

California's Green Economy



Green Collar Jobs Council
March 17, 2010

Bonnie Graybill,
Deputy Division Chief
California Labor Market Information Division

Our Working Definition of Green

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

Green Economy Survey Details

- First mailing in May 2009
- Over 50,000 businesses across the California economy; all industries, all sizes, all areas
- 5.2M employment in surveyed firms
- Goal is to create 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
- Partnering with Community Colleges, Air Resources Board, California Energy Commission, California Workforce Investment Board, Economic Strategy Panel, Employment Training Panel, and others

California's Preliminary Survey Responses

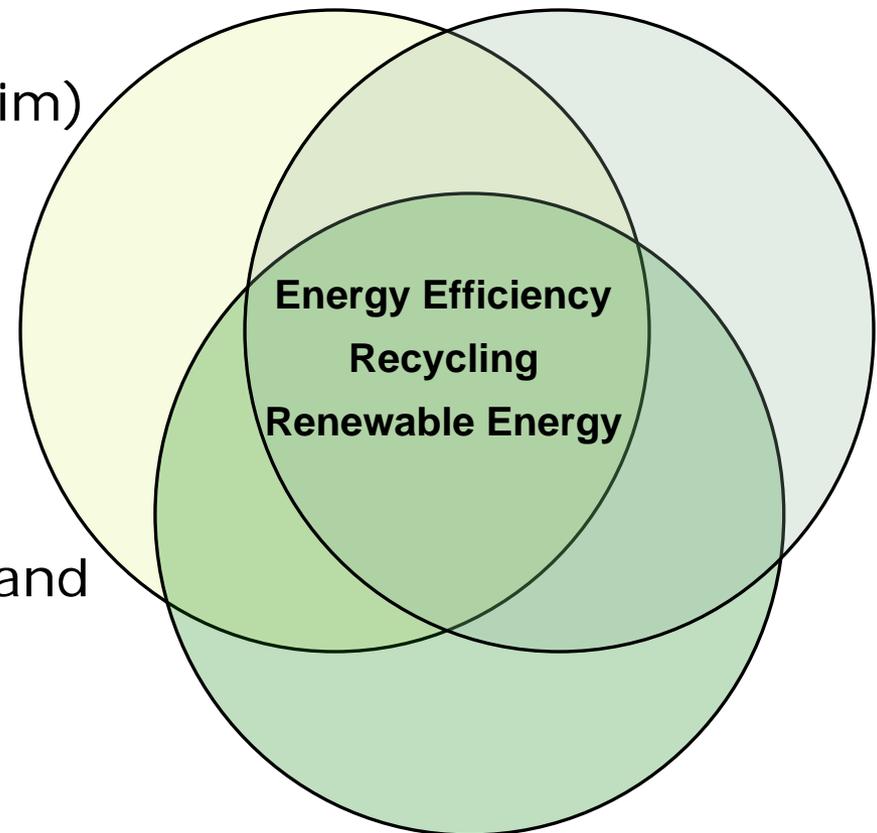
- Over 15,200 employers responded, 35% response rate
- Data collection completed in January 2010
- About 3.8 percent of all workers are working on green products and services (*Slightly higher than earlier estimate*)
- About two-thirds of green workers spend more than half time on green aspects of job
- About two-thirds of employers report using at least one green business practice
- Almost 80% of current green workers were trained on the job
- About 15% of employers in our initial sample have gone out of business during this difficult time in our economy (*almost twice the earlier estimate*)

Comparison to Other States' Recent Green Workforce Surveys?

