



Los Angeles Valley College Green Pilot Project

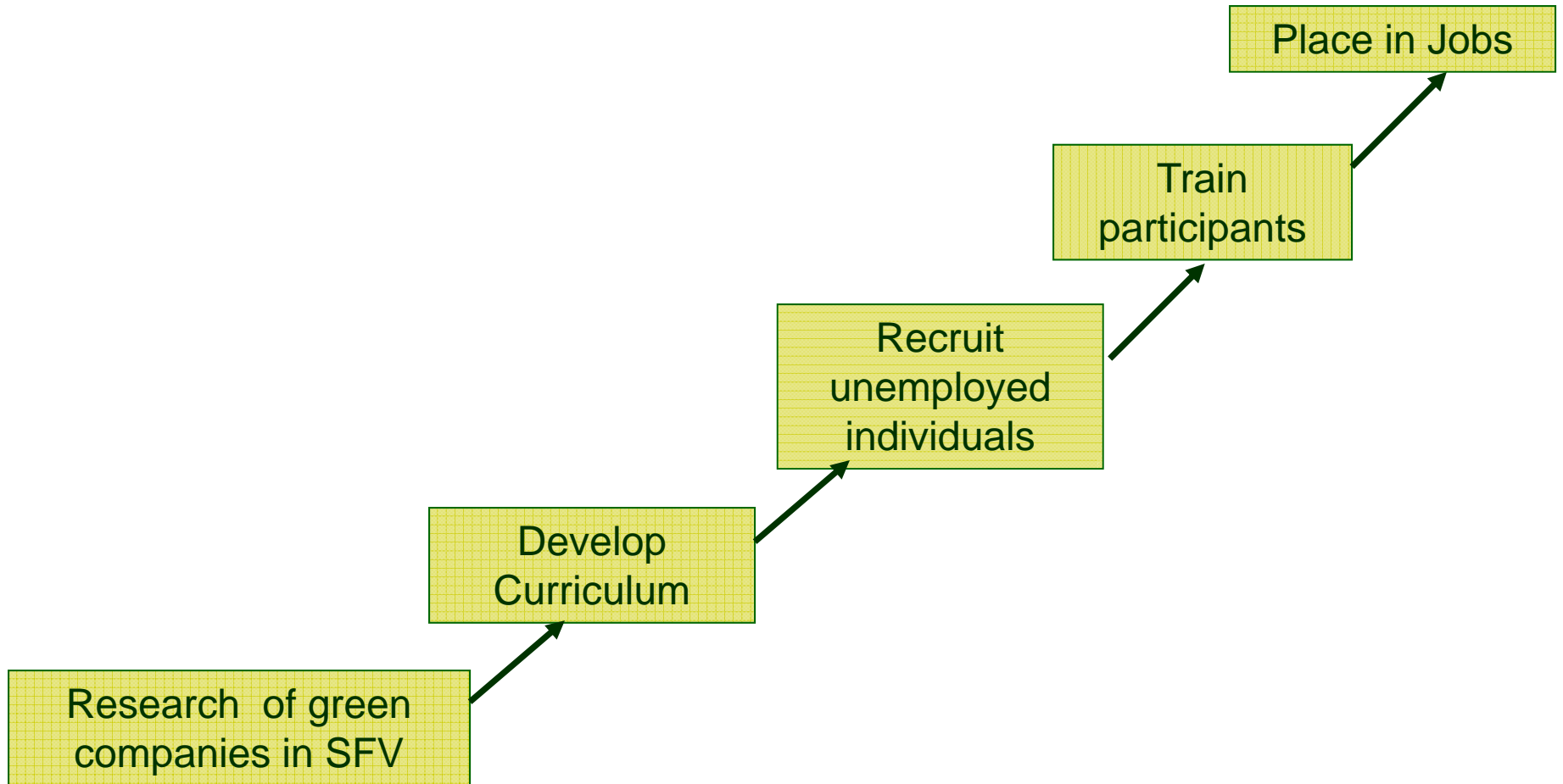
# Greater San Fernando Valley Workforce Collaborative

*January 17, 2012*

# Agenda

- Welcome
- Introductions
- San Fernando Valley Green Employer Report
- Questions & Answers
- Discussion

# Green Pilot Project Objectives





# San Fernando Valley Green Employer Report



# Project Goals



- Determine number and distribution of “green firms” in San Fernando Valley
- Identify hiring patterns and growth rates of green employers
- Determine need for trained, qualified workers

