

On Earth Day 2007, Mayor Bloomberg announced the launch of *PlaNYC: A Greener, Greater New York*. A blueprint for long-term sustainability, this bold environmental agenda incorporates 127 initiatives to improve the quality of our City's land, water, transportation, energy, and air - and lays the groundwork for numerous economic and workforce initiatives, both public and private, in an already expanding green economy. PlaNYC sets the ambitious goal of reducing the City's carbon footprint by 30 percent by 2030, even as New York City is projected to add another one million residents by that time.

As the contours of demand for green jobs come into clearer focus, the New York City Workforce Investment Board (NYC WIB) is committed to ensuring that the City's public workforce system is prepared to meet the challenges and opportunities presented by the green economy.

Defining Green Jobs

NYC WIB defines green jobs in accordance with the nationally recognized O-NET SOC* definition: jobs that directly lead to an end product or service that has a net positive impact on the environment, including:

- a) existing jobs that require enhanced skills (e.g. building superintendents who embrace practices to improve energy efficiency);
- b) significantly increased demand for workers in roles that are intrinsically green (e.g. tree planters); and
- c) new jobs associated with new growing businesses, spurred by investment and demand for energy efficiency, climate action and sustainability (e.g. energy auditor)

*O-NET SOC taxonomy is the nation's primary model for occupational definitions and classifications across the world of work. For more information visit: www.onetcenter.org.

NYC WIB Green Workforce Development Initiatives

Through an emphasis on developing strategic partnerships, aligning local policies with state, regional, and federal policies, promoting best practices, expanding education and training models, and improving and increasing access to valuable labor market information, NYC WIB serves as a comprehensive resource for workforce development initiatives in New York City. Initiative underway by NYC WIB to advance the green economy and green workforce include:

Strategic Partnerships

➤ **Coordinate Mayor Bloomberg's Green Economy Plan**

Launched in October 2009, Mayor Michael Bloomberg's Green Economy Plan outlines 30 initiatives to support and attract green businesses and entrepreneurs and provide specialized training to prepare New Yorkers for green jobs. Building upon *PlaNYC*, the City's comprehensive sustainability blueprint, the Green Economy Plan is projected to support the creation of 13,000 new jobs over the next 10 years, doubling the City's green sector workforce.

NYC WIB will provide transparent and accountable information regarding the progress of these initiatives to the general public, government agencies, economic and workforce development providers, community based organizations, media and press, and stakeholders inside and outside of NYC. In addition, NYC WIB will facilitate straightforward, seamless coordination between NYC WIB and initiative leads and utilize this leadership role as an opportunity to increase awareness and communication among green economic and workforce development initiatives in NYC. To learn more about *PlaNYC: A Greener, Greater New York* and the Green Economy Plan visit: www.nyc.gov/planyc2030.

➤ **Convene Stakeholders to Address Emerging Opportunities and Challenges**

NYC WIB is collaborating with public and private sector leaders to discuss the challenges and opportunities arising from the growth of the green economy. These high-level discussions around green jobs training and employment will facilitate strategic collaboration and provide recommendations for framing green workforce policy in NYC.

Policy Alignment and Promotion of Best Practices

➤ **Complete National Green Jobs Best Practice Review**

New York City faces many challenges and opportunities arising from the growth of the green economy. To inform our own strategies to meet these growing demands, NYC WIB is reviewing the best practices of ten U.S. cities in their efforts to support green workforce development. The best practice review will be available to the public as well as to policymakers in other jurisdictions.

Education and Training Models

➤ **Incorporate Green Skills Training in Existing Workforce Development Programs**

Many labor and training organizations across New York City have already begun to incorporate green skills training into their existing workforce development programs. NYC WIB will work with these organizations and others looking to incorporate green skills training elements into their training services by providing valuable labor market information, facilitating knowledge and best practice sharing between City organizations and public and private initiatives, and assisting organizations as they look to develop and execute new programs.

Research and Evaluation

➤ **Publish Preliminary Report on Greening NYC's Labor Force**

In the fall of 2009, NYC WIB set out to research the City's economic landscape as it relates to green workforce development. Specifically, NYC WIB sought to determine the green occupational outlook for NYC in the near- to intermediate term and anticipate the City's green labor market needs and characteristics. Our preliminary report on these questions 1) identify, describe and apply the information we have attained regarding the City's green workforce development efforts; 2) inform the development of a successful workforce development strategy; and 3) identify the next steps in moving forward in the City's green workforce development agenda. Upon completion, this report will be available at www.nyc.gov/wib.

➤ **Assess Green Workforce Demand and Skills Gaps**

Workforce development providers and policymakers currently lack sufficient information about the nature and extent of employer demand for green jobs. To fill this information gap, the New York State Department of Labor is launching a statewide survey of green jobs focused on the renewable energy and energy efficiency sectors of the green economy. The New York City Labor Market Information Service (NYCLMIS), a joint endeavor of NYC WIB and the Center for Urban Research at the City University of New York Graduate Center, is coordinating and conducting the New York City research to provide much needed information to NYC WIB and its local partners and providers. In addition to a green jobs survey, a comprehensive green skills education/training assessment will be completed.

About the New York City WIB:

NYC WIB supports the Mayor's economic and workforce development initiatives by ensuring that the City's workforce system can deliver the skilled workers that local businesses need to grow, compete, and prosper in the 21st century economy. NYC WIB is made up of over 40 volunteer members, who are appointed by the Mayor and includes representatives of local businesses, educational institutions, labor unions, community-based organizations, and other government agencies. The NYC Local Workforce Investment Area (LWIA) is the largest in the country, consisting of the five boroughs of New York City.