



**City of Dallas**

# **Green Job Skills Program Update**

**Environment & Sustainability  
Committee  
February 6, 2023**

**Pharr Andrews, Senior Climate Coordinator and  
Rosaerlinda Cisneros, Climate Coordinator  
Office of Environmental Quality  
and Sustainability**

# Presentation Overview



- Background/History: Why Green Jobs
- City of Dallas New Green Job Skills Pilot
- Qualifications
- Available Classes
- How to Apply
- Success Metrics
- Next Steps



# Background/History: Why Green Jobs



## DEVELOPING A STRONGER, LOCAL WORKFORCE THROUGH GREEN JOB SKILLS

- The implementation of green infrastructure across the country is creating the potential for a new wave of jobs.
- New training and certification standards and programs are necessary to meet the increasing and projected demand.



# New Green Job Skills Pilot



- Green Job Skills Pilot is a workforce development program that empowers local workers looking to develop or master the emerging and specialized skill sets needed to meet the high demand for environmental jobs.
- Provides virtual access to FREE or minimal cost training and education.
- Offers in-depth training programs that combines applicants practical experience with the technical foundation for developing a foundation in green careers.



**GREEN JOB SKILLS**

[greenjobskills.com](http://greenjobskills.com)



# DO I QUALIFY?

If you have general home improvement experience or proven skills in any of these areas:



**GENERAL CONTRACTING**



**REMODELING**



**SEALING & INSULATION**



**REPAIR & MAINTENANCE**



**ROOFING**



**UTILITIES**

\_\_\_\_\_ And you, \_\_\_\_\_



**LIVE IN THE CITY OF DALLAS**



**HAVE INTERNET ACCESS**



**ARE ELIGIBLE TO WORK**

**Green Job Skills may be right for you. The best part is that it's free!**

# Available Classes



- Partner with Santa Fe Community College EnergySMART Academy.
- All SFCC core weatherization programs are IREC accredited.
- Flexible self-paced online courses taught by experienced professionals.
- Available training classes are aligned to specific parts of the Weatherization Job Task for Retrofit Installer Technician, Building Analyst, Energy Auditor, and Building Science Principles.



# How to Apply



- Easy online application is a simple one-page format that asks basic information like contact details, experience and class requested.
- Mobile-friendly online application.
- Streamline approval process
- Acceptance of Terms and Conditions required for participation.



# Success Metrics



## Awareness

- Webpage visits
- Video views
- Time spent on website



## Engagement

- Onsite events
- Virtual presentations
- Zip code tracking



## Sharing

- Social media
- Mentions
- Likes



## Action

- Click through rates
- Email inquiries
- Request for assistance



## Satisfaction

- Survey results
- Online polls

**Anticipated Outcomes:** • Recruit 50 participants in year one pilot





# Next Steps



Jan 11, 2023:  
Environmental  
Commission  
Briefing

Feb 6,  
2023:  
ENVS  
Briefing

Workforce,  
Education,  
and Equity  
Committee

Quarterly  
Status  
Updates



Soft Launch  
for OEQS Staff  
and  
Stakeholders

Feb 6, 2023:  
Green Job  
Skills  
Launch &  
Press  
Conference

Open  
Enrollment

Final  
Pilot  
Report  
(EVC/EN  
VS)





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