



SEPTEMBER 2022

FUTURE OF GREEN JOBS IN NEW JERSEY

# 2022 ONE YEAR PLAN

*Led by Honorary Chair First Lady Tammy Murphy*





# Roadmap to success

---

Over the next twelve months, the New Jersey Office of Climate Action and the Green Economy will coordinate and direct a four-part initiative designed to launch, establish and respond to this Council's recommendations. These activities will benefit from and draw upon the successful climate and clean energy policies of the Murphy Administration, the involvement of forward-looking New Jersey government entities, and the many existing strengths and capacities of New Jersey and its residents.

## 1. Execution of Emerging Programs and Pilots

Execute pilots and new programs supporting the creation and expansion of high-quality green jobs. These are programs and new pilots that are in the process of launching based on the recommendations outlined in The *Green Jobs for a Sustainable Future* report.

## 2. Development of New Programs

Partner with state agencies, industry, investors and stakeholders from around the state, to develop new programs based on the recommendations from The *Green Jobs for a Sustainable Future* report. The coming 12 months will be used to lay the groundwork, understand the need and initiate the development of these programs to be launched in coming years.

## 3. Learning

Continue deeper research and analysis on the green economy in New Jersey. Upcoming research will further build out the recommendations from the Roadmap, including research on building decarbonization and workers and industries impacted by a transition to a green economy.

## 4. Convening

Continue convening stakeholders through the Governor's Office of Climate Action and the Green Economy. This includes continuing the Council on the Green Economy, convening public and private stakeholders, and gathering stakeholder feedback through multiple approaches.

# Execution of emerging programs and pilots

---

The State agencies comprising the Council on the Green Economy steering committee are advancing key elements of the Strategic Roadmap, by planning and implementing programs, policies and pilot projects over the next 12 months. These initiatives, described in detail below, align with strategic recommendations across each opportunity identified in the Strategic Plan.

## HIGHLIGHTS:

- Launch a \$5 million workforce development pilot to support access to training and wrap-around services for residents in Environmental Justice Communities. (GOCAGE)
- Launch \$3.725 million in grant funding to community-based entities developing or expanding offshore wind workforce training programs that serve New Jersey Overburdened Communities. (NJEDA)
- Launch a \$10 million pilot to decarbonize state facilities. (GOCAGE/NJBPU/NJDOL)
- Initiate a \$2.5 million Green Buildings Workforce Pilot to support training in skills related to the green economy, with particular focus on residential building energy efficiency, building health and safety, and building decarbonization, as well as flexible support to defray the costs of other job training-related green economy workforce needs.
- Launch a new program, NJ Innovation Fellows, a diversity-focused initiative that will provide up to \$250,000 for Black and Brown entrepreneurs to start a business. (NJEDA)

- Initiate the expansion and replication of stakeholder workgroups in two areas - offshore wind (NJEDA and the Wind Institute), and new clean energy technology. (NJBPU)
- Complete a workforce needs gap analysis for current and future projections of jobs specifically for the New Jersey green economy that includes skill transferability research specific to New Jersey's labor market in incumbent energy industries. (GOCAGE)
- Request Clean Energy/Decarbonization plans from all 7 energy utilities and the 3-4 largest water utilities. (NJBPU, NJDEP)
- Engage labor unions around workforce and training needs in green sectors for unions, and to support this engagement with additional research and analysis. (GOCAGE)
- Launch the recently approved New Jersey Innovation Evergreen Fund, that will increase access to resources and capital by allowing the state to become an equity investor in startups. (NJEDA)
- Launch a new program to attract clean energy manufacturing firms to the state. (NJEDA)
- Provide exposure and skills development in the environmental field through the Youth Inclusion Initiative, open to young adults from communities with disproportionately less open space or that historically lack natural lands access. (NJDEP)
- Relaunch the NJDEP's place-based partnership, Community Collaborative Initiative, which promotes better quality of life for residents by aligning interests that support environmental and community revitalization, equitable economic development, and enhanced public health outcomes in community projects. (NJDEP)

