

# CREATING JOBS IN THE NEW ENERGY ECONOMY

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Hall of States

## MGA



Midwestern Governors Association

# Welcome and Introductions

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# Overview of MGA Energy, Jobs, and Infrastructure Processes

- Please refer to the Handout and PowerPoint presented by Lola Schoenrich, GPI, on the MGA website:  
[www.midwesterngovernors.org](http://www.midwesterngovernors.org)
- Clarification on how the Energy Platform is connected to the Infrastructure Platform.
- Overview of the Energy Platform goals and objectives by technology chapter.
- Suggestion to identify the short and long term opportunities and needs. A matrix of the timing of workforce development and investment needed.

# Overview of MGA Energy, Jobs, and Infrastructure Processes

- Can quantify job creation, retention, and training needs.
- What are the projected jobs for the governors goals?  
What are the immediate jobs needs?
- A developer could use a county by county location specific assessment of biomass resources. Identify ways of leveraging investment and workforce development to support the commercialization of the energy technologies.

# Platform Discussion

- Intention for this document – represent the three areas – workforce/jobs and training, and investment (public and private), and economic development.
- As you look through this document, how well represented are those three areas from the standpoint of the concepts and strategies?

# Platform Discussion

- The MGA can position itself and capitalize on the power that the MGA has right now.
  - There are short term opportunities (the federal dollars) that the MGA can capitalize on.
- Show what is unique about the Midwest.
  - There is a synergy between the Midwest and federal goals. Sign an MOU between feds and Midwest states. This could bypass the bidding process.
- Add language on creating MOUS to take pursue federal funding opportunities. Feds could be amenable to developing an MOU before the October deadlines.

# Platform Discussion

- Add section on building on federal opportunities and actions. How can states come together to collaborate?
  - Strategy to recognize potential for Midwest to collaborate to leverage federal dollars. Working as a region to align investments that are made.
- Recommendation on a learning network to learn and monitor how the feds are investing in these areas in the country/Midwest.
  - This could fit into the Broad Strategies in principle to do but the short term opportunities are real and we should discuss them separately.
- Importance in obtaining competitive grants: Ability to quickly put together the application, transfer the technologies. The Midwest doing this together would be powerful.

# Platform Discussion

- More on Broad Strategies:
- On the investment, it doesn't provide something concrete on how states and governors would do things differently.
  - States are already pretty parochial in their efforts. How does this group come up with ideas to make collaboration happen as opposed to just saying it?
- Is the Preamble challenging enough?
- Should we get feedback from venture capitalists to advise on the Platform?
  - We should identify others that would be appropriate to provide feedback. AGREED. Group should forward it to the staff.

# Platform Discussion

- May be useful to get a more complete picture of what the other 99% of money is?
- May want to spend more time getting that money.
- Is the VC money a bigger potential of seed financing?
- In MI there are a lot of small manufacturers trying to make a transition to clean tech.
  - Their issue may be that they need one additional piece of equipment, and that is other financing, not VC. Michigan MMTC is doing some analysis on these issues.
- From a workforce development perspective – how much of the money is available for training the existing workforce.

# Platform Discussion

- #1 Add asset mapping.
- Suggestion to punch up the workforce/jobs language in the Preamble.
- ADD interim milestones to the Preamble (First page, bullets).
- Language in here on how to support, through economic assistance, the start up or manufacturer, not for light distribution (those that don't require a lot of R&D).
- As WI scales up in Wisconsin, very small businesses (installers, electricians, etc.) will start up and deliver services. We need them to succeed but it is not clear how best to support them.

# Platform Discussion

- The question is where we are going to invest to develop jobs and workforce development – where is it most needed.
- Look at what are the largest concentrations of job opportunities are – we need to identify those to efficiently allocate resources.
- The word small business should be a part of this Platform.
  - Politically, you need to integrate the small business element into this. As a group, it may be helpful to define what that means.

# Platform Discussion

- The way states are choosing to support small businesses, there isn't enough support.
  - Some of it comes from the federal level. The need for it may look differently by energy sector.
  - We may want to develop a broad strategy about it – because it is a cross-cutting issue.
- Including small business works in the mapping assets exercise (identify tools to maintain or expand those assets). We can't leave any job off the table.
- 2<sup>nd</sup> Broad Strategy: Expand support for business plans to include small businesses.

