



Green Workforce Accelerator

APPLICATIONS NOW OPEN

Green Workforce Accelerator 3.0 (2023-2024)

Agenda:

- Welcome & Introductions
- Background
- Program Objectives
- Program Overview
- Application
- Q&A

This session will not be recorded, but you may access the slide deck, Q&A, and learn more at: [Green Workforce Accelerator Webpage](#)

Green Workforce Accelerator 3.0 (2023-2024)

City of Austin Partners:

[Innovation Office](#)

[Office of Sustainability](#)

[Office of Resilience](#)

[Parks and Rec \(ACCC\)](#)

[Economic Development](#)

[Resource Recovery](#)

Program Facilitator:

[Blue Sky Partners](#)

“Expanding Pathways to Quality Jobs in Austin’s Growing Green Economy”

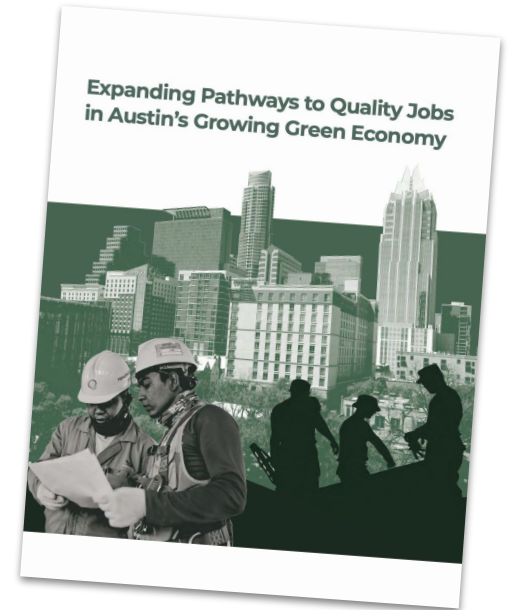
This report shows that jobs directed to improving environmental outcomes have grown significantly faster than overall employment both nationally and in the Austin region. More specifically green jobs are defined as 1) involving work that produces goods or services that benefit the environment and or conserve natural resources; 2) involving work that makes production processes more environmentally friendly or consuming fewer resources. We produce two estimates of green job growth based upon this definition: a core estimate based strictly on a Bureau of Labor Statistics definition of green job content by detailed occupation; and an expanded estimate drawing on additional information from other studies and interviews with local actors. In both “scenarios” green job growth has been robust and is forecast to grow rapidly in future years.

Seriously addressing climate change and other environmental challenges is contingent on addressing growing patterns of inequality in the economy and in our communities. The fundamental relationship between environmental progress and environmental justice is powerfully detailed in Austin’s recently adopted Climate Equity Plan. In this light, it is crucial to address the fact that green job growth is tilted towards occupations that require at least a bachelor’s degree to enter. We also find that women and people of color are underrepresented in the current green job mix. Furthermore, in the Austin labor market women, African American and Latinx residents entering the skilled trades make lower wages than their white counterparts. This discrimination must be attacked head on for women and communities of color to secure the full benefits of green economic growth.

Green Workforce Accelerator: Winter thru Spring 2024

Program focus(es):

- Increase the organizational capacity and service level/focus areas for green jobs and green jobs training providers in Austin, in collaboration with COA Depts who have a focus or stake in green jobs.
- Focus on industry areas of high-growth potential from [UT study](#).
- Focus on providing equitable access to marginalized communities and residents.



Program Objectives:

- Support for organizations and businesses operating in Austin **to create new or expand existing programs** that provide green jobs, training for green jobs, and/or placement in green jobs for residents.
- **Expanded organizational capacity** to create and support proven work programs.
- A **community-centered model** for future green jobs accelerator or organizational development activities.
- A **greater understanding of the types of green jobs/economy-related programs** that organizations in Austin want to build or expand.
- A **network of organizations** who can provide feedback, partnerships, and guidance for City departments working at the nexus of sustainability, climate change, resilience, and workforce development.
- **Potential program opportunities** to strengthen work in other strategic priority areas.

Eligibility

The Green Workforce Accelerator **program may be a good fit if:**

- you represent a non-profit organization OR a social innovation for-profit organization;
- a decision-maker in your organization has capacity to attend (virtual) sessions twice a week for 12 weeks in early 2024 (anticipated end in May); and
- your organization is ready to begin, expand, or reconfigure a program that does one or more of the following:
 - Green jobs training
 - Green jobs placement
 - Green jobs provision or creation

We define green jobs as "1) involving work that produces goods or services that benefit the environment and/or conserve natural resources;" and/or "2) involving work that makes production processes more environmentally friendly or consuming fewer resources."