## OPPORTUNITY 1

### **Create green jobs that are also 'good jobs' which offer family-sustaining wages and long-term career pathways.**

New Jersey Economic Development Authority (NJEDA) commits to:

Launch of a number of new programs to see innovation and build opportunities for well-paid green jobs, including:

- The State Small Business Credit Initiative-supported Clean Energy Revolving Loan Fund, funded at \$80M
- The legislatively-designated Commercial Property-Assessed Clean Energy financing program
- A Hydrogen Request For Information, a precursor to standing up support for a Hydrogen research pilot

New Jersey Department of Environmental Protection (NJDEP) commits to:

- Drive job creation through continued investment in New Jersey's infrastructure through:
  - grants that offset the cost of purchasing and installing electric vehicle charging stations network.
  - financing and grant options for water supply and water quality infrastructure, such as through Section 319(h) of the federal Clean Water Act (CWA), and Clean Water and Drinking Water State Revolving Funds through New Jersey Water Bank.

Governor's Office of Climate Action and the Green Economy commits to:

- Release a \$5 million RFP for a workforce development pilot to support access to training and wrap-around services for residents in environmental Justice Communities, in collaboration with the Governor's Office of Climate Action and the Green Economy (GOCAGE).
- Launch a \$10 million State Facilities Electrification Pilot in coordination with NJBPU and the Energy Savings Improvement Program.



## OPPORTUNITY 2

### **Maximize the benefits from green job growth in local and targeted communities, populations and businesses.**

NJEDA commits to:

- Integrate additional supports and incentives for partnerships benefitting Environmental Justice communities through the Clean Energy Revolving Loan program
- Launch a new program, NJ Innovation Fellows, which is a diversity-focused initiative that will provide up to \$250k for Black and Brown entrepreneurs to start a business. While the program, as currently drafted, focused on all the state's strategic sectors, the green economy will be a core priority area.
- Launch a Significantly Economically Disadvantaged individual ("SEDI") Seed Fund for small, minority-led, women-led and/or veteran-led business enterprise (SMWVBE) through the State Small Business Credit Initiative funds (described in Opportunity 1).

NJDEP commits to:

- Establish Department funding policies and prioritizations that exceed Justice40 mandates and showcase an investment commitment to overburden communities, as defined by the Environmental Justice Law, N.J.S.A. 13:1D-157.

## OPPORTUNITY 3

### **Create and maintain pathways to enable legacy energy workers to pursue rewarding careers and high-quality jobs in the green economy.**

New Jersey Board of Public Utilities (NJBPU) commits to:

- Initiate the expansion and replication of stakeholder workgroups in two areas - offshore wind, in collaboration with NJEDA and the Wind Institute, and new clean energy technology with NJBPU. This will leverage current efforts to build and support clean energy workforce capacity through the Workforce Development and Equity workgroup for Energy Efficiency. The existing workgroups are comprised of stakeholders from the utility sector, union organizations, nonprofit service and job training providers, state agencies and other community-based organizations, to develop and implement strategies to engage and train a diverse workforce to meet the demands of New Jersey's energy efficiency programs.

New Jersey Department of Labor (NJDOL) commits to:

- Initiate a \$2.5 million Green Buildings Workforce Pilot to support training in skills related to the Green Economy, placing particular focus on residential building energy efficiency, building health and safety, and building decarbonization, as well as flexible support to defray the costs of other job training-related green economy workforce needs. NJBPU will coordinate with NJDOL on apprenticeship- and job-placement for program participants, leveraging relationships with community-based service providers, firms and contractors participating in the Comfort Partners Program and the New Jersey Whole House Program.

NJEDA commits to:

- Launch \$3.725 million in grant funding to community-based entities developing or expanding offshore wind workforce training programs that serve New Jersey Overburdened Communities.

