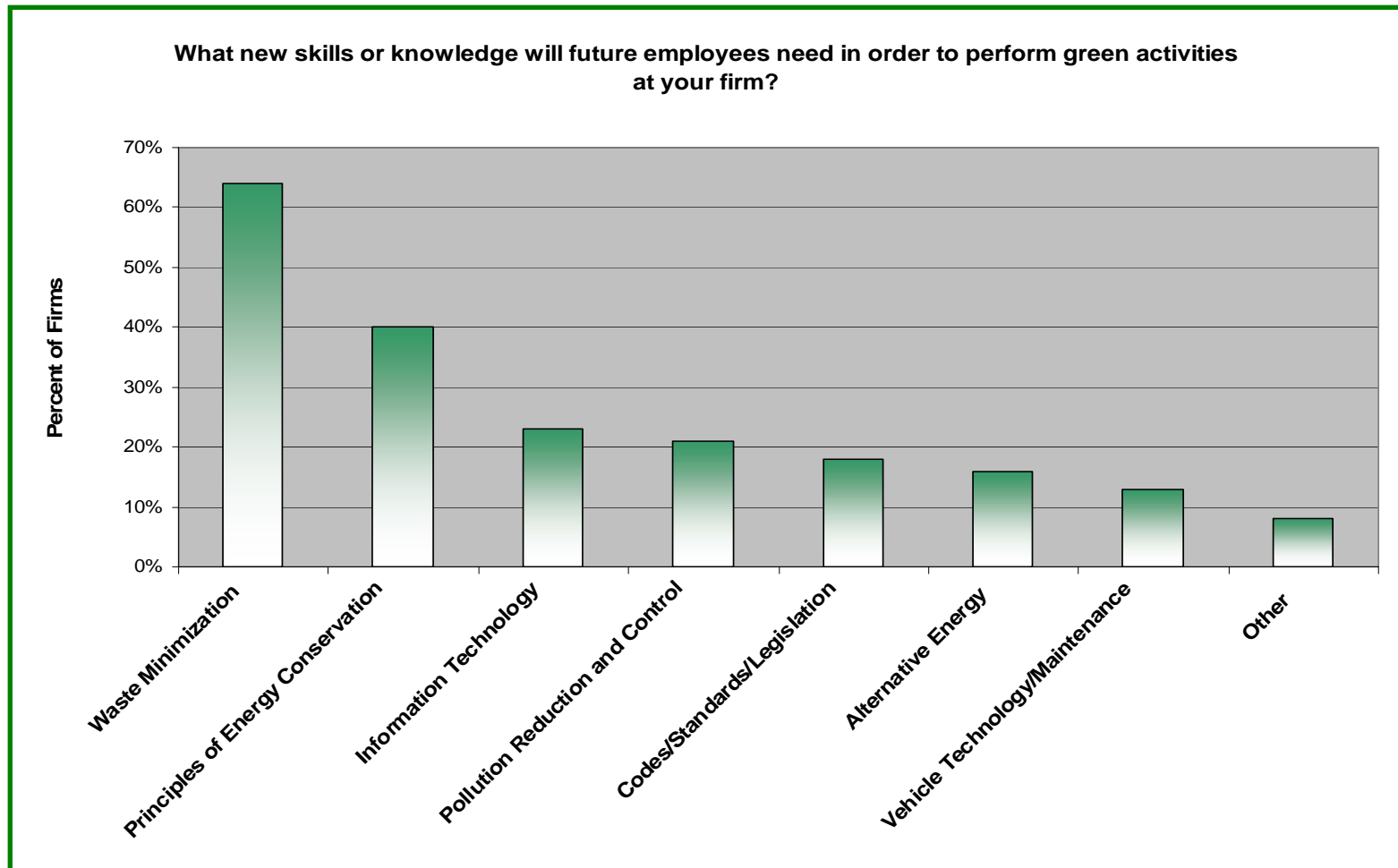


Sustainable Business Practices

If your business makes use of green practices, services or products, what does your firm currently USE on site