# Methodology Overview



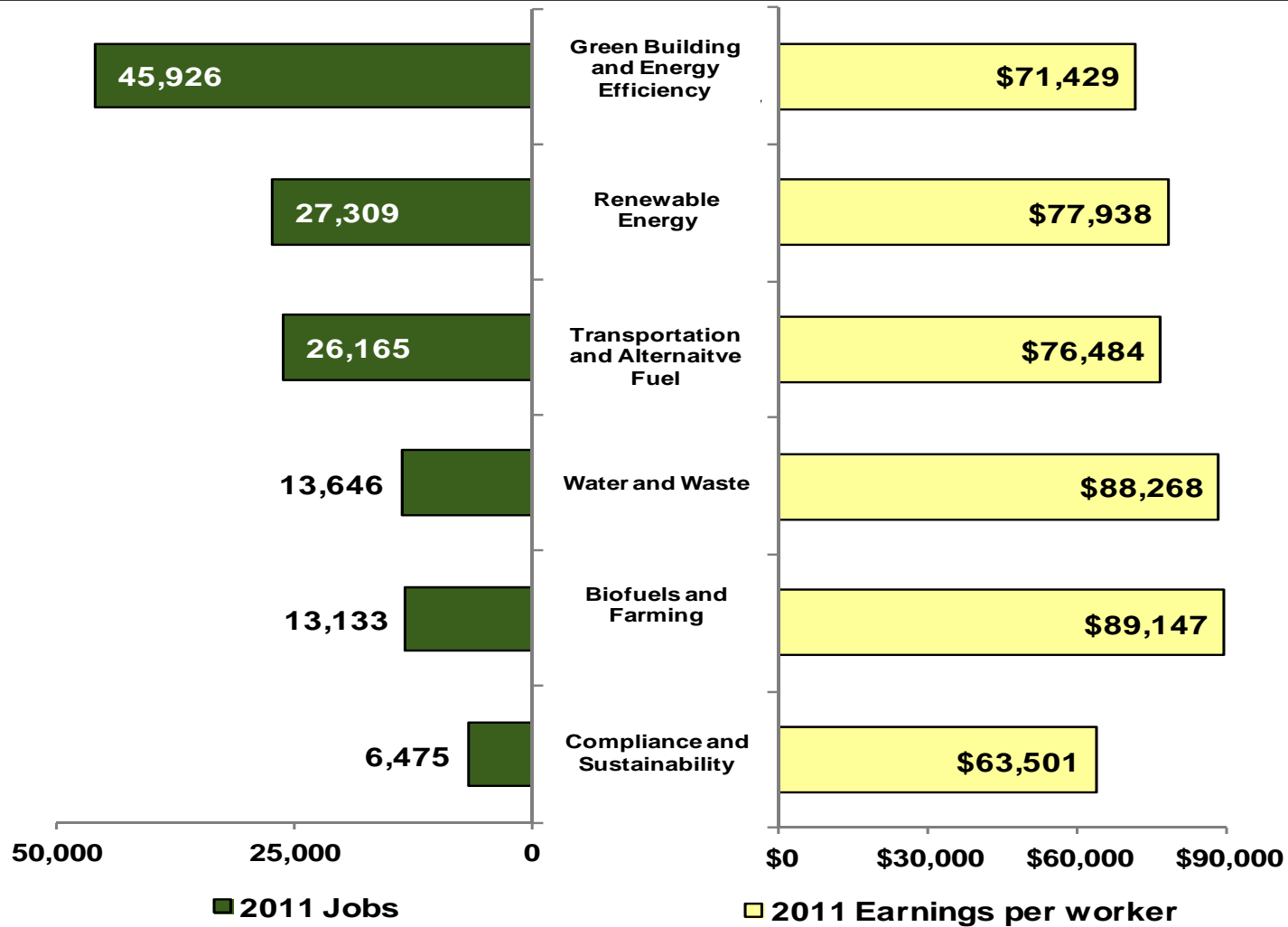
- Collection and analysis of secondary data on San Fernando Valley's "Green" economy
- Quantitative survey (telephone and internet) of "known" green businesses and a random sampling of San Fernando Valley firms in various industries
- Qualitative executive-level interviews with decision-makers at green building and design and solar energy businesses in San Fernando Valley

# Green Industry Sectors



- The Centers of Excellence “Green Industries” classifications were used for secondary data collection and database development. Categories include:
  - Waste, Water and Wastewater
  - Green Building and Energy Efficiency
  - Transportation and Alternative Fuel
  - Compliance and Sustainability
  - Biofuels and Farming
  - Renewable Energy
- COE Report available at <http://coeccc.net/green>

# Green Employment and Wages in SFV



# Database Development



- Review of internal database from previous national, state, and regional projects
- Outreach to industry association partners
- Analysis of public databases
- Review of Cleantech database
- Purchase of additional proprietary databases
- Augmentation with newly discovered green firms (from random survey sampling)

# Key Factors for Green Employer Growth



- **Regional Macroeconomic Health**: Industries connected to green employers, like professional services and construction are tied to overall economic activity.
- **Legislative incentives and requirements**: Incentives and requirements for renewable energy, energy efficiency and green buildings all have a significant impact on overall demand for green products and services.
- **Consumer awareness and demand for Green products and services**: As consumers become more educated on the benefits of green products and services, demand increases.

# Green Employers in SFV



- Green Building & Energy Efficiency have the most potential employment in San Fernando Valley
- Green firms are spread out throughout San Fernando Valley
- Green Building & Energy efficiency firms are more concentrated in the West
- Burbank, Glendale, and North Hollywood have consistent strength across the green categories

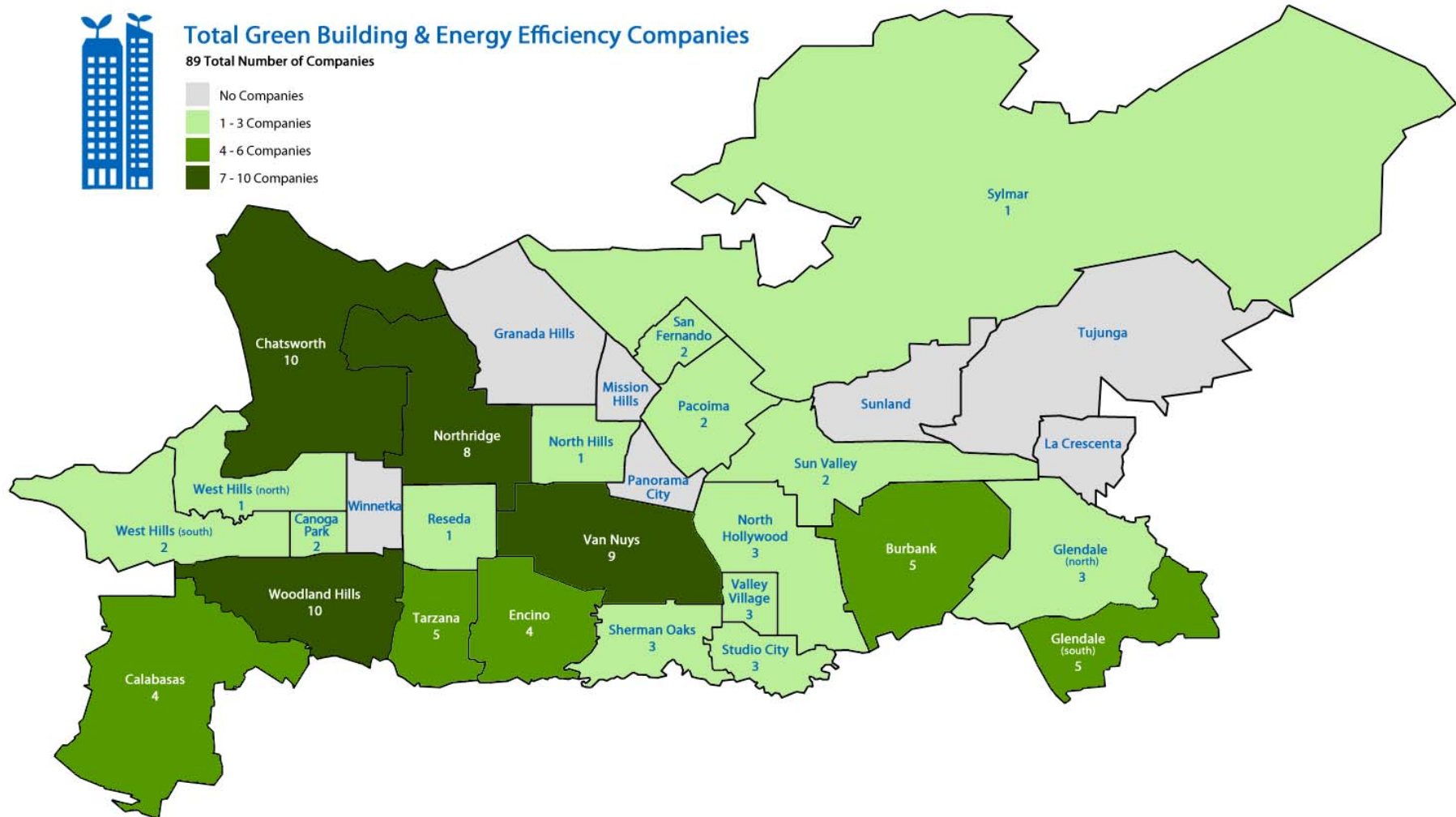
# Green Building & Energy Efficiency Employers in SFV



