

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

Mayor William V. "Bill" Bell –
City of Durham, NC



PRESENTATION FOR NPSG11 CONFERENCE – CHARLOTTE, NC
FEBRUARY 2011



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*



*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

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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



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EXAMPLES OF SUCCESSFUL LOCAL GREEN INITIATIVES

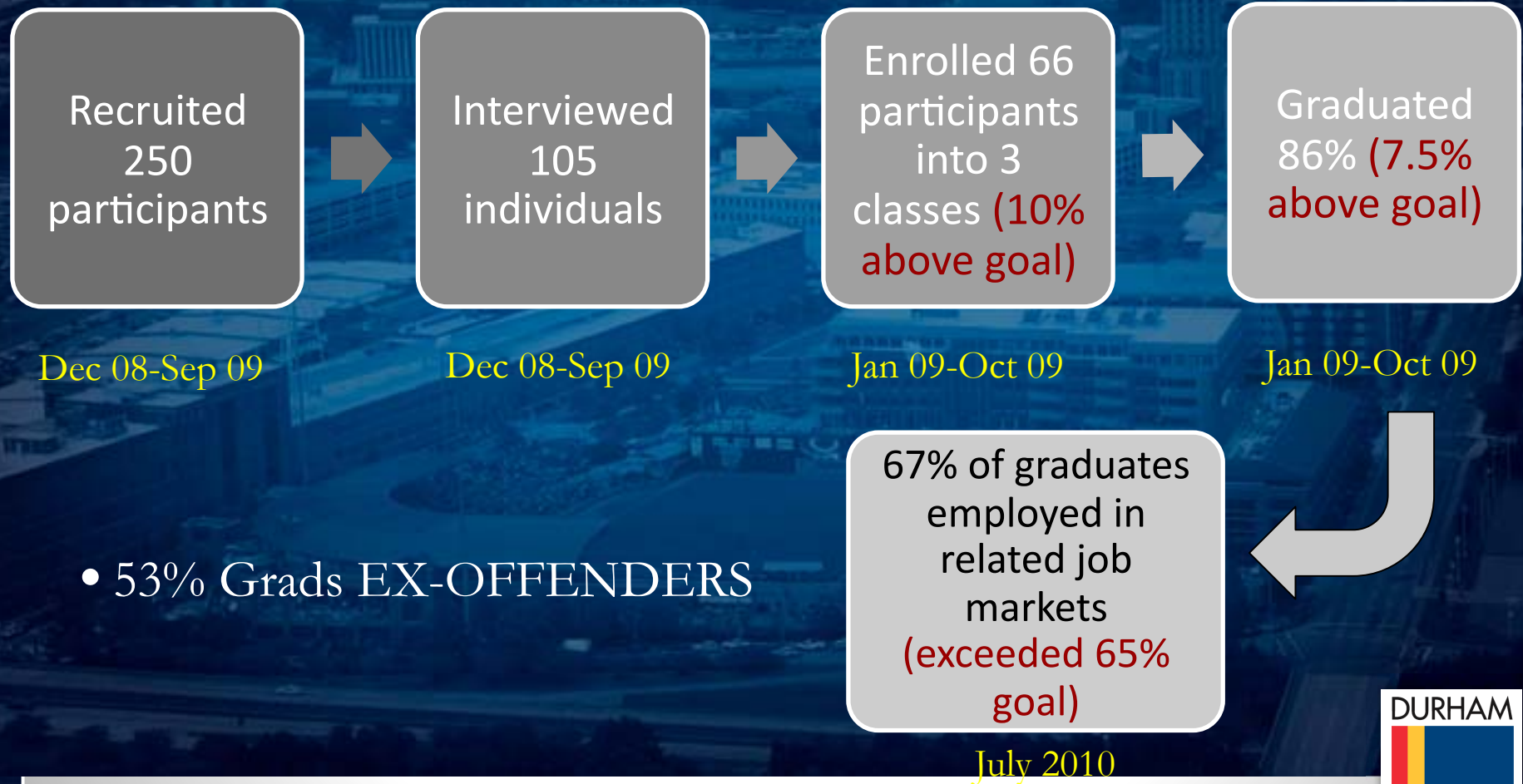
- › Focus on homes that are single-story and 2,000 sq. ft or less
- › Specific retrofits
 - Attic insulation
 - Air duct sealing
 - Air leak sealing
 - Programmable Thermostats
 - High-efficiency water fixtures



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BROWNFIELDS JOB TRAINING GOALS VS. ACTUAL



QUESTIONS?



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