



MARC Green Consortium Preliminary Green Jobs Survey Information

**Presentation to the Board of Directors for the
Metropolitan Washington Council of Governments**

Washington, DC

November 10, 2010





Presenters

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President

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MARC Green Consortium





Agenda

Survey Update

Regional Portal Demonstration

Questions and Answers



Evolving Green Job Definition

Jobs that involve any amount of time spent in producing a product or service that addresses one or more of the following seven categories:

1. *Renewable energy and alternative fuels*
2. *Energy efficiency and energy conservation*
3. *Greenhouse gas reduction*
4. *Pollution reduction and cleanup*
5. *Recycling and waste reduction*
6. *Sustainable agriculture and natural resource conservation*
7. *Education, compliance, public awareness and training related to green jobs*



Regional Employer Survey

Conduct comprehensive survey and analysis highlighting

- Existing occupations expected to increase in demand
- Existing occupations with significant change to the work and worker requirements
- Identify new & emerging green occupations, education and training

Time-line

- June: Surveys mailed to 35,000 targeted regional employers; collect survey responses
- September: Conclude survey collection; compile survey responses
- October: Preliminary analysis; share initial findings
- Early 2011: Detailed survey report; disseminate final report



Survey Questions

Survey included the following:

- Employer size and gross revenue
- Number of “green” employees vs. total
- Projected growth of “green” vs. total employees
- Job titles and categories of green employment
- Existing training methods – in-house classes, on-the-job, online, trade apprenticeship, community college courses, etc.
- Anticipated recruitment needs and challenges
- Certificates, certifications, credentials in demand
- Willingness to reimburse tuition for specific training



Preliminary Survey Findings

How Green is the MARC Region?

- 9,892 Responses
- Across all three jurisdictions there was general consistency that roughly 13%-14% of establishments have green employment
- There are roughly 45,000 'green' establishments throughout the MARC region
- Roughly 14% of Maryland and Virginia establishments and 13% of those in D.C. indicated they have green employment (note this is establishment-level, not employee level)