## Total Green Building & Energy Efficiency Companies

89 Total Number of Companies

- No Companies
- 1 - 3 Companies
- 4 - 6 Companies
- 7 - 10 Companies



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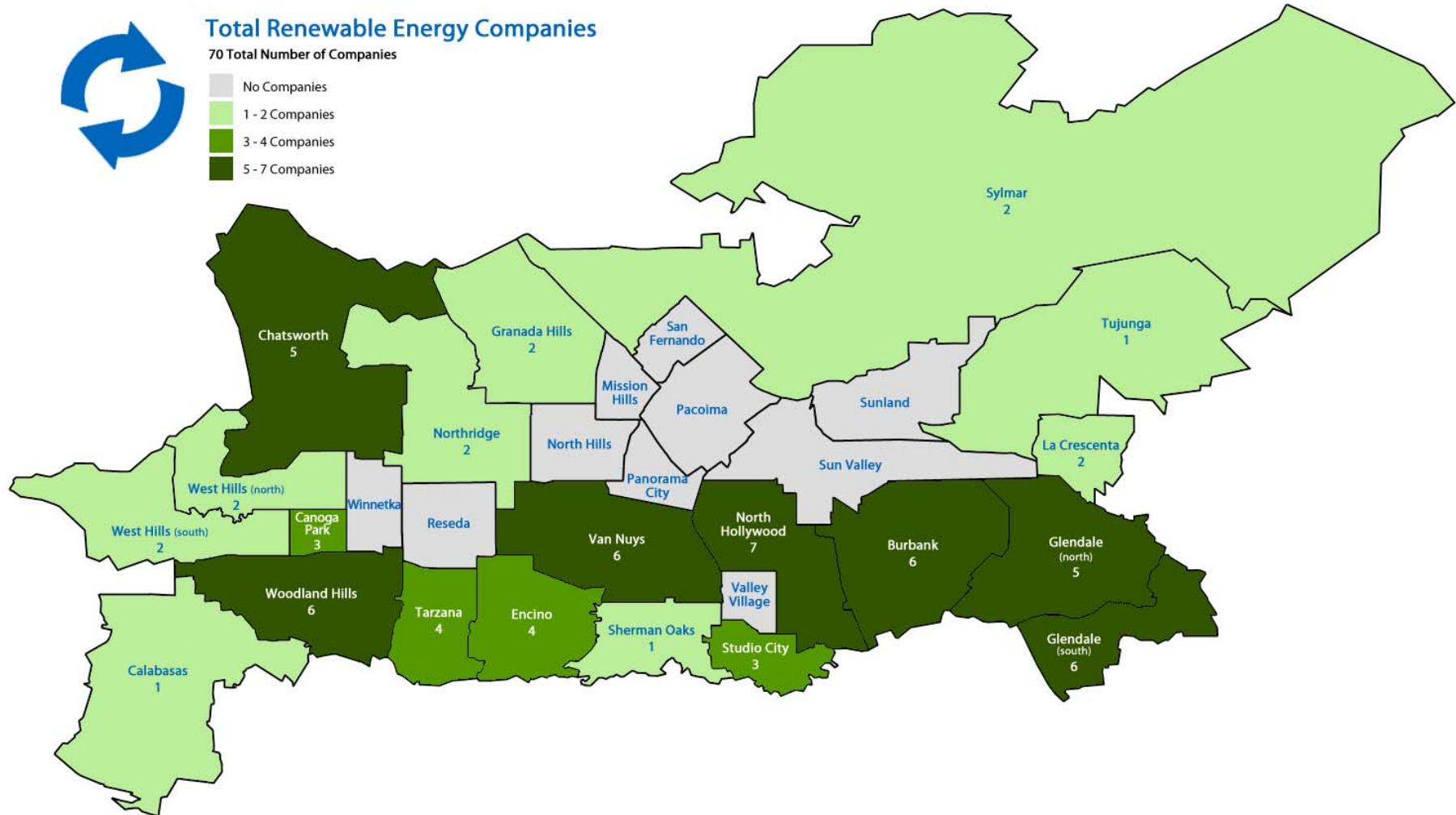
# Renewable Energy Employers in SFV



## Total Renewable Energy Companies

70 Total Number of Companies

- No Companies
- 1 - 2 Companies
- 3 - 4 Companies
- 5 - 7 Companies



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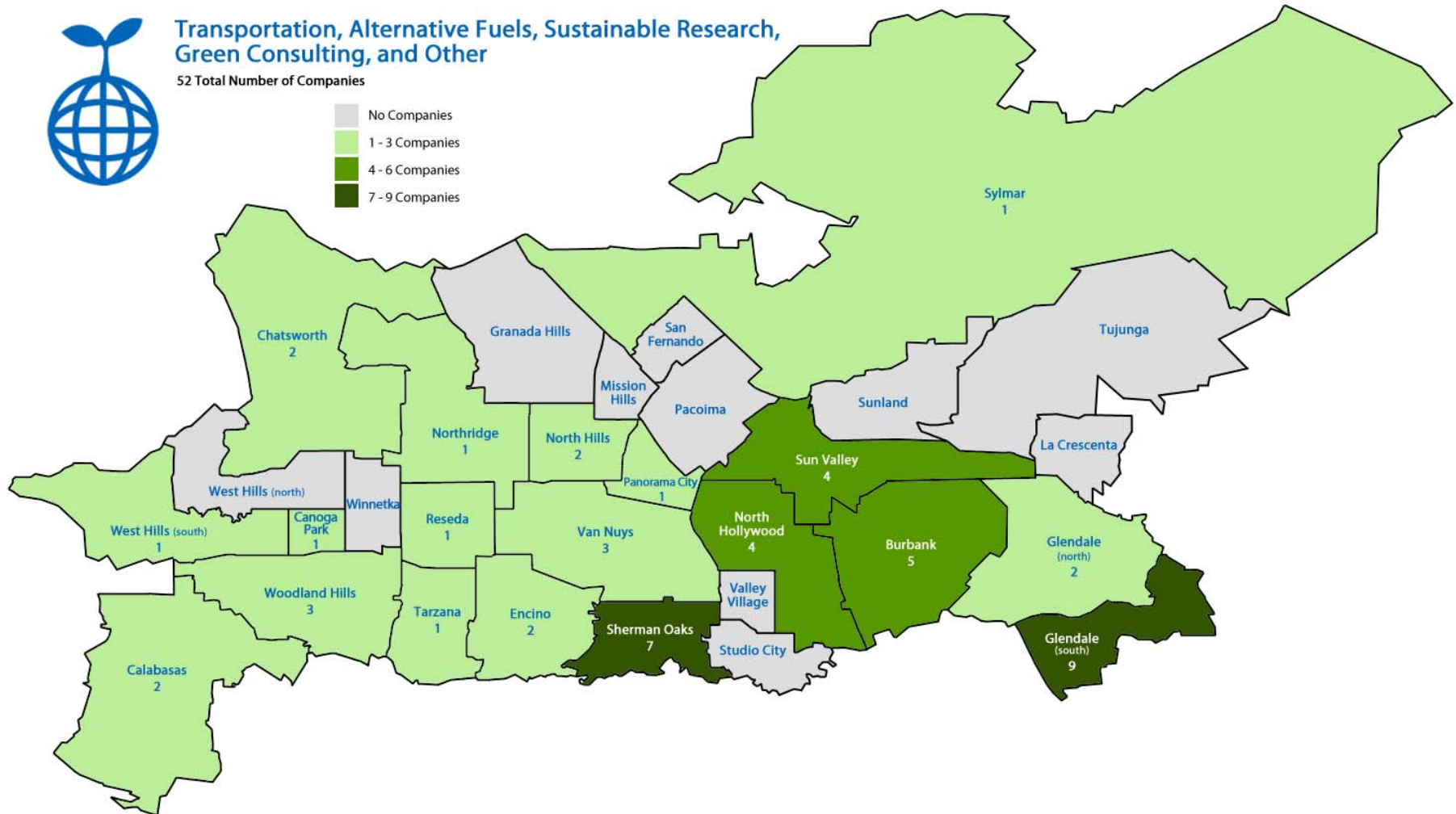
# Transportation, Alternative Fuels, Sustainable Research, Green Consulting , and Other Employers in SFV



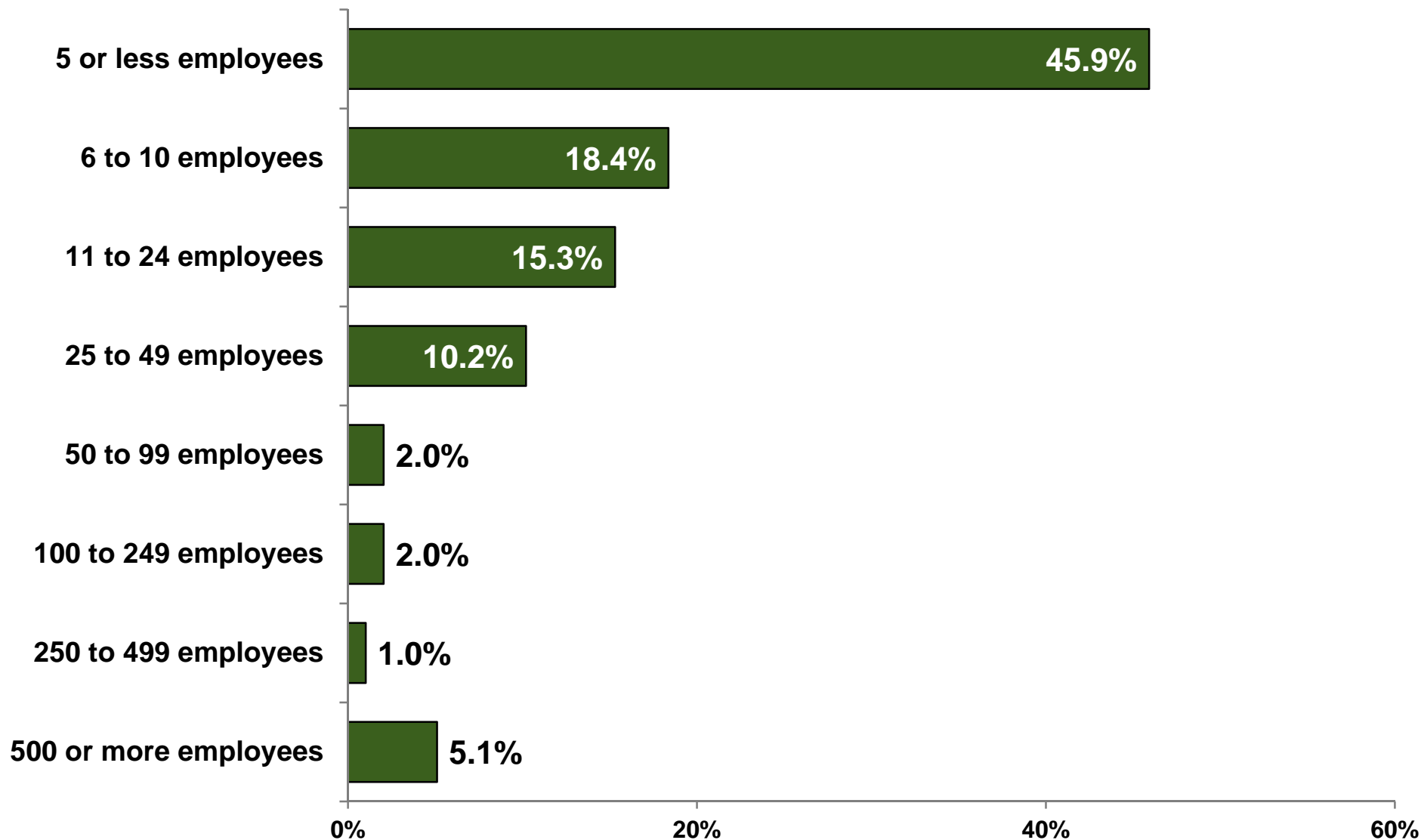
## Transportation, Alternative Fuels, Sustainable Research, Green Consulting, and Other