Green as a percent of total employment

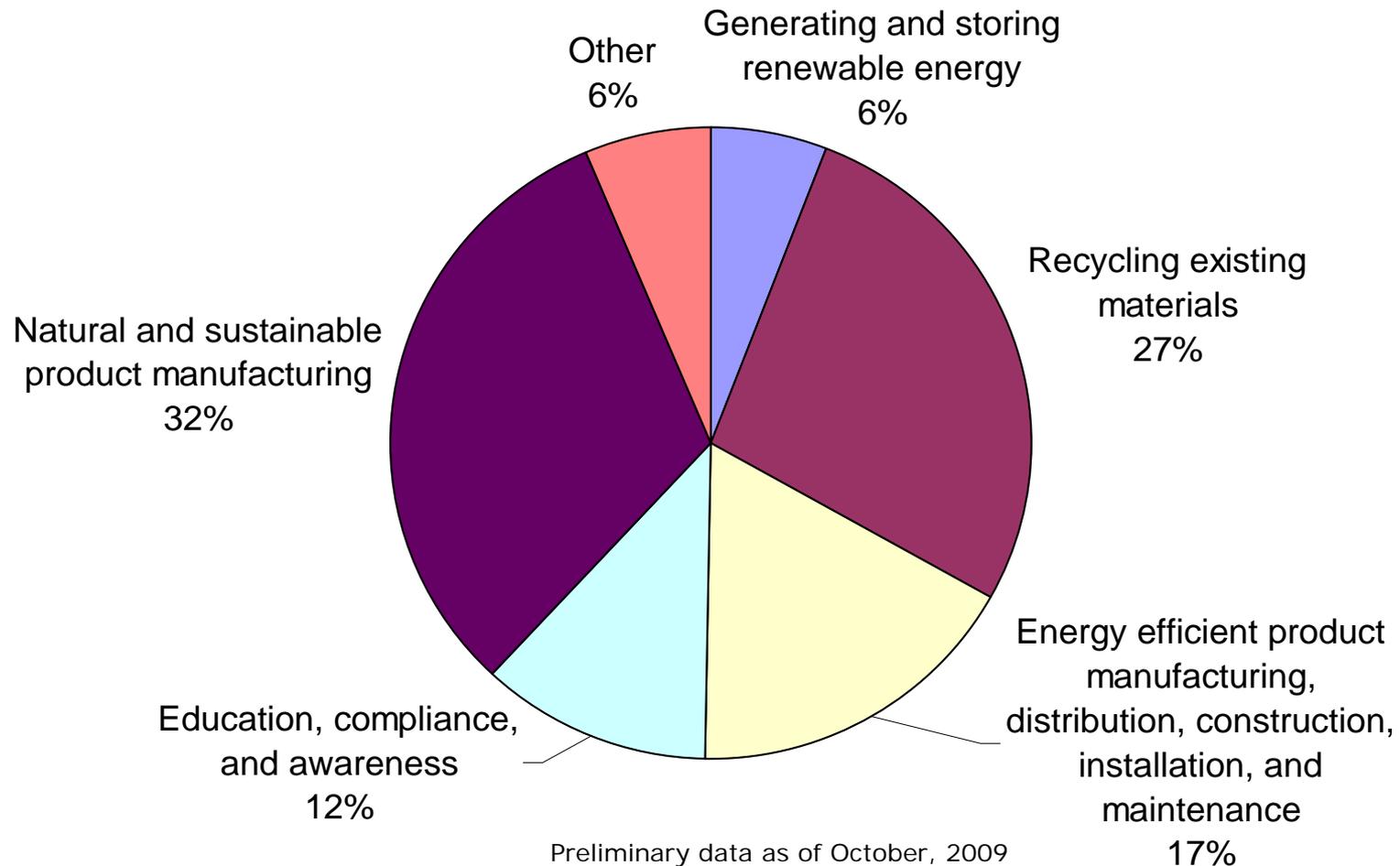
California	3.8 % (Prelim)
Washington	1.6 %
Oregon	3.0 %
Michigan	3.0 %