PRELIMINARY RESULTS - DO NOT CITE WITHOUT PERMISSION



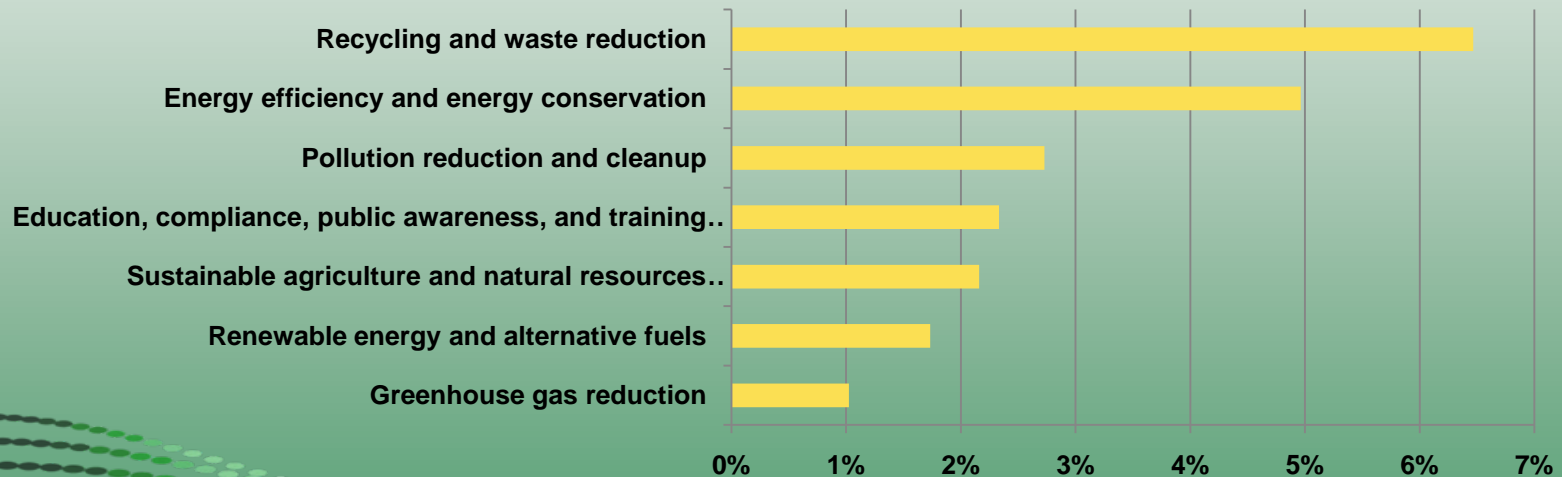
Preliminary Survey Findings



Green Sector Categories

- Many establishments across the MARC region are engaged in Recycling and Waste Reduction and Energy Efficiency and Conservation

Response by Green Category Across MARC Region



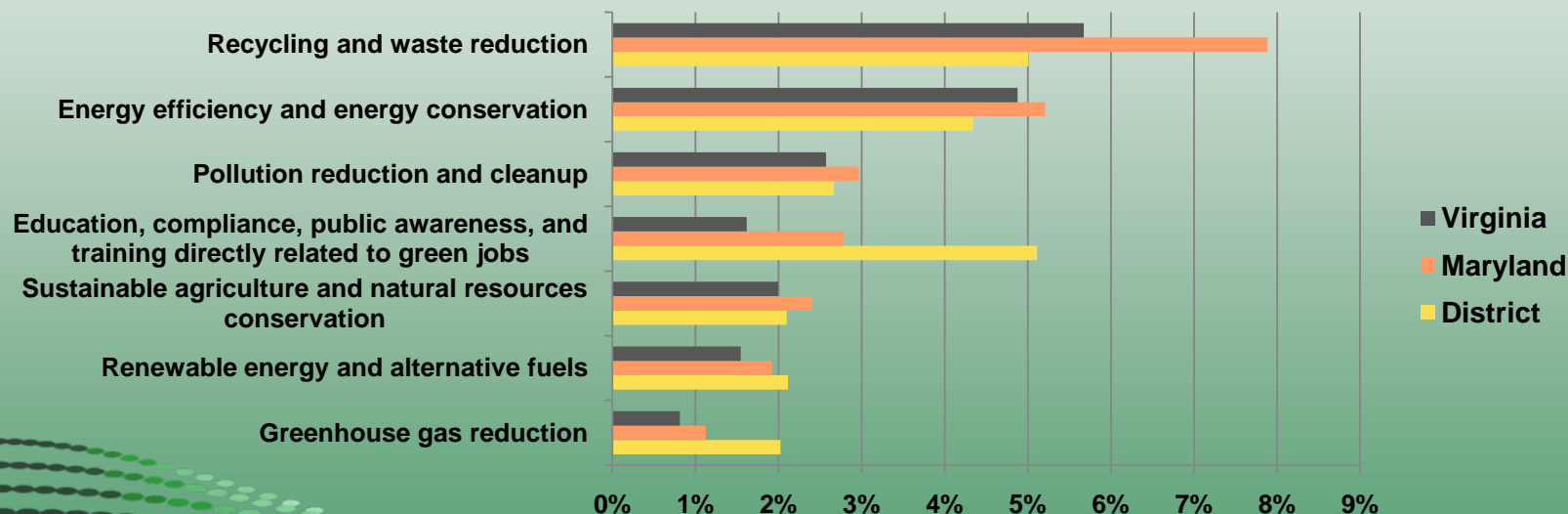
PRELIMINARY RESULTS - DO NOT CITE WITHOUT PERMISSON



Preliminary Survey Findings

- There is variation across jurisdictions in terms of the dominant green category
- Education, Compliance, and Public Awareness is a more common green activity in DC than in Maryland and Virginia

Response by Green Category by Jurisdiction



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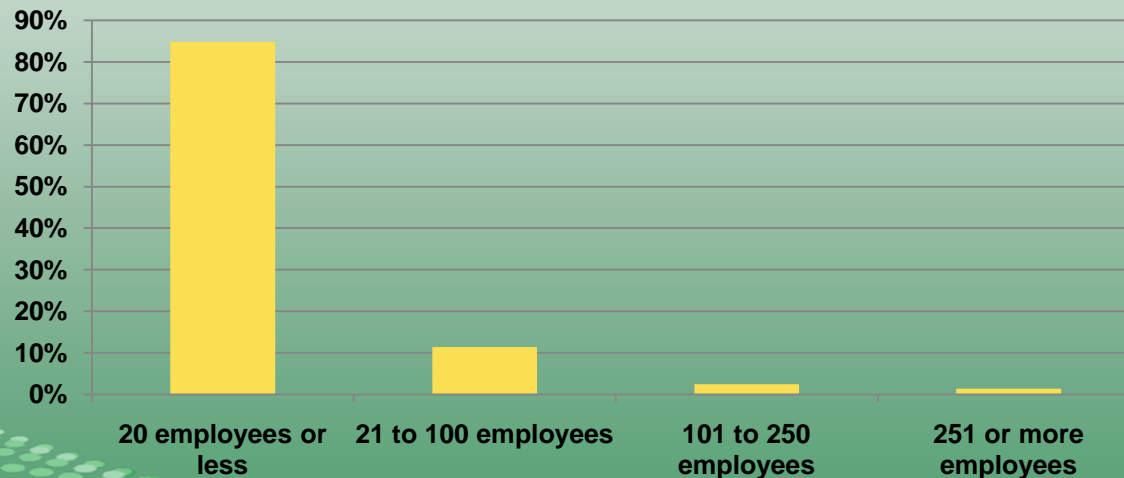
Preliminary Survey Findings

Establishment Size



- 85% of 'green' respondents are establishments with 20 employees or less
- 13% of small (<20 employees) establishments surveyed have green jobs, compared to 24% of large (251+ employees) establishments

Percent of Regional Green Employers in each size Category



PRELIMINARY RESULTS - DO NOT CITE WITHOUT PERMISSON



Preliminary Survey Findings

Green Employee Recruitment and Retention

- 60% of respondents indicate that it is very or somewhat difficult to recruit *entry-level* green workers; while 67% of respondents indicate that it is very or somewhat difficult to recruit *experienced* green employees
- 59% of respondents indicate that it is very or somewhat difficult to retain green workers who could be hired by competitors
- Finding green employees with adequate skills is slightly easier in Maryland and Virginia compared to D.C.
- In all jurisdictions, it is harder to find experienced green workers, compared to entry-level green employees

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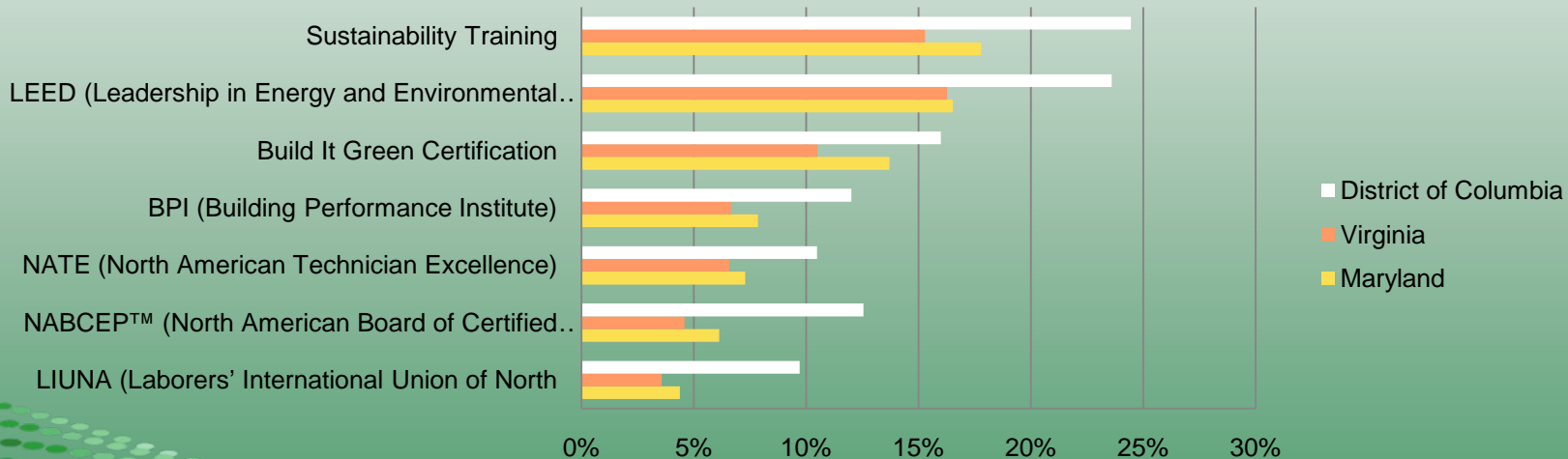
Preliminary Survey Findings

