

Memorandum



DATE February 13, 2023

CITY OF DALLAS

TO Honorable Members of the Workforce, Education, and Equity Committee: Jaynie Schultz (Chair), Casey Thomas (Vice Chair), Paula Blackmon, Adam McGough, Jesse Moreno, Omar Narvaez, Jaime Resendez,

SUBJECT **Green Job Skills Program Update**

This memorandum provides information on the new Green Job Skills pilot program that has been fully briefed to the Environment and Sustainability Committee. The effort seeks to advance workforce opportunities in Dallas by enhancing the skillset of local contractors and supporting the growing demand for green jobs in the City of Dallas. During this pilot program, the Office of Environmental Quality & Sustainability (OEQS) will offer free, flexible, self-paced online courses that focus on specific weatherization job tasks taught by experienced professionals. The anticipated outcome of this pilot is to recruit fifty participants into the program during the pilot year, with the possibility of continuing the program after meeting and evaluating Year One goals.

As background, in May 2020, the City adopted the Comprehensive Environmental and Climate Action Plan (CECAP), which establishes goals and pathways to guide the City in reaching its environmental and climate objectives, including those related to weatherization. In August 2022, the City adopted the Racial Equity Plan, which includes the Big Audacious Goal of enhancing economic vitality for equity priority areas by supporting residents with increased opportunities for economic, workforce, and community development. This initiative also aligns with the Workforce, Education, and Equity Committee's efforts to ensure Dallas has a future-proof workforce and provides training opportunities for middle skill level jobs. The Green Job Skills pilot program advances multiple City priorities.

The national priority of implementing green infrastructure is increasing the demand for green jobs and driving the need for expanded training opportunities. This Green Job Skills program will offer local contractors the opportunity to be more competitive in the trade and help develop a stronger local green workforce. This program is designed to complement the new Whole Home Dallas online resource that contains a consolidated list of weatherization, energy efficiency, and renewable energy financial incentive options. The two programs will help Dallas homes be more climate resilient and increase the number of skilled specialists to perform upgrades.

OEQS is launching a targeted marketing effort to support the Green Job Skills pilot program. OEQS will focus on engaging contractor associations and partner organizations to better reach tradesman with existing general contracting experience. The virtual course format assumes participants have a working knowledge of construction practices. This outreach plan is phased to help balance the distribution of the limited number of

classes. If courses are available after the initial outreach, then OEQS will focus on advertising this program through social media, radio, and other outlets.

OEQS will provide the City Council with updates for this program as a part of regular status briefings for the CECAP. If you have questions, or need additional information, please contact Carlos Evans, OEQS Director (214-670-1642) or OEQS Assistant Director, Susan Alvarez (214-671-9505).



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