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

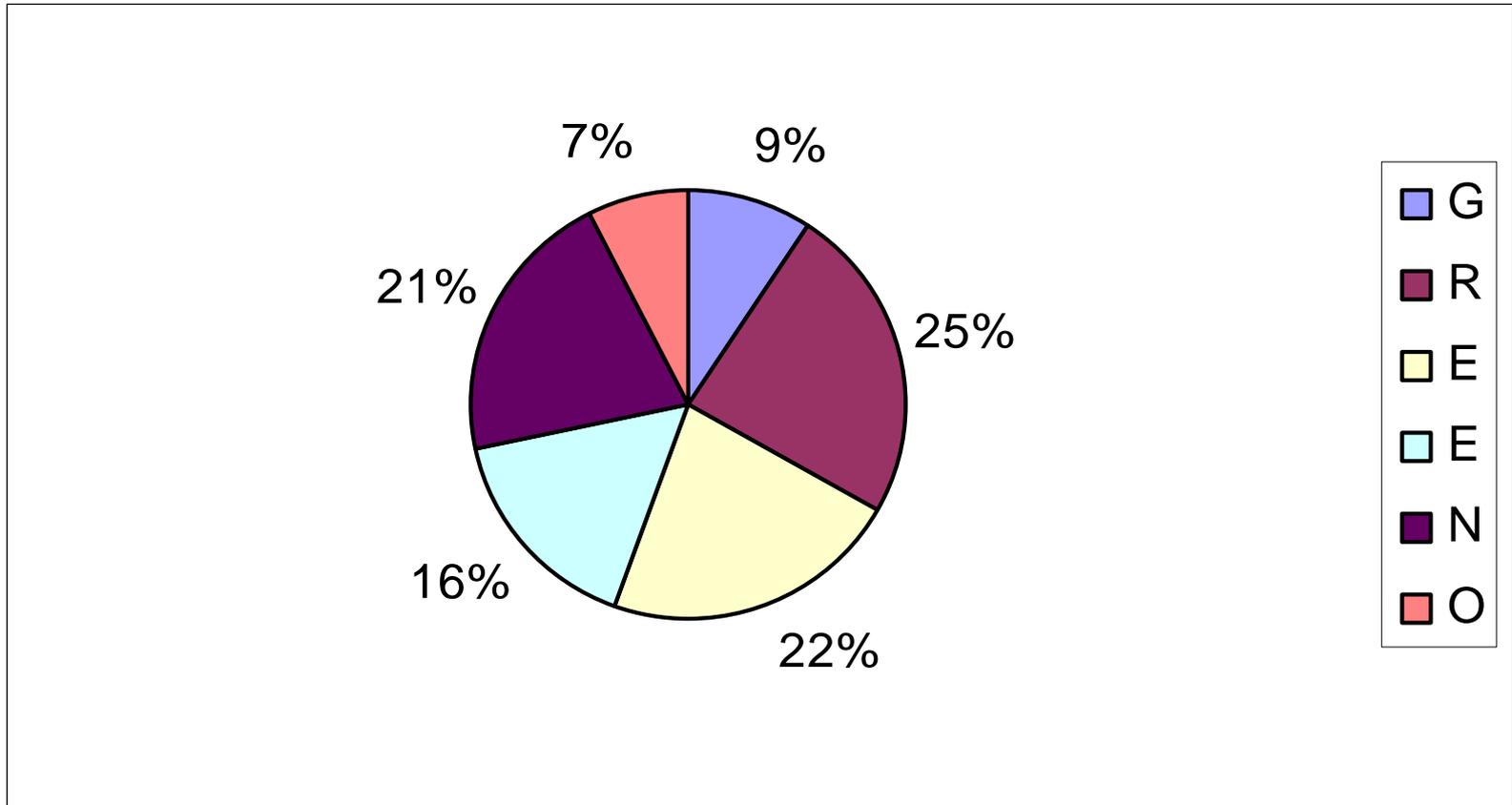


Green Workers Reported October 2009

Total Green Employment Reported by Category

