Building Energy Efficiency, Creating and Training for Green Jobs: Successes and Best Practices

Mayor William V. “Bill” Bell – City of Durham, NC
IMPORTANCE OF TRAINING FOR GREEN COLLAR JOBS

- 90% of Environmental 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*

- Identify Goals & Assess Opportunities
- Enact Policies & Procedures to Drive Investment
- Workforce Development
- Leverage Success and Build Political Support

*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
  - Job Training Program partners:
    - Community-Based Organizations (e.g. Builders of Hope, Inc.)
    - Community College
    - Workforce Development Board

- Strategize how to increase demand for green collar workers
  - 2008 and 2010: Local labor market assessments
#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
#4: **Leverage Success & Build Political Support**

- Local labor market assessment
- Business approach
- Direct partnership and credibility with community
- Learn from the experts
- Leverage existing resources/ARRA

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EXAMPLES OF LOCAL GREEN INITIATIVES:
NEW 2010 GREEN COLLAR JOB TRAINING PROGRAMS

 Builders of Hope - City of Durham  - NC Dept. of Commerce Partnership:  Green Mentoring Program - $515,000

• Grant from the Wal-mart Foundation/U.S. Conference of Mayors ($400,000 as well as State of North Carolina Department of Commerce ($115,000)

• To engage and train 60 young or expecting parents aged 16 – 24 in green construction trades

• Combined use of family supportive case management, GED/high school diploma preparation, human resource development, occupational skills training, and internships in green industries
EXAMPLES OF SUCCESSFUL LOCAL GREEN INITIATIVES

Neighborhood Energy Retrofit Program
› $1 million in ARRA funding (DOE) + $500K Climate Showcase Communities Grant (EPA)
› 15 neighborhoods, 700 homes
› Contractor training
› Energy conservation
   education for residents
› Data collection and analysis
EXAMPLES OF SUCCESSFUL LOCAL GREEN INITIATIVES

› Focus on homes that are single-story and 2,000 sq. ft or less
› Specific retrofits
  Attic insulation
  Air duct sealing
  Air leak sealing
  Programmable Thermostats
  High-efficiency water fixtures
Brownfields Job Training Goals vs. Actual

- Recruited 250 participants
  - Dec 08-Sep 09
- Interviewed 105 individuals
  - Dec 08-Sep 09
- Enrolled 66 participants into 3 classes (10% above goal)
  - Jan 09-Oct 09
- Graduated 86% (7.5% above goal)
  - Jan 09-Oct 09

- 53% Grads EX-OFFENDERS

67% of graduates employed in related job markets (exceeded 65% goal)

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Questions?

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