## OPPORTUNITY 4

**Target workforce development initiatives to support a diverse pipeline of workers in filling current and future green employment opportunities.**

NJDOL commits to:

- Expand on the Training Explorer Initiative to enable residents to access a centralized online collection of resources which houses all existing green training programs, open green jobs, and skills-based career pathway maps where all workers can learn about these fields, find opportunities for upskilling or re-skilling, and be connected to potential employers and new job opportunities.

Governor Murphy's Office commits to:

- Complete a workforce needs gap analysis for current and future projections of jobs specifically for the New Jersey green economy that includes skill transferability research specific to New Jersey's labor market in incumbent energy industries.

NJBPU/NJDEP commits to:

- Request Clean Energy/Decarbonization plans from all 7 energy utilities and the 3-4 largest water utilities. This request aligns with current efforts, in that all of the publicly traded utilities already create these plans. Plans can be adapted from the investor/analyst audience to the regulatory/policy audience and shared with NJBPU, which can then analyze and utilize the utility plans to make adaptations to policies, programs and/or rate recovery mechanisms to incent the adoption of clean energy technologies and initiatives, and thus support green job growth.

NJDEP commits to:

- Provide exposure and skills development in the environmental field through the Youth Inclusion Initiative, open to young adults from communities with disproportionately less open space or that historically lack natural lands access.

## OPPORTUNITY 5

**Focus on wraparound and comprehensive services and support for underserved communities to broaden the reach and positive impact of the green economy.**

NJEDA commits to:

- Implement the NJZIP workforce transportation solution pilot, funded at \$15M, which will support the development of capacity to use zero-emissions vehicles to provide transportation to training and workforce opportunities for residents of underserved and non-transit-accessible communities.

NJDOL commits to:

- Continue to support and expand the public/private partnership with PSE&G to provide wrap-around services (through partnerships with local community-based organization) and access to training and certification in residential energy-efficiency.

NJDEP commits to:

- Relaunch the Department's place-based partnership, Community Collaborative Initiative, which promotes better quality of life for residents by aligning interests that support environmental and community revitalization, equitable economic development, and enhanced public health outcomes in community projects.
- Continue department and community-supported engagement that identifies environmental issues and ideas to integrate solutions within communities, such as through Environmental Justice listening sessions, Community Collaborative Initiative, and stakeholder activities.



## OPPORTUNITY 6

**Leverage existing best-in-class labor union training for the green economy and focus on expanding access and capacity, particularly in the construction trades.**

Governor Murphy's Office commits to:

- Engage labor unions around workforce and training needs for unions in green sectors, and to support this engagement with additional research and analysis, both to determine the need for licensed skills in green sectors in partnership with unions, and identify opportunities to create pre-apprenticeships and apprenticeships in green jobs trades.

## OPPORTUNITY 7

**Grow new green technologies, services, and sectors, centered in New Jersey, through innovation and a supportive ecosystem.**

NJEDA commits to:

- Continue to support the Clean Tech Open Seed Grant program, which provides up to \$75,000 to start-ups furthering clean technology research and development and NJIgnite which funds various workspaces.
- Implement and seek opportunities to expand existing programs, including:
  - Expanding NJ ZIP state-wide with an additional \$46 million in funding.
  - Executing an OffShore Wind Tax Credit program, with the first approval anticipated in the Fall 2022.
  - Finalize Covid Carrier Bus Approvals.
  - Continue the Wind Institute Efforts, most notably, the potential spin out of the Wind Institute as an independent entity, and work on the Innovation Research Center, along with the continued training and grant support.
- Launch the recently approved New Jersey Innovation Evergreen Fund (NJIEF), a groundbreaking new tool to increase access to strategic resources and venture capital in New Jersey. Under the NJIEF, the State will become an equity investor in startups deploying up to \$600 million into companies alongside professional venture capital groups. This strategic investment will not only support New Jersey's entrepreneurs, but will also ensure that more companies start, grow, and stay in state.