52 Total Number of Companies

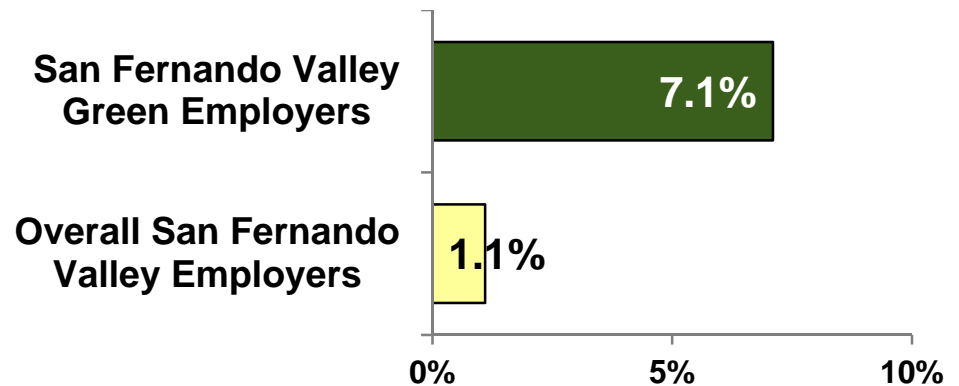
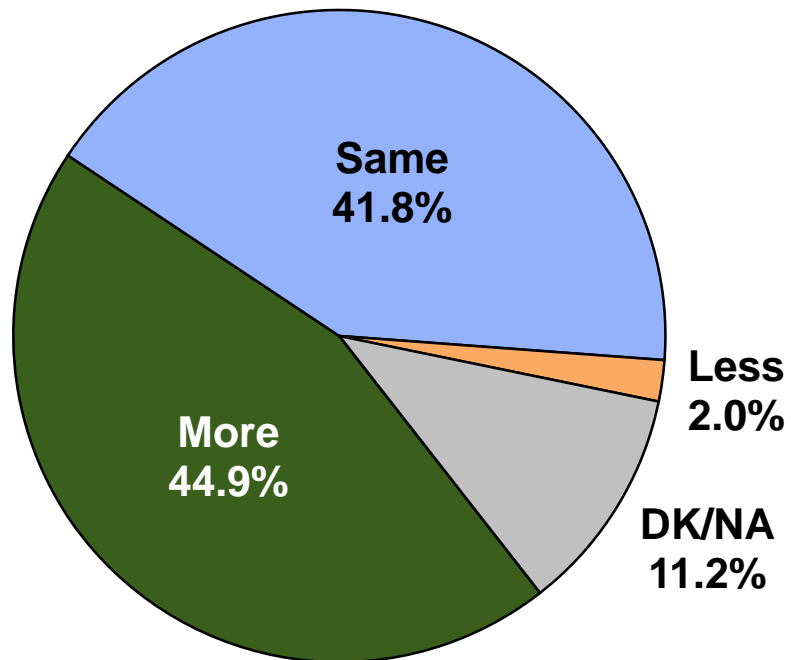
- No Companies
- 1 - 3 Companies
- 4 - 6 Companies
- 7 - 9 Companies



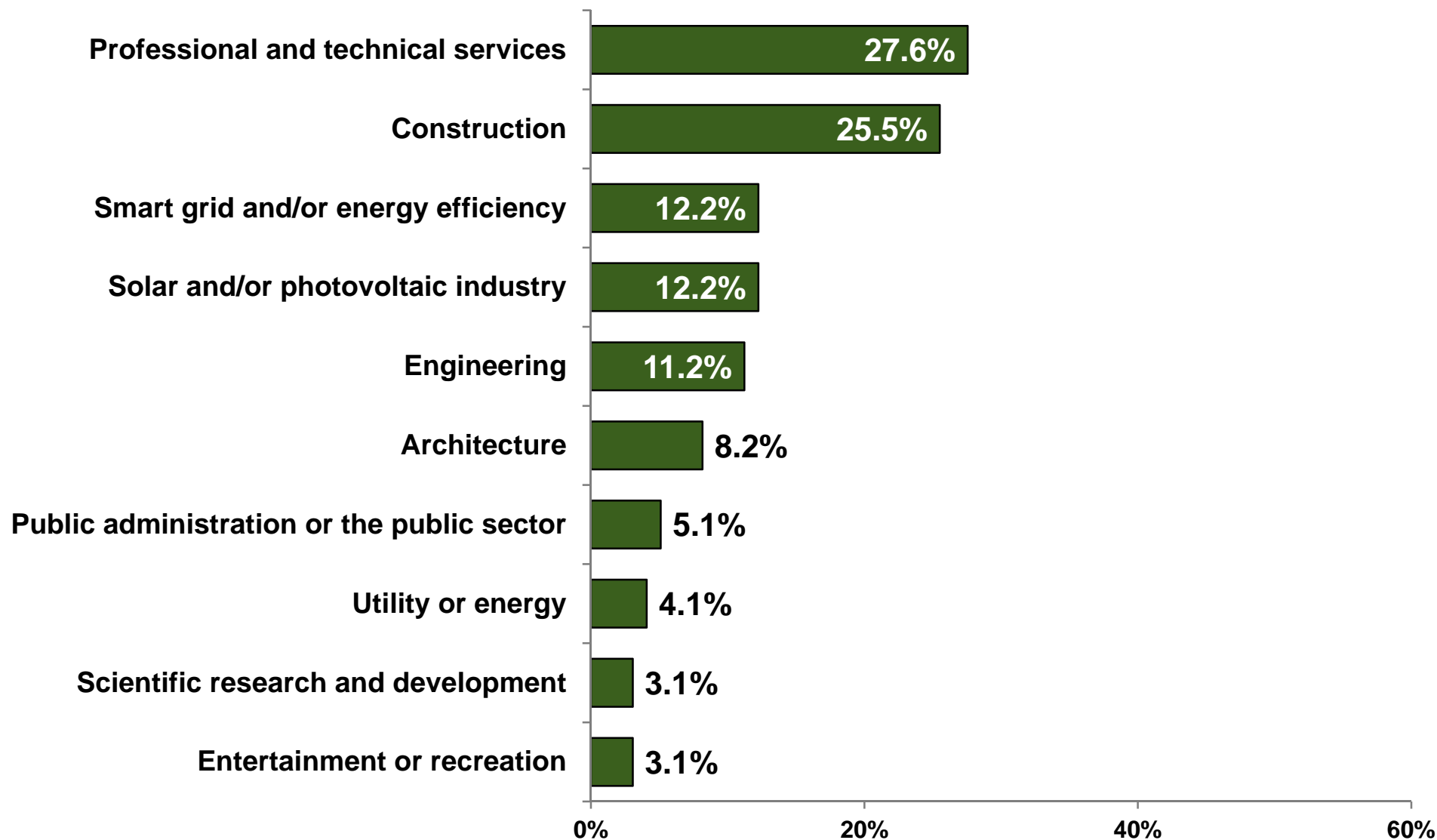
# Survey Findings: Employers are Small



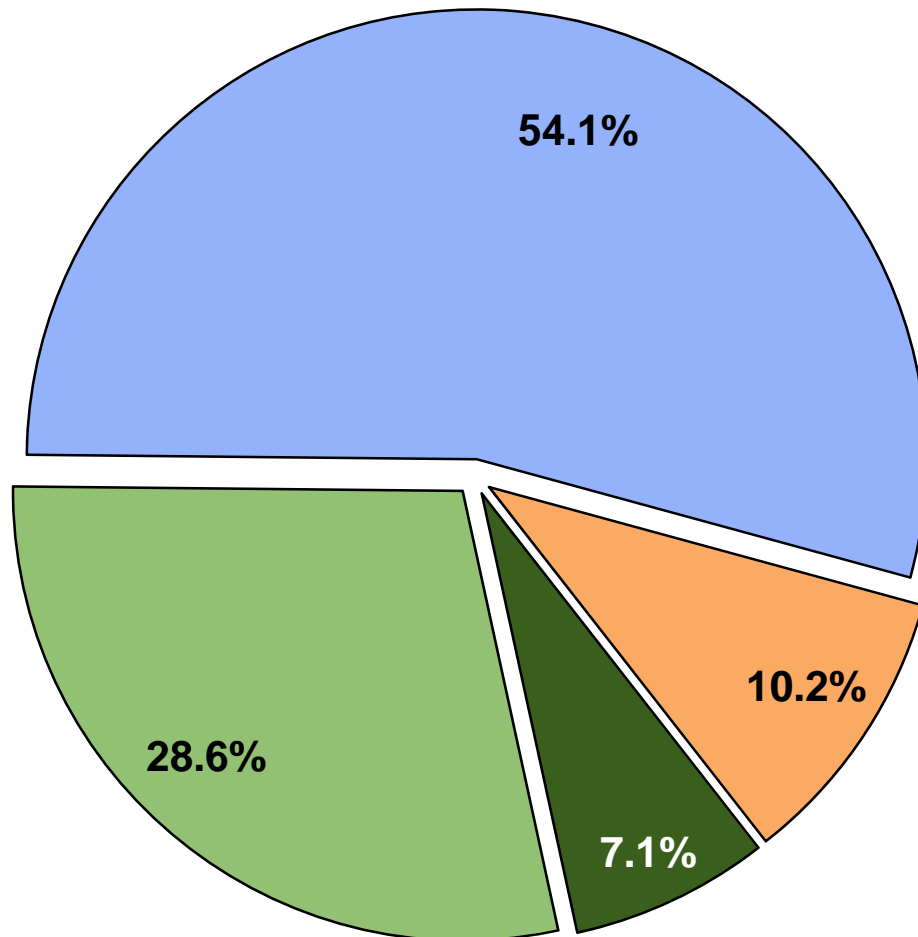
# Survey Findings: Firms Expect Growth in the Next 12 Months



# Survey Findings: Industry Profile

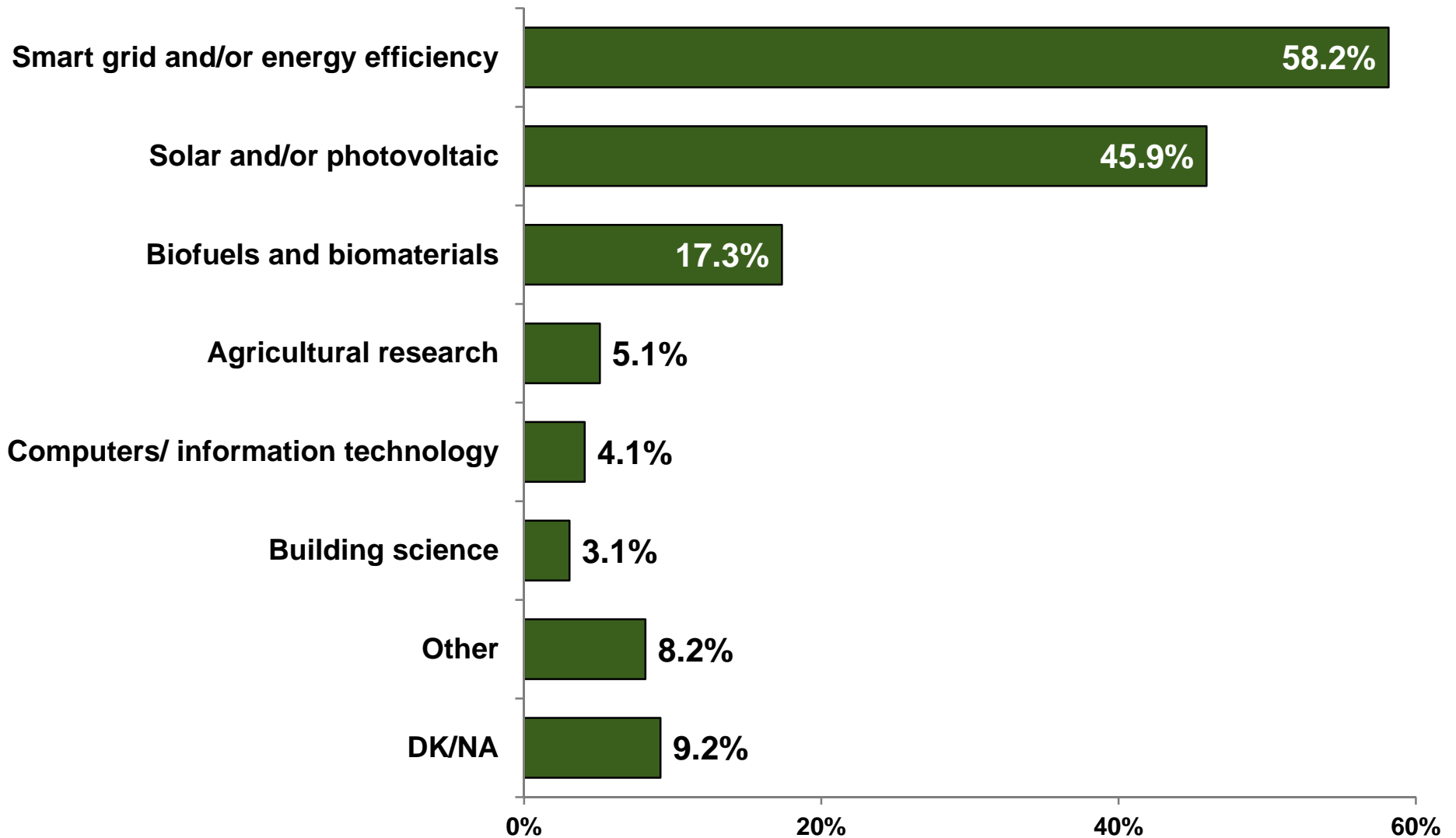


# Survey Findings: Focus on Established Tech



- Technology is being developed
- Technology is largely established
- Both, we use both emerging and established technologies
- Neither

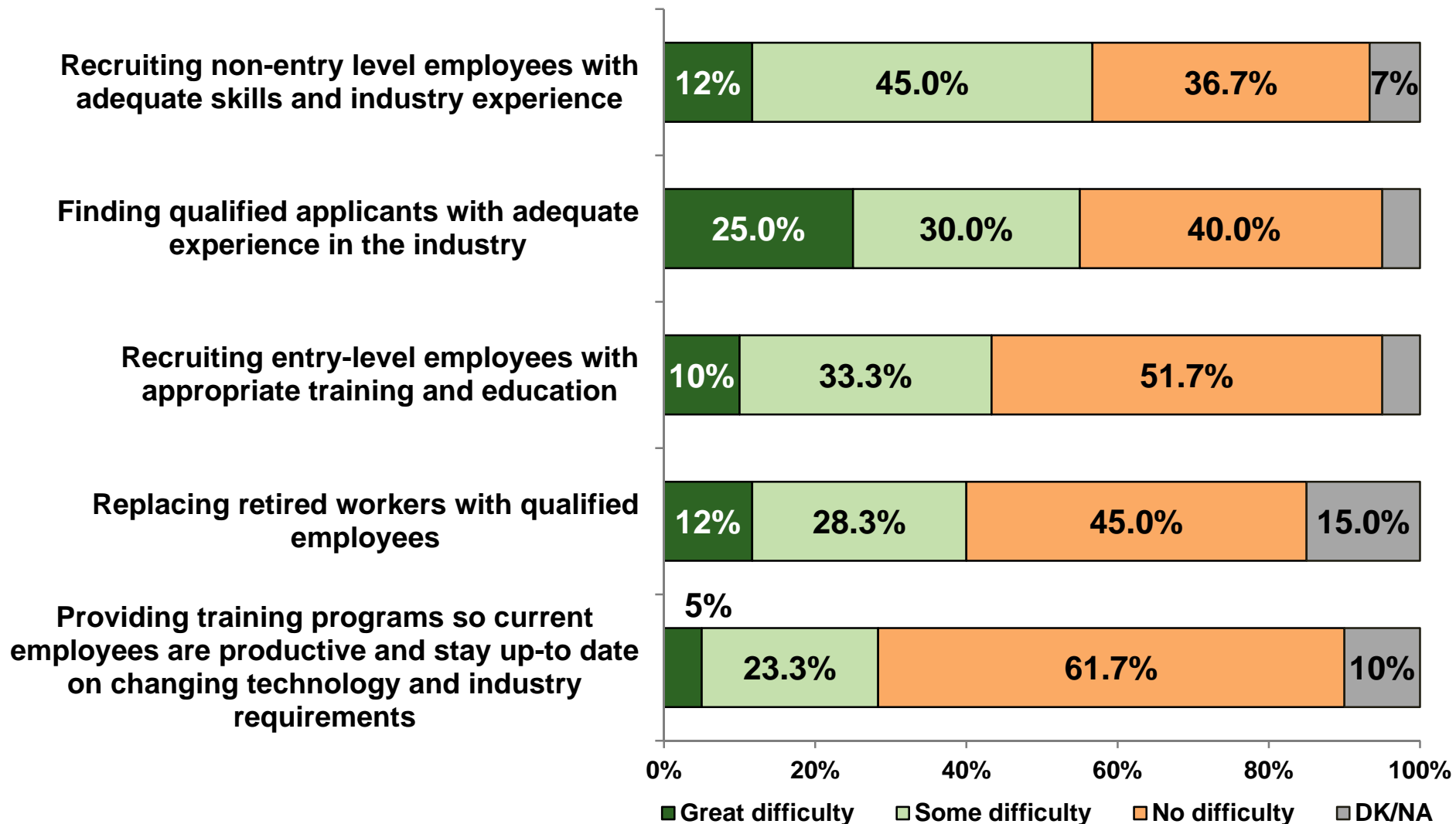
# Survey Findings: Efficiency and Solar Dominate