Green Credentials



- 17% of establishments indicate that LEED certification or sustainability training would improve the likelihood that they would hire a job applicant in the next 2 years
- Across all credentials, D.C. places greater emphasis on the importance of credentials

Credentials by Jurisdiction



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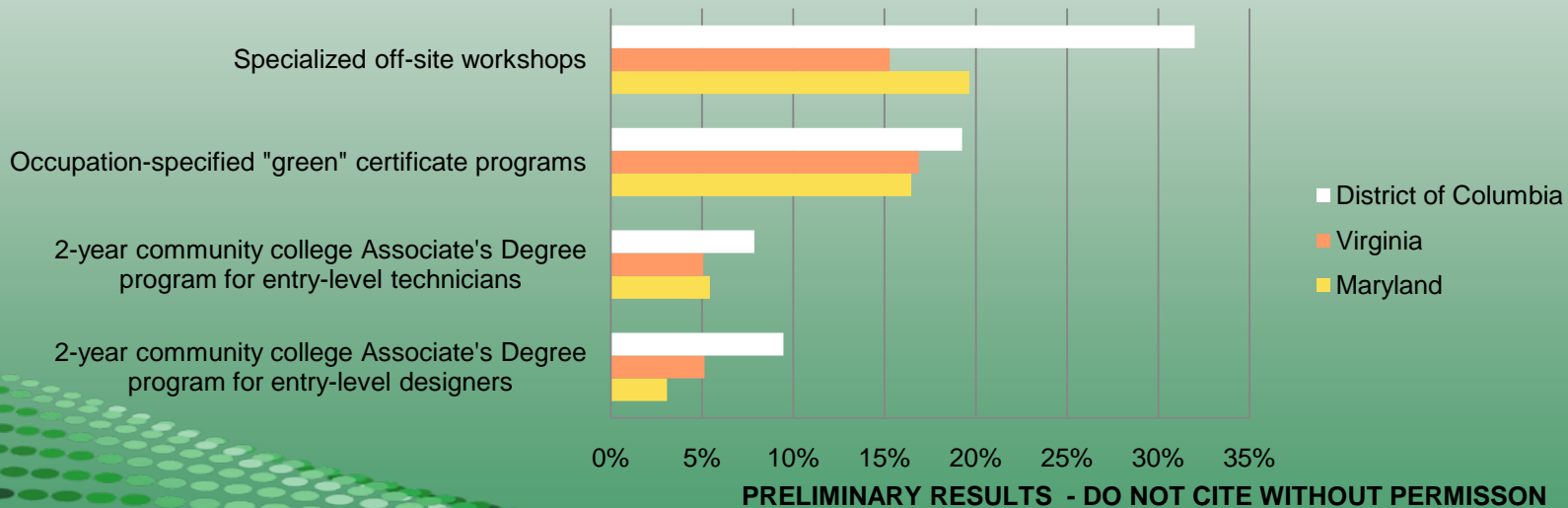
Preliminary Survey Findings