NJDEP commits to:

- Promote equitable access to investment and resources by establishing Department funding policies and prioritizations that exceed Justice40 mandates and showcase an investment commitment to overburden communities, as defined by the Environmental Justice Law, N.J.S.A. 13:1D-157.

## OPPORTUNITY 8

**Anchor manufacturing and supply chains in New Jersey to maximize gains in from the green economy.**

NJEDA commits to:

- Launch a new program to attract clean energy manufacturing firms to the state.

## OPPORTUNITY 9

**Leverage New Jersey's top-ranked education systems to develop the green workers and entrepreneurs of the future.**

NJDEP commits to:

- Institutionalize the Department's College Recruitment Pilot Program which enhances Department Diversity Equity and Inclusion recruitment strategies by partnering with in-state and out-of-state colleges, universities, and institutions serving underrepresented students, and through virtual interviews and timely conditional offers of employment.

# Development of new programs

---

## Proposed Actions for the Development of New Programs

### Proposed Actions (Day 1-90)

- Assemble Stakeholder Working Groups to review and respond to the 9 opportunities listed in *The Green Jobs for a Sustainable Future* report.
- Stakeholder Working Groups to meet to understand their vision, mission, and core values and identify potential specific actions within the document's recommendations for further exploration and stakeholder engagement.

### Proposed Actions (Day 90-180)

- Stakeholder Working Groups will identify partners needed to fully accomplish the recommendations that are within their control.
- Collaborate with these partners to co-develop an initiative to accomplish the recommendations identified within their sphere of influence.

### Proposed Actions (Day 180- 270)

- Develop a work plan and timeline.
- Address integration into day-to-day work of Government departments, agencies and other relevant organizations and develop accountability structures.

### Proposed Actions (Day 270-365)

- Publish Stakeholder Working Group action plans for public review and comment.

# Learning

---

## Continued Learning

Continued learning and research is a key part of the next twelve months. Top priorities for the Governor's Office of Climate Action and the Green Economy include: landscape analysis of the workforce for building decarbonization and workers and industries impacted by a transition to a green economy. Research and analysis for these two studies will include data collection, convening on building decarbonization and on workers and industries impacted by a transition to a green economy, as well as stakeholder engagement and feedback, and the development of recommendations moving forward.

## Building Decarbonization

The objective of this research is to develop a workforce gap analysis for New Jersey's building decarbonization sector, which will encompass building shell and energy-efficient decarbonization of space heating, cooling, and domestic (or service) hot water in residential and commercial buildings. This research will help to inform recommendations for overcoming barriers to building decarbonization training programs and capacity. Research for this report will include:

- A database of occupations required to reach building decarbonization goals, with projected total jobs, required skills and credentials, descriptive information on job quality, and other key data points, such as skills-adjacent occupations with potential for transferability.
- An inventory of building decarbonization training programs with detail on current and potential throughput capacity and challenges/barriers to expansion.
- A final memo describing the data, gap analysis, key findings, and recommendations

## Workers and Industries Impacted by a Transition to a Green Economy

The objective of this research is to understand the scope and impact from the green economy transition on New Jersey's incumbent energy workforce. This assessment will include an initial review of training and skillset requirements for workers, along with recommendations for developing a transition plan. Elements of this work will include:

- Assessment of number and landscape of incumbent energy workers
- Integration with labor market data to identify potential retirees, voluntary dislocations and involuntary dislocations
- Interviews with stakeholders and experts for insights and recommendations
- A final memo on workforce needs assessment

# Next steps for the council on the green economy

---

The Council will determine the next steps for engagement and ongoing convening, but these activities may include:

- Deeper engagement with critical stakeholders in the future of the green economy, including Labor Unions, Industry, Clean Buildings experts and others.
- Additional analysis, modeling and research to design specific pathways for growing green jobs opportunities and reaching a more diverse workforce.