Applicant's programs should fall into one or more of the following industries identified in the [Green Economy Study](#):

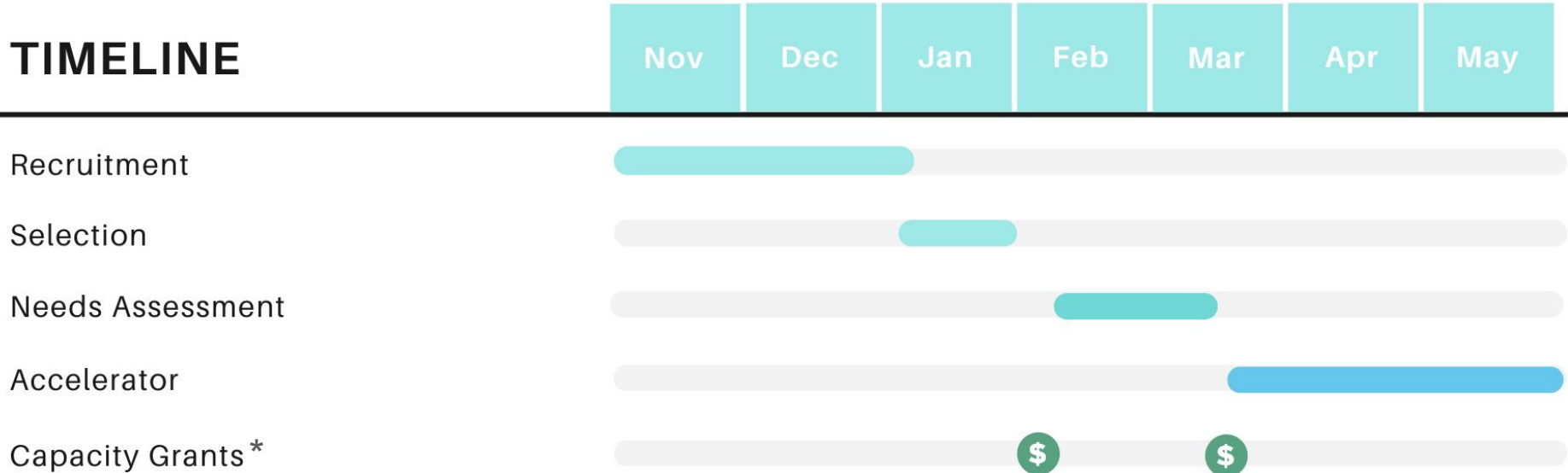
- Energy Efficiency and Alternative Energy Sources
- Water Management and Conservation
- Waste Management and Resource Recovery
- Transportation
- Lands, Parks and Urban Agriculture

Program Overview

Cohort: 10-11 organizations

Grant: \$15,000 per org

TIMELINE



* 50% of funds to be distributed upon contract start; 50% upon accelerator start

(Overall program length approximately 6 Months with Check Ins in August and November 2024)

Green Workforce Accelerator Process

Needs Assessment

- Deep dive into the participants' areas of strength and opportunity.
- Report that includes recommendations and a growth plan.
- Process includes:
 - Internal self-assessment
 - Document review
 - Interview
 - Report delivery
 - Feedback discussion

Accelerator

- Virtual, cohort-based program.
- Weekly sessions cover a comprehensive curriculum.
- Focus: grow capacity, develop new service offerings, strengthen organizational structure, and expand networks.

Data Collection

- Progress surveys at the midway and end points of the accelerator.
- Follow ups 3 and 6 months post-program to understand outcomes from, and the efficacy of, this initiative in creating jobs and training programs.

NEEDS ASSESSMENT

Accelerator

Data
Collection

- Cohort members will participate in a needs assessment process, beginning with a **self-assessment survey**.
- Organizations will **provide documents** and information for the review. You will not create new information but will need to dedicate time to gathering the requested documents.
- Organizations will also participate in a **1-hour interview** to better understand their needs.
- Organizations will **review and provide feedback** on a draft needs assessment summary. All follow up meetings will be 30-60 minutes.

Needs Assessment Process:

Deep dive into the participants strengths and weaknesses, with a report that includes recommendations and a growth plan. The process includes:

- Intake survey
- Document review
- Interview
- Report
- Additional feedback discussion

- **The Accelerator is a 12-week cohort-based program** that will require participation from at least **one decision-making member** of your organization. You may want others involved based on the topics being presented.
- **Sessions will be held twice a week virtually.** All sessions will be *recorded* and we will make materials via Google Drive. Session content will be designed based on the needs assessments, and will be 3-6 hours per week. Depending on session content, organizations may have minor homework or prep.
- **Organizations will have access to speakers** throughout the accelerator, and additional time might be spent meeting one-on-one. Time spent meeting with speakers will be dependent on the organization and its needs.
- **Organizations will be required to create a midpoint and final report** describing the progress and outcomes during their time in the program.
- **The accelerator will culminate in an in-person showcase event.**

Accelerator Quick Facts:

- Cohort of 10-11 organizations
- Virtual sessions
- 2x weekly for 12 weeks
- 3-6hr/week commitment
- Midpoint and final reports
- Showcase event

What to Expect:

- Support in building capacity for your organization in a multitude of areas based on the needs assessment survey;
- Practice in developing an elevator pitch that can be used for any situation;
- Support in developing your leadership capacity;
- Templates, worksheets, and materials you can use beyond the program;
- Access to a network of mentors, advisors, and colleagues to support you and your organization; and
- An intentionally-designed program that culminates in a community showcase to give you access to new connections.

