

Driving New Energy Efficiency Job Opportunities in Evergreen

In 2010 [Workforce Institute](#), a division of the San Jose/Evergreen Community College District, was awarded a Green Innovation Challenge (GIC) grant by California's Employment Development Department (EDD) and California's Labor and Workforce Development Agency (LWDA). The funds from this grant will be used for two purposes:

1. Offer efficient energy training to unemployed and underemployed workers throughout the Silicon Valley
2. Accelerate development of the efficient energy market so training participants can access greater energy sector employment opportunities and career pathways

Workforce Institute is offering a multi-tiered training program so that trainees may optimize their employment and career options by choosing from three training tracks. Employment options are aligned with market needs to provide the greatest boost to the local green economy: 1. Integrated Demand-Side Management; 2. Building Performance Institute – Building Analyst; and 3. Entry-level Efficient Energy Outreach Specialist.

In addition, Workforce Institute is partnering with GoingEvergreen and Ecology Action to launch a pilot community awareness project, developed to help increase what consumers “know about” and accelerate “adoption of” energy efficiency solutions, a top priority for California. The first step is to identify and eliminate barriers faced by the greater Evergreen-area building owners (both residential and commercial) who wish to make their properties more energy efficient. Close collaboration with community, industry, and government leaders in Santa Clara County will help accelerate the adoption of efficient energy products, solutions, careers and lifestyles.

This GIC program will enlist the participation of key industry partners that support or offer energy efficient solutions for consumers. These key partners will participate in outreach activities to help consumers determine the best efficient energy solution for *them*. Partners will then customize their service offerings (including discounts), ensuring that Evergreen building and homeowners are getting the best efficient energy solutions at the best possible price. The increased demand for products and services will drive more business to local enterprises and offer participants trained through the GIC program more opportunities for mentoring and/or employment.

The opportunity **is now** to make the Evergreen area a thriving center for building performance contractors, improve the livability, value and durability of our homes, and enable our residents to spend less on energy and more on local shopping in the district. We look forward to meeting with the community on May 5th to review our program plans in greater detail. For details about this meeting, please visit www.d8crt.org.

Together we can create a better, brighter, more prosperous tomorrow.

Initial project partners:

