Defining Green Jobs for the Green Collar Jobs Council (GCJC)

Labor Market Information Division's (LMID) working definition is broad, fairly comprehensive, and will be modified as needed following the analysis of our green survey responses during the summer of 2009. It provides a broad canvas upon which the GCJC can build their strategic plans. However, we would suggest that the council's strategic policy decisions require additional considerations, including setting a framework for the council's values or guiding principles, short and long term focus, and recognition of regional differences.

Considerations:
1. Values or guiding principles for strategic use of funds—examples
    a. Close integration with local businesses
    b. Connecting the need for workers and skill needs with actual job opportunities business can offer. (We don't need more solar installers than we have roofs…)
    c. Potential for setting a wage floor for focus occupations for training? Training for occupations that pay at least $__ (for instance, the median wage for the region, or for the industry in that region)
    d. Equity questions? Gender, disability, opportunities for low income people?
    e. Train for occupations that include opportunities for career advancement—ladders or lattices for continuing development rather than dead end jobs
    f. Continue to invest in preparation for innovation—press the school system to develop people with STEM skills, people skills, and creativity; establish close ties to venture capital?
    g. Tie education and training to real work—Career Technical Education (CTE) and internships
    h. Other thoughts?

2. Focus
    a. Short term—focus on the green areas identified in ARRA
        i. Smart grid transmission lines
        ii. Renewable energy
        iii. Energy efficiency
        iv. Weatherization
        v. How can we prepare displaced workers for reemployment in careers in these areas? Get people to work quickly! Assessment, brief training, internships and OJT
        vi. How can we influence education to prepare young people for the work of tomorrow—innovation needs good STEM skills, people skills, enthusiasm, creativity
        vii. Education and awareness—tie in to CEC, ARB, PUC initiatives to change public behavior related to reducing our

individual and collective footprints—this can be an industry/occupational focus as well as marketing

b. Long term—what industries do we want to foster in CA that we can start now and have continue to sustain us when ARRA $ have gone away?
   i. Continue to expand *innovation and development* in renewable energy
   ii. Make it local—what can we produce in California, use in California (and export as well?)
   iii. Continue energy efficiency and weatherization—Building standards for new and existing buildings to lighten the energy load, influence policies and incentives to make this more desirable to all—this continues to improve the energy situation and creates meaningful jobs
   iv. Develop skills to foster innovation and development—this needs to start in elementary school—influence education to better prepare young people for the work of tomorrow—innovation needs good STEM skills, people skills, enthusiasm, creativity
   v. Continue education and awareness—tie in to CEC, ARB, PUC initiatives to change public behavior—this can be an industry/occupational focus as well as marketing
   vi. Other?

c. Geographic
   i. Broad state level direction (could reflect the GREEN definition)
   ii. Regional focus—derived through the sectoral analysis and planning—for instance the north state decision to focus on renewable energy; agricultural regions might want to focus on water conservation, sustainable crops, tie to biofuels…etc.; transportation corridors might focus on alternative transportation, fueling stations, SMOG/pollution reduction;   Broad participation in the planning process—business, workforce development, economic development, local elected officials, education, labor—the brain trust that collaborates to plan for the best future for all in their region.