

TO: Executive Committee

DATE: 05/03/10

FROM: WIB Staff

For Discussion

For Action

For Information

**SUBJECT: Green Jobs Study
by Centers of Excellence (COE)**

PROPOSED MOTION(S): That the Executive Committee accept the Merced County Green Jobs Study from the Centers of Excellence.

DISCUSSION: On November 12, 2009, the Workforce Investment Board (WIB) approved a Green Jobs Study for an assessment of the potential green jobs in the region surrounding Merced. The Centers of Excellence (COE) located on the Modesto Junior College Campus conducted the study.

The research conducted indicates that the following occupations present modest opportunities for program development in Merced County:

- **Renewable Energy Technician**
- **Photovoltaic (PV) Installers**
- **Weatherization Technician**
- **Engineering Technician**
- **Environmental Technician**
- **Energy Auditor**
- **Sales Estimator**
- **Recycling Technician**

The Centers of Excellence will present the finding of the Merced Green Jobs Study at the regularly scheduled WIB meeting on May 13, 2010.

ATTACHMENT(S): Merced Green Jobs Study (Research Brief)

Research Objectives

In 2010, the Central Region Center of Excellence (COE) launched a study of the green economy and green jobs in Merced County. This study covers a 70-mile radius around the city of Merced. This research brief features some of the key ideas and research impacting the green economy, green career opportunities, and workforce training needs. This document does not list every green job opportunity, rather its purpose is to distinguish and describe a few significant occupations in the County that may warrant special attention from the Merced County WIB.

The research objectives of this study were to:

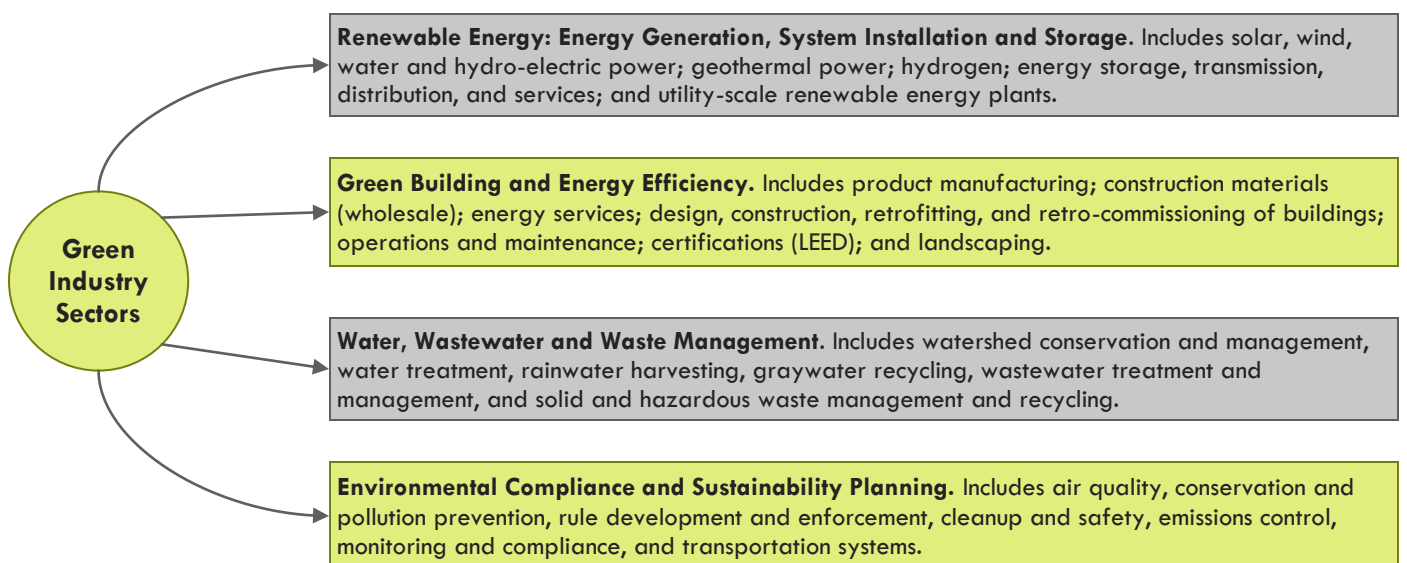
- Provide definitions of green jobs and green firms to allow for consistent use and understanding;
- Illustrate the various scenarios of how green is affecting the local workforce;
- Demonstrate the subsectors of the green economy;
- Identify industries in Merced County most affected by the green economy;
- Estimate the number of green occupations with employment projections
- Define occupational skill requirements;
- Identify employer challenges in recruiting, hiring, and retaining workers.

