



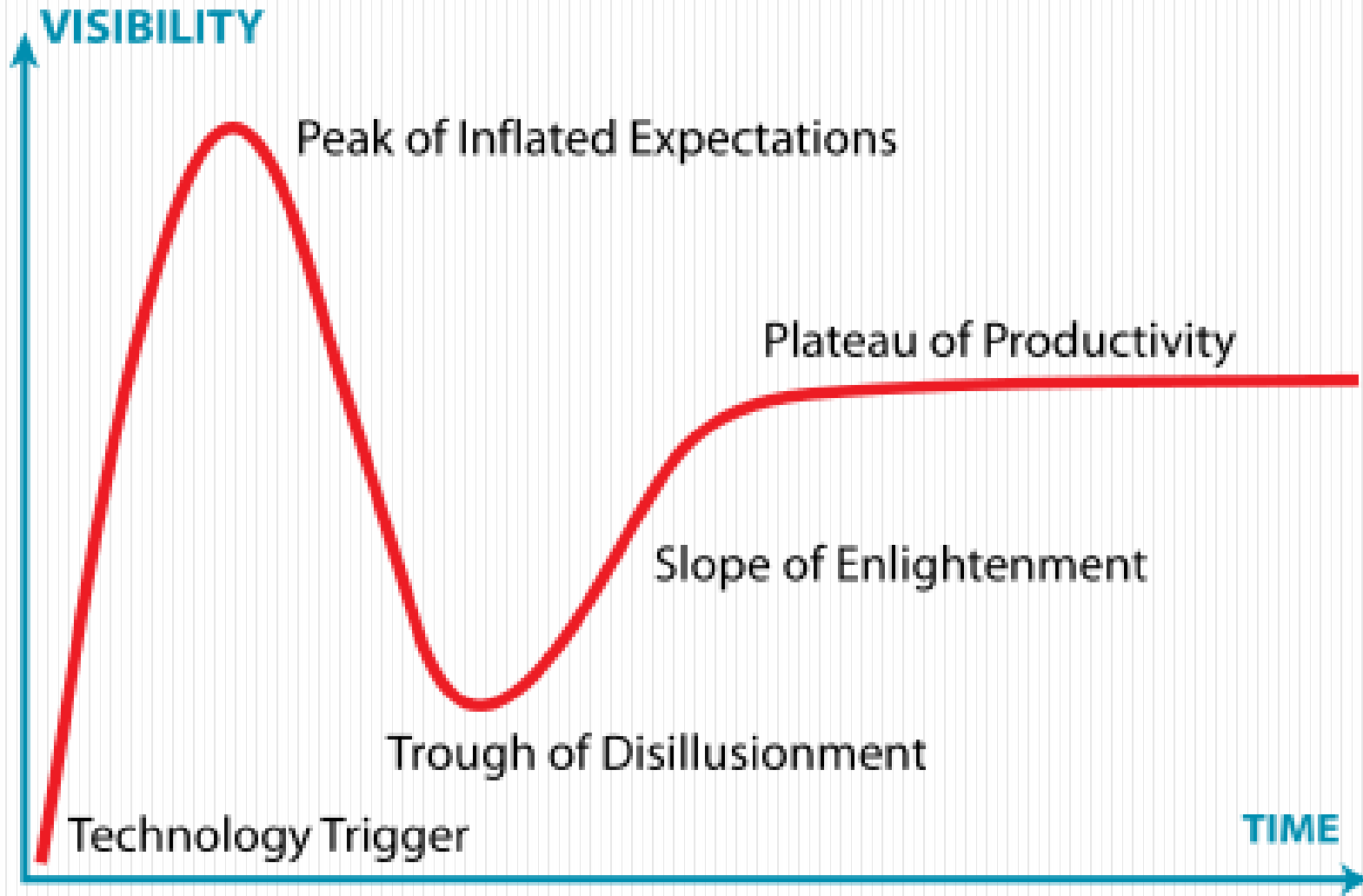
Green Job Outlook for San Diego

June 7, 2011
Chuck Flacks
Research Director
San Diego Workforce Partnership

Definition: Green Firm & Green Job

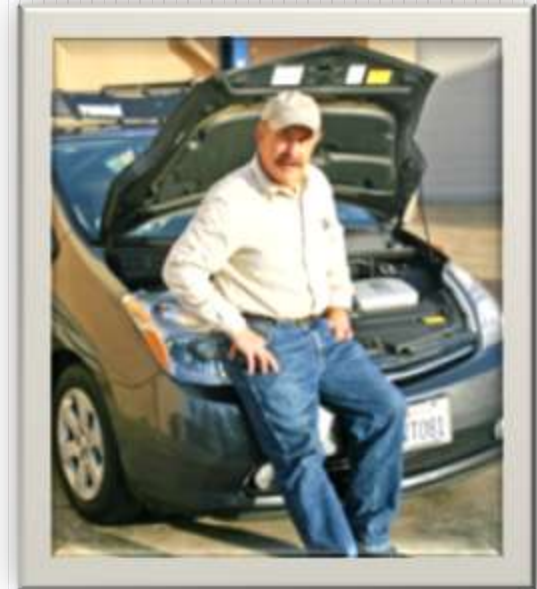
- A Green Firm is an organization that provides products and/or services that are aimed at utilizing resources more efficiently, providing renewable sources of energy, lowering greenhouse gas emissions, or otherwise minimizing environmental impact.
- A Green Job is an occupation that:
 1. Directly works 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.

Don't Believe The Hype?



Green Jobs Divided Into Six Categories

- **Renewable Energy**
- **Energy Efficiency**
- **Biofuels and Farming**
- **Water, Waste, and Wastewater Management**
- **Transportation and Alternative Fuel Vehicles**
- **Compliance and Sustainability Planning**



Current One-Year Growth Projections

	2011 Jobs	2012 Jobs	Change	% Change	2010 EPW	2010 Establishments
Biofuels and Farming	61,500	63,673	2,173	3%	\$82,396	3,933
Compliance and Sustainability	17,122	18,563	1,441	8%	\$76,124	2,022
Green Building and Efficiency	85,190	86,842	1,652	2%	\$68,692	7,345
Renewable Energy	61,860	63,793	1,933	3%	\$83,254	4,984
Transportation and Alternative Fuels	67,605	69,595	1,990	3%	\$74,219	5,010
Water and Waste	44,751	46,832	2,081	4%	\$85,387	3,331
Totals	338,028	349,298	11,270	3%	\$78,345	26,625