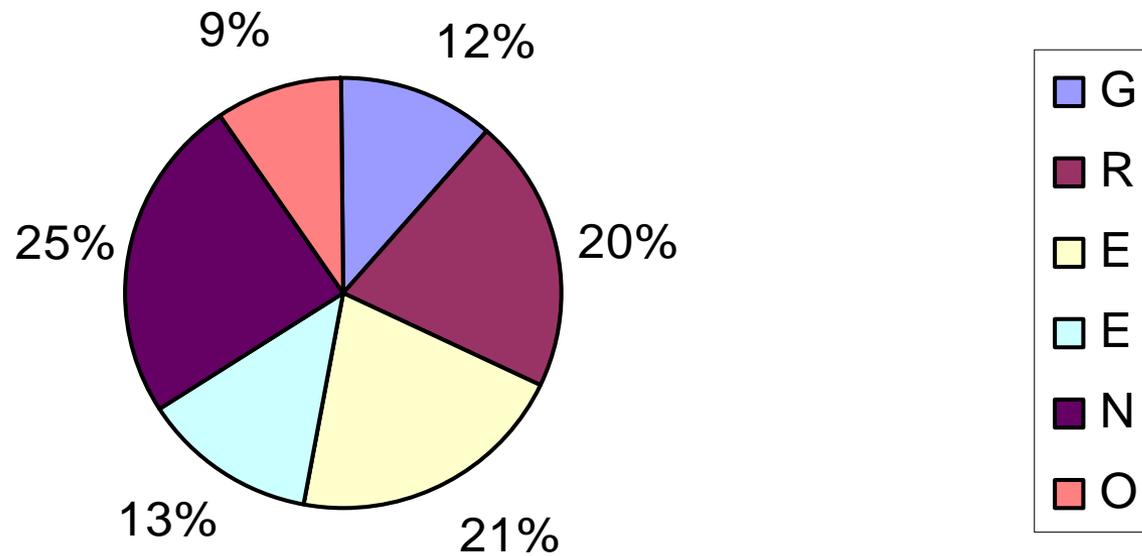


Green Workers Reported (Any % of time)



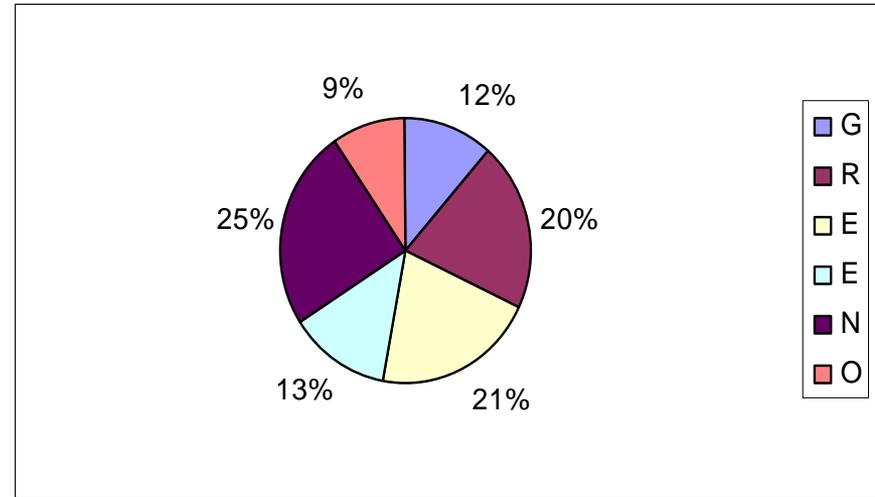
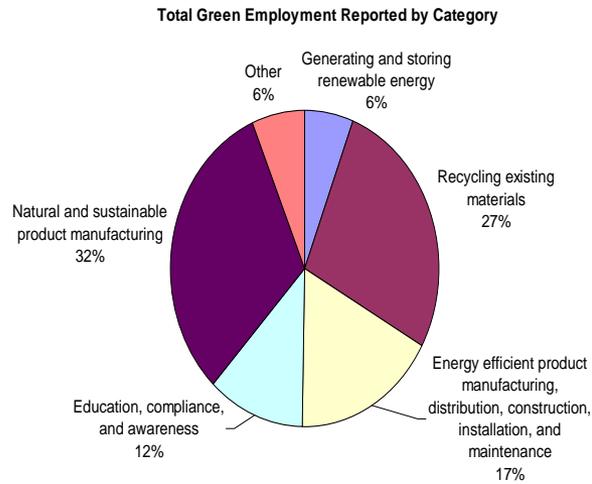
Preliminary data as of March 16, 2010

Green workers reported (50% of time or more)



Preliminary data as of March 16, 2010

October 2009 v. March 2010 distribution of GREEN Employment



Preliminary data as of March 16, 2010

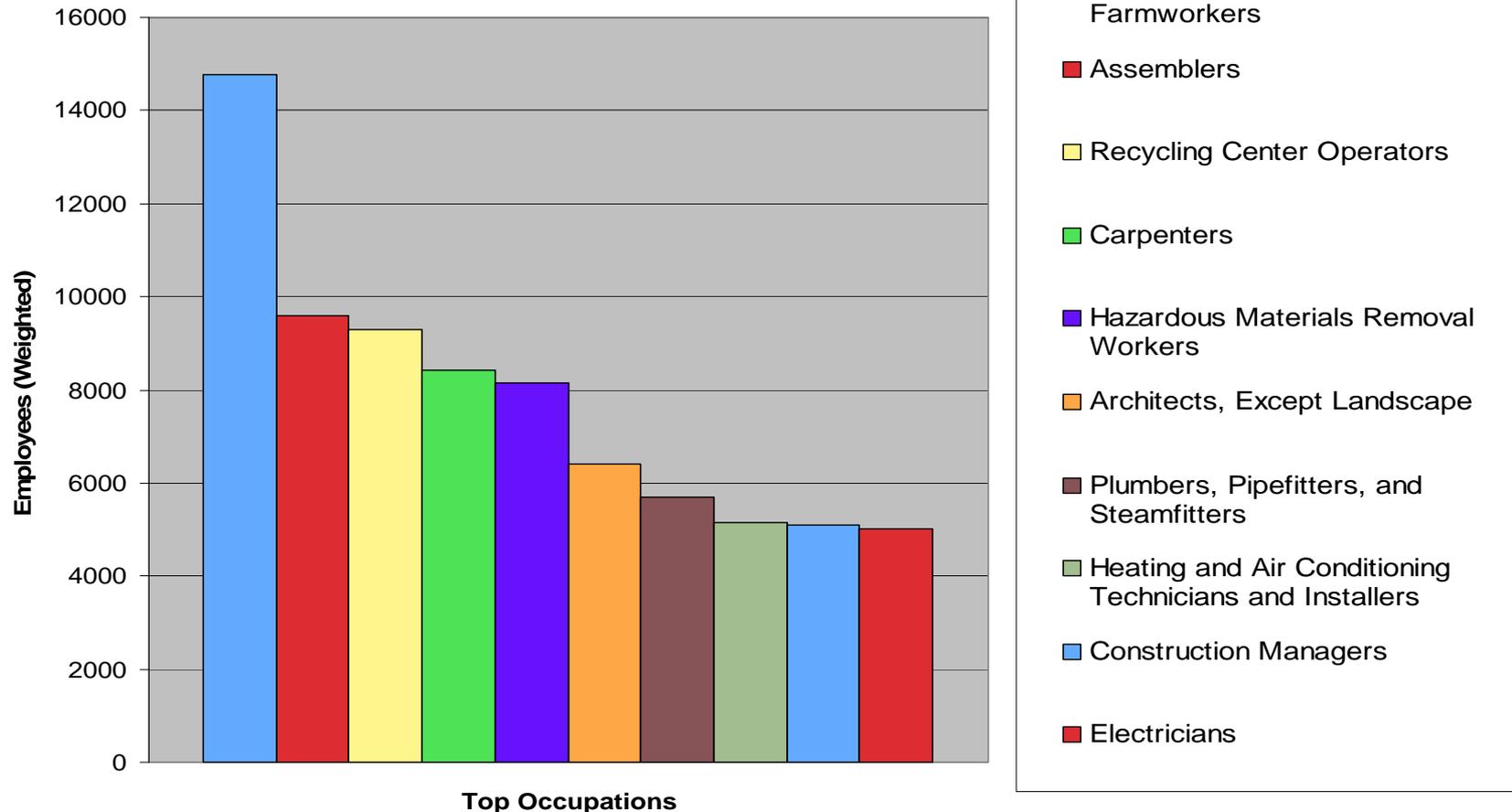
Preliminary Occupational Findings

- Employers categorized **almost 600,000 green employees within the 34 green jobs** described on the survey.
- An additional 15,600 workers were reported under “Other Green Job Titles”
- **Write ins–include**
 - Janitors and Cleaners,
 - Sustainability Assistants,
 - LEED Accredited Professionals,
 - Mobile Heavy Equipment Mechanics (maintaining electric forklifts),
 - Recyclers (reprocessing on site materials)
- Greater detail will be collected in a subsequent occupational skills survey.

Survey respondents' top green jobs...