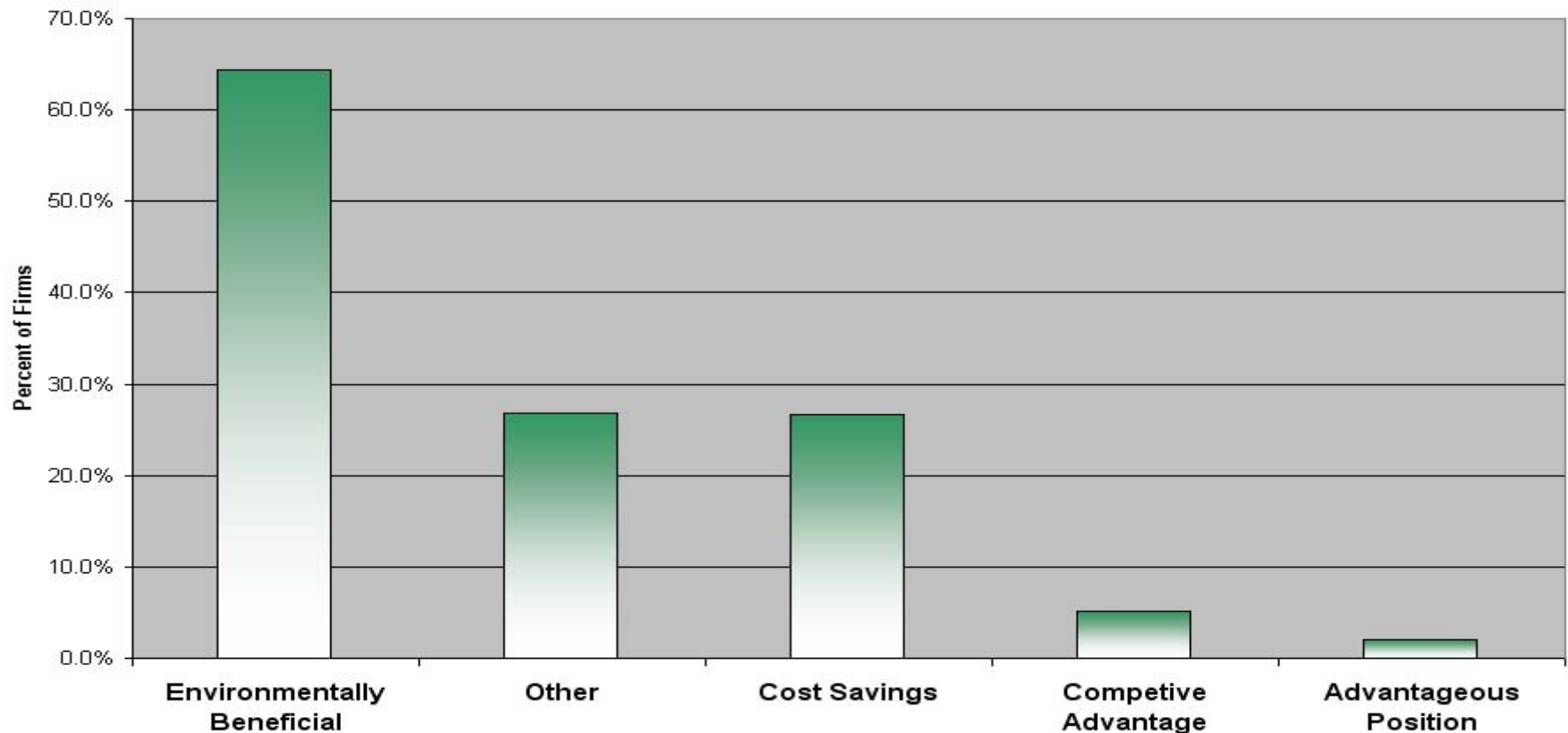


Business Practice Skill Needs



Sustainable Practices – Benefits

What do you view as the largest benefit to your business in taking steps to reduce greenhouse gas emissions?