Defining the Green Economy

A common definition of what the green economy entails or what makes a job green does not seem to exist. In numerous reports published on the subject, the definitions can vary widely, primarily due to differences in the purpose and scope of the studies. In setting parameters for the COE research, it was determined necessary to look at emerging, changing, and rapidly growing industries, as well as occupations that are completely new (emerging) and/or require new knowledge, skills and abilities. From this perspective, the following definitions were developed:

- A **Green Firm** is an organization that provides products and/or services that are aimed at utilizing resources more efficiently, providing renewable sources of energy, lowering greenhouse gas emissions, or otherwise minimizing environmental impact.
- A **Green Job** is an occupation that 1) directly works with policies, information, materials, and/or technologies that contribute to minimizing environmental impact, and 2) requires specialized knowledge, skills, training, or experience in these areas.

Under the guidance of these working definitions, the COE identified four major sectors or areas of the green economy in Merced County. Each represents a value chain of activities (research and development, manufacturing, distribution, installation, maintenance and repair) that are clustered around a similar green technology and/or purpose.



Green Occupations

Research conducted for this report indicates that the following occupations present modest opportunities for job-training program development in Merced County.

Renewable Energy Technician

- Employment in this occupation is projected to increase by 1 new job over the next 12 months.
- Over the next three years, employment is projected to increase by 2 jobs.
- 1% of employers experience difficulty finding qualified applicants for these positions.

PV Installers

- Employment is projected to increase by 9 new jobs over the next 12 months.
- Over the next three years, employment is projected to increase by 23 jobs.
- 4% of employers indicate difficulty hiring qualified PV installers.

Weatherization Technician

- Employment is projected to increase by 3 new jobs in the next 12 months.
- Over the next three years, there will be an additional 7 jobs.
- 3% of employers experience difficulty hiring qualified employees in this occupation.

Engineering Technician

- Employment in this occupation is projected to increase by 8 new jobs over the next 12 months.
- Over the next three years, employment is projected to increase by 14 jobs.
- 28% of employers experience difficulty finding qualified engineering technicians.

Environmental Technician

- Employment in this occupation is projected to increase by 4 new jobs over the next 12 months..
- Over the next three years, there will be an additional 9 jobs.
- 5% of employers experience difficulty hiring qualified employees in this occupation.

Energy Auditor

- Employment in this occupation is projected to increase by 1 new job over the next 12 months..
- Over the next three years, employment is projected to increase by 3 jobs.
- Only 1% of employers indicate difficulty hiring qualified energy auditors.

Sales Estimators

- This occupation is projected to increase by 12 new jobs in the next 12 months.
- Over the next three years, employment is projected to increase by 19 jobs.
- 32% of employers experience difficulty hiring qualified sales estimators.