Source: EMSI, 1st Quarter, 2011

San Diego Green Training Investments, 2009-2011

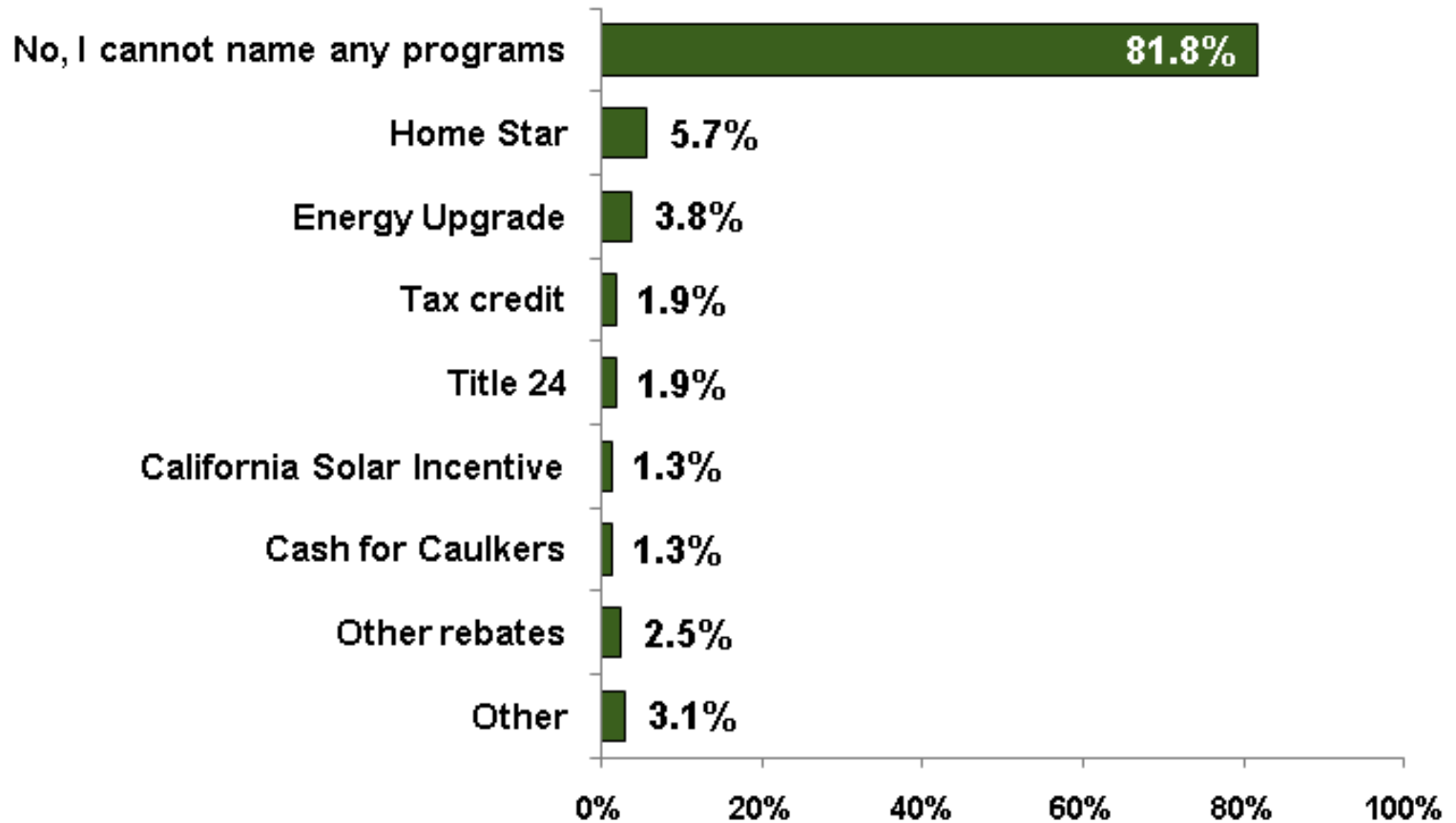
- Biofuels -- \$4 million (State EDD, and Department of Labor) – both training and industry development
- Green Building --\$2.6 million (California Energy Commission) – Workforce Partnership and Cuyamaca College – pre-apprenticeship training
- Institutes of Higher Education (ARRA funds) -- \$900,000 – green building, water/waste, hybrid automotive, solar installation, HVAC – entry-level training.



Forecast Very Cloudy For Green Building Jobs

- Good – Overall construction jobs (Electrical, HVAC, Plumbing, Remodeling and Roofing) are expected to grow by over 10% in next 12 months.
- BUT – San Diego lost 40,000 construction jobs, 1/3 of the sector, since 2005.
- Only 31% of firms do any green construction work.
- Of these, only 13% of their workers perform green construction jobs.

Construction Firms Not Aware of Incentives



Source: Green LMI, *Green Construction, An Occupational Outlook for San Diego County*, December, 2010.

Key Green Building Findings

- Employers greatly prefer hiring experienced workers.
- Big need to educate employers about incentive programs for green installation.
- Critical need for internships and on-the-job experience for the hundreds of newly trained workers.