Employer Support for Green Training Programs

- When asked if they would support the cost of training, 18% and 17%, respectively, of establishments indicate they would pay for specialized off-site training and occupation-specific green certification programs
- Across all training programs, D.C. establishments indicate a greater likelihood to support the cost of training

Employer Support for Training by Jurisdiction



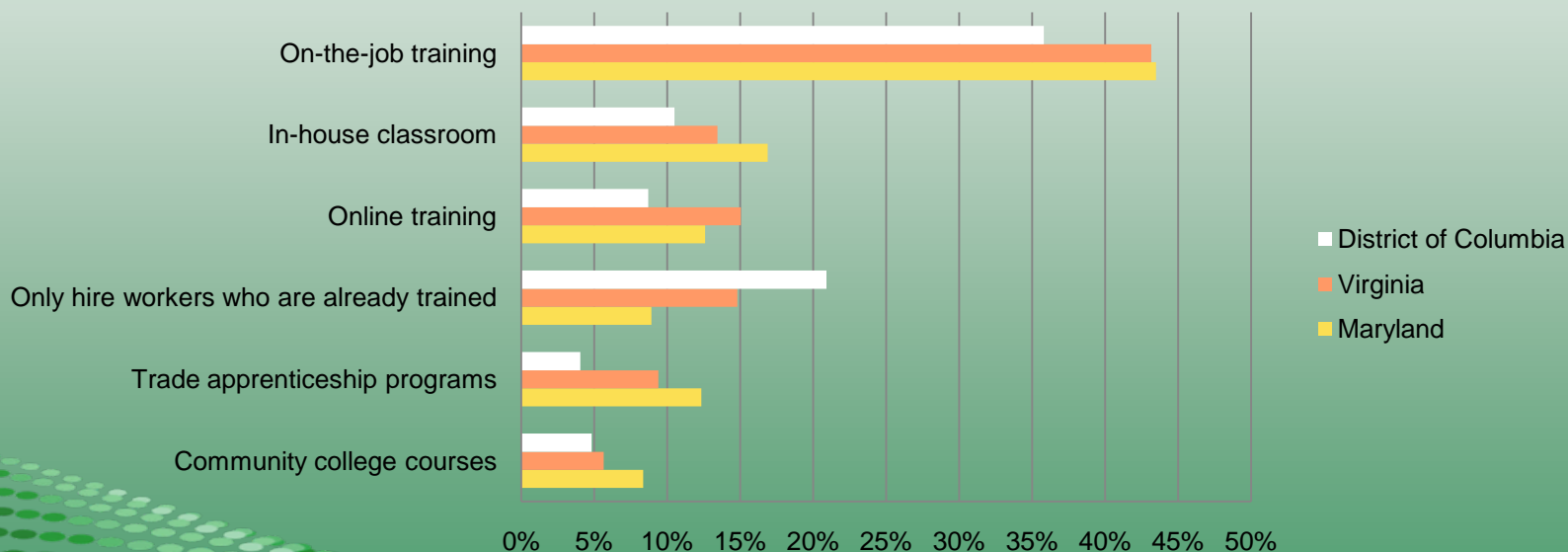
Preliminary Survey Findings



Green Training

- 43% of establishments utilize on-the-job training to train their “green” worker; other training options were cited less often
- Relative competitiveness of the D.C. labor market is shown by likelihood for hiring already trained workers

Green Training by Jurisdiction



PRELIMINARY RESULTS - DO NOT CITE WITHOUT PERMISSON



New Regional Labor Exchange Portal



MARC Regional Green Jobs

Your Green Workforce Portal



CLICK A FLAG TO VISIT THE STATE JOB SITE



Search for a Green Job

Keyword (e.g. Accountant)

OR

Zip Code

22031

&

Radius

10 miles



SEARCH FOR GREEN JOBS >

Welcome to the Regional Green Job Portal, your online career resource for an environmentally sustainable workforce.