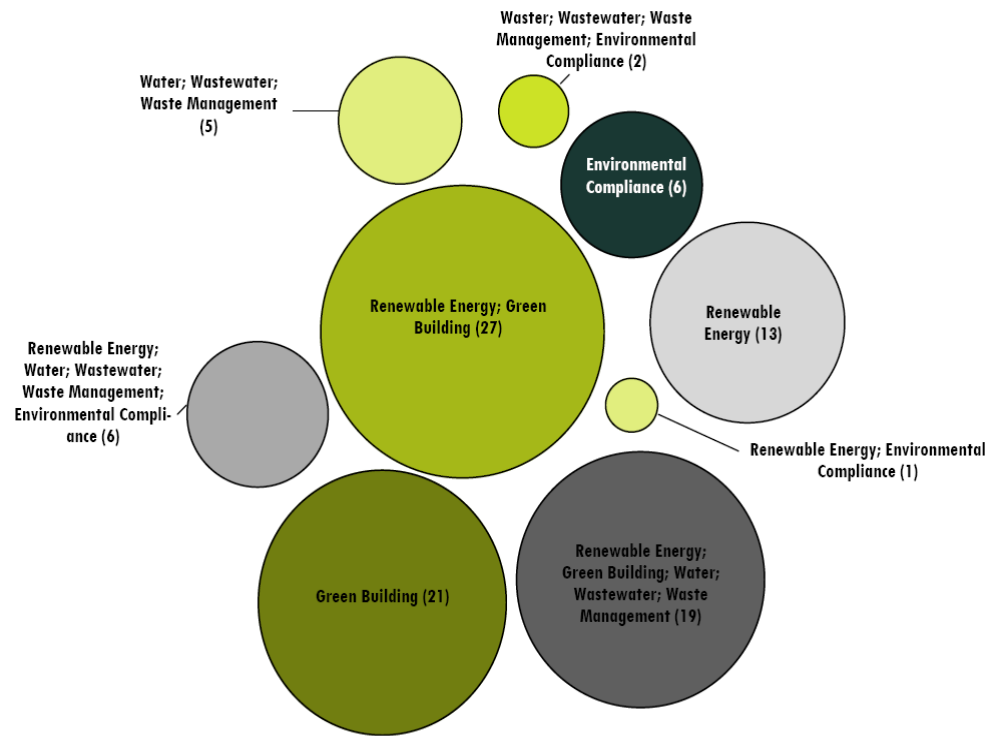
Recycling Technician

- This occupation is projected to increase by 1 new job in the next twelve months.
- Over the next three years, employment growth for this occupation will be only be 1 job.
- Only 3% of employers indicate difficulty hiring qualified recycling technicians.

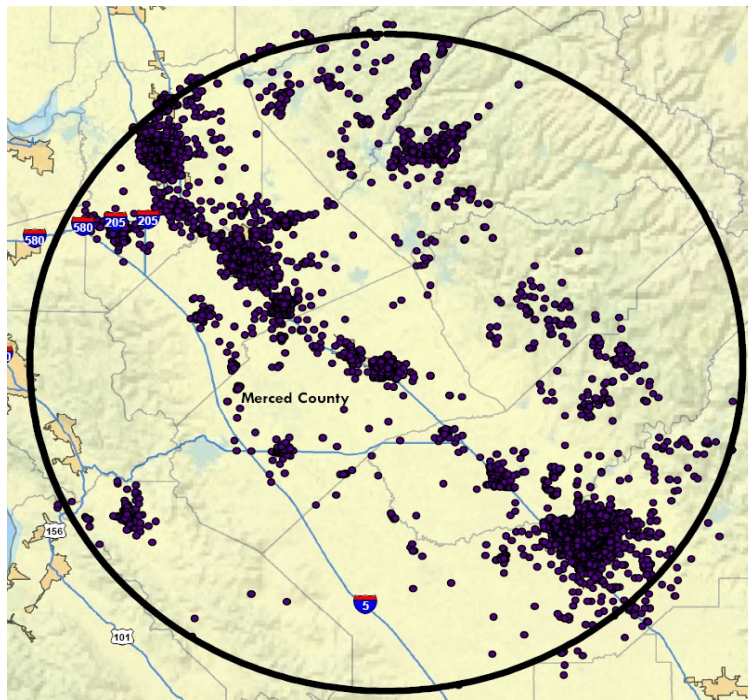


Green Job Sectors

The graphic on the right illustrates the relative size of the green job sectors in the study area.



Where are the Green Jobs?



For More Information

For more information on this study, contact the following Center of Excellence (COE) at:

Michelle Marquez, Director
 (209) 575-6908
marquezm@mjc.edu

The Centers of Excellence are an initiative of:

