

Training a Green Workforce: Successes and Best Practices

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EXAMPLES OF SUCCESSFUL LOCAL GREEN INITIATIVES

- Brownfields Job Training Program (2008)
- Brownfields Assessment Grant Program
 - 2006 (\$200,000 for hazardous substances)
 - 2009 (\$400,000 for petroleum and hazardous substances)
- JobsNow Program (Green Living Initiative)
- Home Weatherization Program
- “Keep Durham Beautiful” Initiative

2010 PROGRAMS TO FOSTER A GREEN COLLAR WORKFORCE



- Brownfields Job Training Program
- Project RITE
- Builders of Hope/City of Durham Green Jobs Training Initiative

IMPORTANCE OF TRAINING FOR GREEN COLLAR JOBS

- 90% of ET businesses surveyed report a shortage of qualified, skilled green employees*
- The shortage of green skills and training is a leading barrier to growth in the energy efficiency sector**
- Green collar jobs are available at all professional levels and are a bridge to high-skill jobs
- Green collar jobs are mostly local and have direct, positive environmental and social benefits

*National Association of Manufacturers, 2005

**National Renewable Energy Laboratory, 2006



HOW TO SPUR GREEN JOB CREATION*



*Concepts taken from Apollo Alliance and Green for All, 2008

#1: IDENTIFY GOALS & ASSESS OPPORTUNITIES

- Create local green goals
 - Durham City/County Office of Sustainability
- Invite all stakeholders to the table
 - 2008 Brownfields Job Training Program partners:
 - Community college, Workforce Development Board, Community organizations & nonprofits, green employers, state apprenticeship program, public agencies, support of local elected officials
- Strategize how to increase demand for green collar workers
 - 2008 Brownfields Job Training Program: Local labor market assessment

#2: ENACT POLICIES & PROCEDURES TO DRIVE INVESTMENT

- Commitment to green building standards
 - Durham City/County has created a green building policy requiring all new buildings meet high environmental standards
- Plant more trees throughout City and grow sustainably
 - SEEDs Initiative
 - “Keep Durham Beautiful” Movement
- Conversion to alternative-fuel vehicles
 - 2010 bus conversion to hybrid-power

#3: WORKFORCE DEVELOPMENT

- Create a training program that fills the gap between job growth areas and weaknesses of existing workforce
 - Brownfields Job Training Program: Examined local labor market assessments and worked with community organizations to determine needs of underemployed/dislocated population
- Build off of existing programs and partnerships
 - OEWD models new green job training programs off of previously successful local programs and maintains existing partnerships
- Create pathways out of poverty
 - Supportive services and case management are essential
 - Include partnerships that create OJT/internship opportunities

#4: LEVERAGE SUCCESS & BUILD POLITICAL SUPPORT



- Use previous success to build political and community support that will enable acquisition of additional funds and green policy development

- 2008-2010 Brownfields Job Training Program:

- Trained 66 Durham residents in the assessment and cleanup of Brownfields properties
- 86% Retention Rate
- 54% Job Placement Rate (as of June 2010)
- Recognized as a national success model by the EPA

OTHER REASONS FOR SUCCESS

- OEWD is the administrative agent for the Durham Workforce Development Board
- Workforce Development Plans
- Ability to leverage unique funds & resources
 - OJT, WEX, ARRA
- Have direct exposure and credibility to community
- Combination of economic & workforce divisions allows for immediate knowledge of new projects, developments, and job opportunities
- Strong partnerships with occupational development partners
 - i.e. JobLink Career Center, Durham Technical Community College



RESULTS OF SUCCESSFUL PROGRAMS: NEW 2010 GREEN COLLAR JOB TRAINING INITIATIVES

Builders of Hope/City of Durham Green Jobs Training Initiative **\$400,000**

- Partnership with Builders of Hope, a nonprofit green affordable housing developer
- Grant from the U.S. Conference of Mayors/Wal-Mart Foundation
- Train 60 young parents (ages 16-24) in green construction and weatherization
- Combined use of soft-skills training, pre-GED/high school diploma preparation, occupational skills training, paid internships, worksite mentoring, & OJT

RESULTS OF SUCCESSFUL PROGRAMS: NEW 2010 GREEN COLLAR JOB TRAINING INITIATIVES

Project RITE: Reaching Independence Through Employability \$125,000

- Grant from the NC Department of Commerce, Workforce Development
- To engage and train 25 young or expecting parents in green technology industries or growing markets
- Combined use of family supportive case management, GED/high school diploma preparation, human resource development, occupational skills training, and internships in green industries

RESULTS OF SUCCESSFUL PROGRAMS: NEW 2010 GREEN COLLAR JOB TRAINING INITIATIVES

Brownfields Job Training Grant \$200,000

- Grant from the U.S. Environmental Protection Agency
- To train up to 60 un- or underemployed local individuals in Brownfields assessment, cleanup, and redevelopment and in select environmental course work/certifications
- Utilize the success and existing partnerships from previous 2008 Brownfields program to strengthen and expand new program & target goals

QUESTIONS?



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