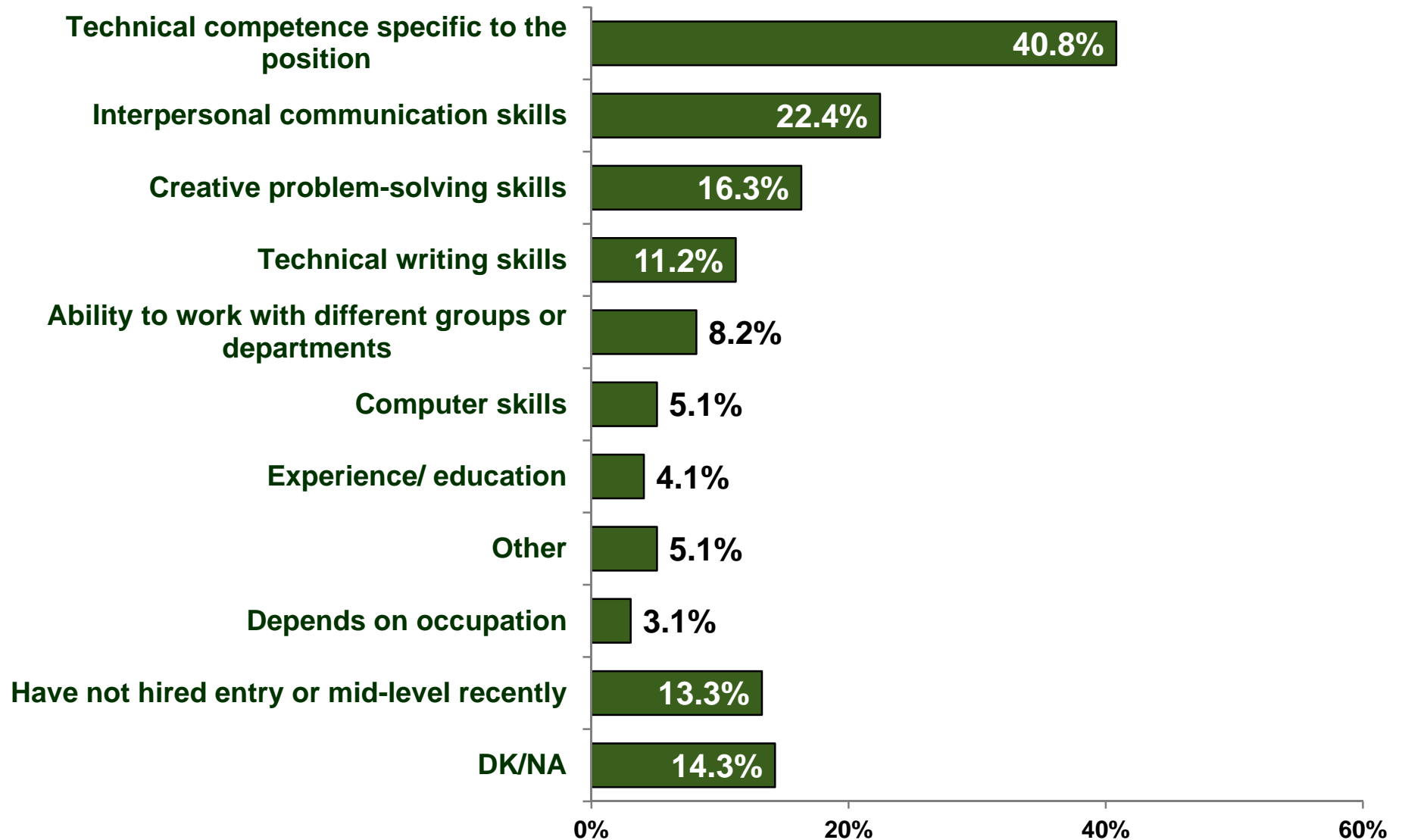
# Survey Findings: Employers Face Some Difficulty



\* This question series was only asked in the telephone version of the survey (n=60)



# Survey Findings: New Hires Technically Deficient



# Key Occupations



- **Accounting & administrative positions:** administrative coordinator, accounting clerk, contract administrator and office manager
- **Project management positions:** business analyst, project manager, construction manager and program manager
- **Sales positions:** customer service representative, sales representative, sales engineer and cost estimator

# Key Skills



- **Accounting & administrative positions:** Understanding of local, state and federal incentives and tax regulations and ability to process various permits and filings.
- **Project management positions:** Knowledge of local ordinances, zoning issues and building permits. For construction and solar NABCEP, BPI & LEED certifications valuable
- **Sales positions:** Ability to develop return on investment calculations with an understanding of applicable incentives and regulations.

# Key Findings – Segment Growth



- Solar and green building and design demonstrate strong growth potential in the region
- San Fernando Valley has strength in professional services (mapping, surveying, and consulting)
- Manufacturing and general construction are small and declining in the short-term
- Firms are growing slowly now, but expect increases over the next 12 months

# Key Findings – Difficulties and Preferences



- Most green businesses in the region are small, and therefore only hire a few employees per year, even when growth is strong
- Firms express some difficulty and many deficiencies regarding the workforce, presenting opportunities for training
- Green credentials and training are important, but small firms do not have adequate resources to pay

# Key Findings – Awareness and Opportunity



- The vast majority of firms are aware of LAVC, but few are working with the college directly on any program development
- Smaller companies are more interested than larger companies in low- or no-cost training from community colleges because they are less likely to be able to afford the large investments in training that larger companies make

# Recommendations I



1. **Develop contextualized training programs** in core occupational categories, including administrative and accounting, project management, and sales.
2. **Cross-train students** with a wide knowledge of sustainability practice and within the core occupational areas described previously.
3. **Focus on soft-skills:** Communication skills relevant to each industry and problem solving skills were most often cited by green employers as a deficiency among current applicants.

# Recommendations II



4. **Offer well-trained interns:** Applicants with industry experience was a top requirement for green employers. Employers want interns that are well vetted and have some background in their work.
5. **Offer incumbent worker training:** Employers indicated a need for providing credentials for their current workers, including LEED training, AutoCAD, BIM and related software applications,
6. **Focus on smaller companies** who are more likely to want to work with community colleges

# Conclusions



- San Fernando Valley's green employers represent a small portion of the businesses and employees in the region
- San Fernando Valley's green employers reflect the region's broader economy
- Green job seekers in San Fernando Valley should focus on having a broad range of skills
- Green training and education should be developed in context with the occupational training that is provided and not as a separate training program



# San Fernando Valley Green Employer Report





# Questions



<http://lavc.edu/greencareers/index.html>

# Discussion

- Legislation, Policies, Incentives that will impact these areas
- Employers who may be hiring
- Skills that should be integrated

# Discussion

- Legislation, Policies, Incentives that will impact these areas

# Discussion

- Employers who may be hiring

# Skills

- Sustainability Principles
- Green Legislation/Codes
- Incentives & Rebates
- Communication
- Interviewing and Resume building
- Computer Skills
- Project Management
- Sales

# Advanced Skills

- LEED Green Associate (LEED GA)
- Solar Sales
- Building Performance Institute (BPI)



# Comments & Questions



# Thank you!

Download the full report:

<http://lavc.edu/greencareers/index.html>

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