# Platform Discussion

- #6 could be more clear. Is this too specific?
- Also part of #7 (could be one of those barriers).
- How do we capture the intellectual capital that is leaving the workforce and keep it as a competitive asset (mentorship, apprenticeship)?
- We need to have a good assessment of what are the needs (near, long term). Some states have a shortage of workers, others have unemployment. Each state has its own set of needs.
- A lot of the needs are sector specific and states are evaluating these based on sectors.
- What would this look like on a regional level – not just state by state?

# Platform Discussion

- Develop an action plan that identifies the questions that need to be answered and create a process for answering the questions.
- Suggestion to separate the older v. youth worker issues.
  - K-12 professionals are so concerned with No Child Left Behind compliance that they are not paying attention to clean energy economy.
  - There is no stream of K-12 kids that understand the opportunities.
  - How do we get this set of issues more visibility for K-12?
- Other side – suggestion to keep the older and youth workers.
  - Build career pathways or another term to support workers at all levels (economic, age, etc.).
  - Align all of those systems – rather than a list of ALL the potential target populations.

# Platform Discussion

- The pathway out of poverty starts in elementary school.
- WIRED initiatives? They did asset mapping.
- The Platform has all of the necessary elements – need an action plan to build on our assets and address our needs.
- ACTION PLAN –Agreement on this language v. Platform. This makes it active and not passive.
- How do we make this a success at the end of the day? We listed three things as a goal. Build around them.

# Review

- Should be cognizant of what VCs really do. They will go for the low-hanging fruit where they can get a return on their investment (e.g., they would not invest in EE).
- Support for having LMI data – important to have the data to back up with policy decisions.
- Overall work product – interested in the idea of developing an action plan v. another platform.

# ORG CHART – Robert Denson

- Positive feedback on the structure that Robert put together as a way to visualize collaboration.
- Iowa is in the process of starting to collaborate in this way – could be a model for other states.
- ADD Labor and community to the chart.

# Cooperative Regional Initiatives

- Regional supply chain mapping.
- Standardized career pathways and similar certifications.
- Regional Job Bank resource.
- Regional Department of Labor grant collaboration.
- Mapping regional assets and marketing the region as a center for the clean energy economy (website).
  - Need to be careful on what assets are being mapped.
  - Could cause political issues (highlighting one jurisdiction over another).
- Regional entity to move all of this forward.
- Regional industry sector convening and partnership development (wind, utilities).

# Cooperative Regional Initiatives

- Regional collaboration/consortium of community colleges on creating the clean energy economy.
- Develop a Midwestern Carbon Capture and Storage Consortium. Coordinate/share information on regulatory and legislative developments between states.
- Need an MOU in place between MGA and DOE and have very specific numbers. When you have something like that in place you can get dollars in place.

# Cooperative Regional Initiatives

- Community colleges – 11 of them are meeting as a collective committee.
  - They will be sharing what they are doing on curriculum and how to share it – focused on jobs and energy. Also partnering to avoid duplication in training. Certification could be part of that. JOBS STAFF SHOULD ATTEND.
- Biggest barrier besides capital is permitting.
- Midwest Industrial Energy Efficiency Exchange
  - DOE is trying to get all of these industries together and talk about what their specific needs are, challenges, and how DOE and private sector can help accomplish those goals.

# Cooperative Regional Initiatives

- Venture capital – mapping assets.
  - Asset map that feeds into how we sell the region. Could we do this as a specific sector, industry partnership. Could we have an initial conference to convene the right people?
- Southern governors brought together the states to create a Dixie website to market the south.
- Would it make sense to do this in a targeted way?
- There is an industry – USDOL program – Energy Workforce Commission. Gary sending out information.

# Next Steps

Steering Committee meeting in late Aug/early Sept)

- Staff put heads together to decide on format: platform vs. action plan.
- Staff to write up next Action Plan/Platform draft
  - Calls with individual members
- Revised draft of Platform document.
- Staff propose a description of jobs created or needed and investment required to meet the Governors clean energy goals with input from AC members.

# Next Steps

- Collaborate with BTAG/Infrastructure platform folks to develop Bioenergy and Transportation Action Plan chapter.
- Reach out to investment folks to help to develop that component of the document.
- Reach out to folks individually to help to flesh out the ideas in the document.