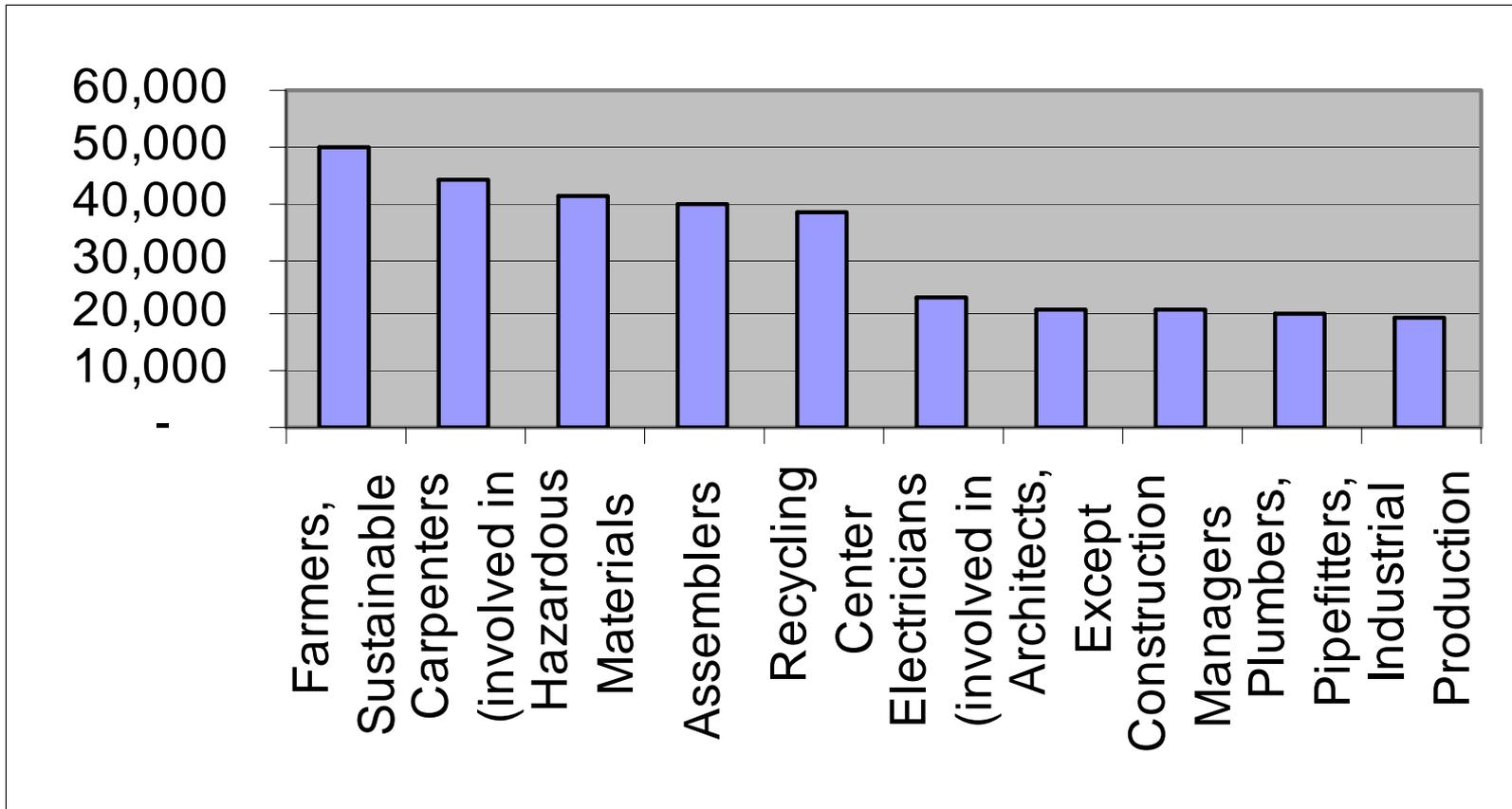
October 2009

Top 10 Green Jobs Reported - Preliminary (Weighted Sample)



Preliminary data as of October 2009

Top green jobs 2010



Preliminary data as of March 16, 2010

Next Steps

- Finalize and complete analysis of data
- Review findings with key players
- Prepare summary report, with regional distinctions as warranted by the data
- Prepare industry level reports
- Detailed occupational follow-up surveys and analysis
- Report on occupational skills and workforce development needs

Important New Information from the Department of Labor

- **Bureau of Labor Statistics (BLS)** plans to study the green economy

- **Occupational Information Network (O*NET)**
 - “Green Economy Sector”
 - Green enhanced skills
 - Green increased demand
 - New and emerging green occupations

<http://online.onetcenter.org/find/green>

Bureau of Labor Statistics (BLS)

Plans to Count Green Economic Activity

- Federal Register Notice released March 16, 2010
- <http://edocket.access.gpo.gov/2010/pdf/2010-5705.pdf>
- Soliciting comments—plans for developing and implementing the collection of new data on Green Jobs
- Written comments due on or before April 30, 2010
- Comments by April 30, 2010 to Rick Clayton, green@bls.gov (or physical address in FRN)

BLS Defines Green Jobs

“BLS plans to use two approaches in identifying environmental economic activity and measuring associated jobs:

- (1) The output approach, which identifies establishments that produce green goods and services and counts the associated jobs, and
- (2) the process approach, which identifies establishments that use environmentally-friendly production processes and practices and counts the associated jobs.”

BLS Green Jobs Definition

- Green jobs are jobs involved in economic activities that help protect or restore the environment or conserve natural resources. These economic activities generally fall in the following categories:
 - Renewable energy
 - Energy efficiency
 - Greenhouse gas reduction
 - Pollution reduction and cleanup
 - Recycling and waste reduction
 - Agricultural and natural resources conservation
 - Education, compliance, public awareness, and training

BLS Measurement of Green Jobs

- Direct green goods and services
- Indirect green goods and services
- Specialized inputs
- Distribution of green goods

Help shape the future of data collection for green jobs! Read the FRN and comment!

- LMID will analyze and comment on the BLS proposal in the context of what we have learned about California's green economy through our survey and other research
- We encourage other stakeholders to review and comment as well!
- BLS's framework and definition will shape the way information about green jobs is collected at the national level.

Questions? Thank you!

Feel free to get in touch

Bonnie.Graybill@edd.ca.gov

916.262.2620