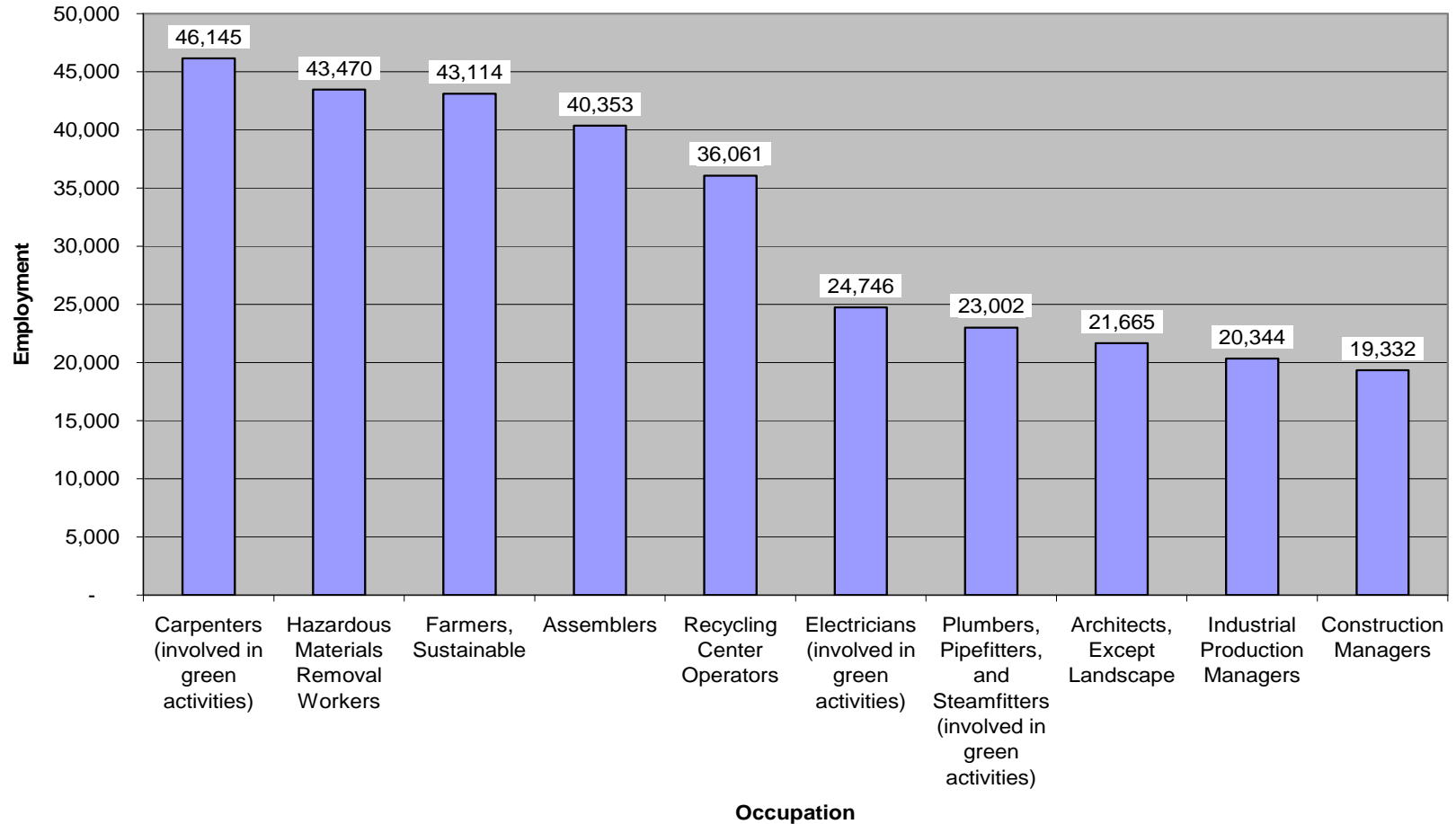
Occupational Findings

- **Green workers in 34 listed green jobs**—503,000 reported*
- Additional write-ins--“Other Green Job Titles”—50,000 reported*
- Examples of write ins—include:
 - Warehouse Recycling Manager
 - LEED Accredited Professionals
 - Environmental Health and Safety Managers
 - Alternative fuel vehicle infrastructure engineers
 - Fleet manager (alternative fuel vehicles)
 - Transportation program specialist
 - Battery recyclers
- Greater detail will be collected in a subsequent occupational skills research during 2010-2011.

*Note: Occupational survey includes workers that do not meet the “product and services” definition, but are green workers—examples, sustainability planner, construction workers for a school district that occasionally maintain solar heater or other sustainable equipment for the school’s facilities, recycling manager for a business, etc.

Top Green Jobs

TOP TEN GREEN OCCUPATIONS



Next Steps

- Review findings with key players
- Finalize summary report
- Regional reports as warranted by the data
- Industry-level reports as warranted
- Detailed occupational follow-up and analysis
- Report on occupational skills and workforce development needs

Additional Resources and Information

- Green Job Activities by State

<http://www.labormarketinfo.edd.ca.gov/article.asp?articleid=1238>

- Workforce Information Council Green Jobs Study Group

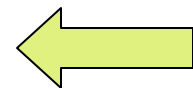
<http://www.workforceinfocouncil.org/Documents/WICGreenJobsStudyGroupReport-2009-10-01t.pdf>

- ETA Green Jobs Community of Practice

<http://greenjobs.workforce3one.org/>

- Bureau of Labor Statistics plans to measure the green economy—comments due August 30, 2010

<http://www.bls.gov/green/>



Questions?

Feel free to get in touch!

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