This site is a service of the Mid-Atlantic Regional Collaborative (MARC), a cross-regional coalition committed to preserving the economic vitality of the District of Columbia, Maryland, and Virginia.



To get started, simply enter your zip code and/or keyword in the search boxes above to look for the latest green jobs available in that area.

If you'd like to learn more about the MARC Regional Green Jobs Portal and its sponsors, click on one of the tabs below.

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Labor Market Services

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In-Context / Real Time LMI

Number of Candidates for Jobs Area Distribution

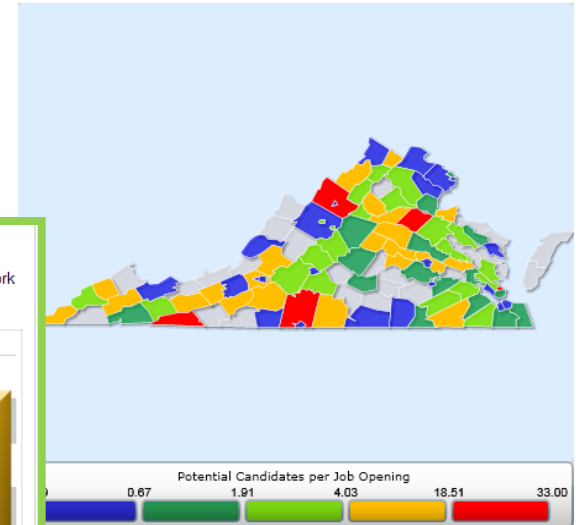
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The table below shows the counties in Virginia Statewide with the lowest number of potential candidates in the workforce system for each job opening advertised online for Registered Nurses on June 1, 2010. There are 97 candidates who stated they would work anywhere in the state.

Area Name	Potential Candidates looking for work as Registered Nurses	Job Openings for Registered Nurses	Potential Candidates per Job Opening for Registered Nurses
Fairfax County	146	569	0.26
Fredericksburg city	108	92	
Charlottesville city	113	107	
Galax city	104	36	
Richmond city	176	379	
Danville city	110	59	
Roanoke city	118	91	
Frederick County	113	66	
Lynchburg city	113	68	
Norfolk city	175	219	

Candidate Data Source: Individuals with active resumes in the workforce system

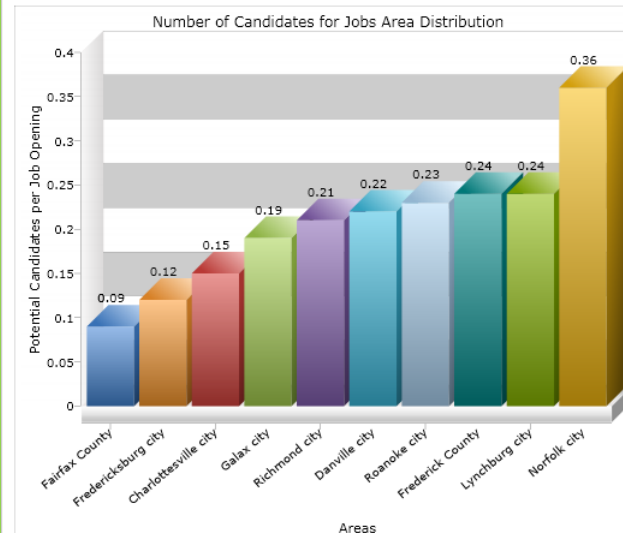
The map below shows the counties in Virginia Statewide with the lowest number of potential candidates in the workforce system for each job opening advertised online for Registered Nurses on June 1, 2010.



Layers Instructions Reset Map

Candidate Data Source: Individuals with active resumes in the workforce system

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Candidate Data Source: Individuals with active resumes in the workforce system





Q & A and Contact Information

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