Communications:

Weekly Calls

Facilitated sessions with experts
Cohort discussions
General Q&A

1:1 Mentoring

Individual meetings with expert speakers
Time to talk with program staff and facilitators

Email

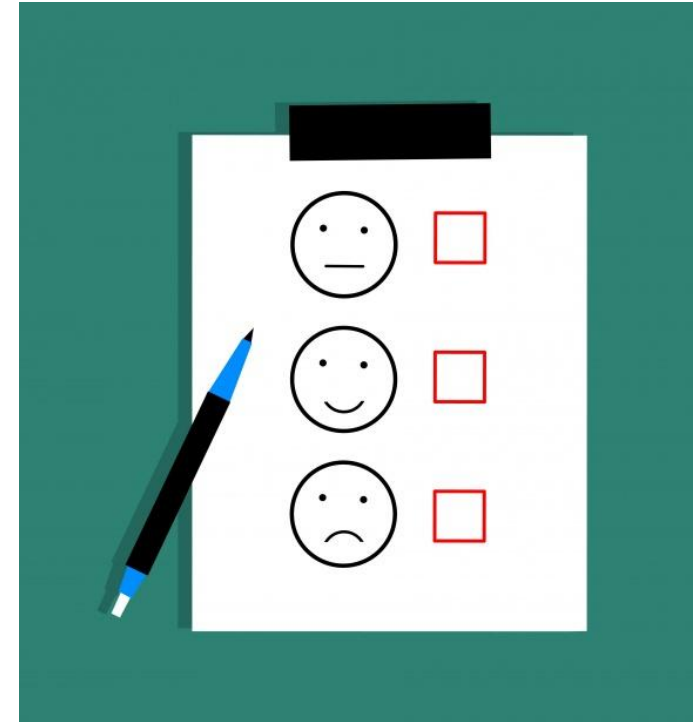
Homework submission and feedback
Weekly recap emails

Participant Surveys/reports:

- Midpoint survey (halfway through Accelerator)
- Final survey (at end of Accelerator)

Reporting:

- Follow-ups with orgs at the 3 and 6-month post-program marks to understand outcomes from and the efficacy of this initiative in creating jobs and training programs.
- Metrics could include:
 - how many jobs, training opportunities, and/or job placements were created from the program
 - pay rates and income levels
 - stability of jobs
 - effectiveness of training and placements, etc.



Capacity Grants



Accelerator participants will receive \$15,000 to support their work during the program.

Payment Milestones:

- \$7,500 to be paid once selected (upon contract execution)

- \$7,500 to be paid upon accelerator start

Funds can be directed toward technical assistance/capacity building costs to address recommendations from needs assessment or general costs to facilitate program participation.

Application Preview

[Click here to Apply Now!](#)



*For a PDF preview of the questions, you can follow [this link](#).

- Applications are **due January 5th, 2024**.
- *Application should be completed in one sitting. Please allow approximately one hour to complete application.
- Optional questions include instructions to leave blank if appropriate.
- Field character limits are included for each question.
- Only information provided in response fields will be reviewed. Links to additional information or anything provided outside the application form will not be reviewed.
- Organizations may submit more than one program for consideration, but only one application should be submitted per program.
- Collaborative applicants are welcomed. One entity should take the lead as respondent and vendor/grant recipient.
- Incomplete applications will not be accepted.
- Awards will be announced mid-January 2024.

Scoring

Scoring Criteria for GWA Applications

<p>Criteria 1- Organizational Fit: Organizational Maturity including Number of Staff, Years Experience</p>	<p>Criteria 5- Program Mission Alignment/Development of Program: New/Expanded Program Description, Alignment with Mission/Objectives</p>
<p>Criteria 2- Capacity for Participation: Demonstrate Capacity to Engage and Organization Focus, and Understanding of Program</p>	<p>Criteria 6- Goal Defined Identification and Understanding of Required Data Points: Metrics Provided, Selected Metric and Goal, Estimated Number</p>
<p>Criteria 3- Organizational Focus: Organizational Identity: Mission, Communities Served, Current Programs/Services</p>	<p>Criteria 7- Data for Impact: Ability to Track Impact: Impact in Community to Date, System or Plan for Data Collection</p>
<p>Criteria 4- Program to be Accelerated Identification: New or Expanded, Environmental Domain</p>	<p>Criteria 8- Equitable Lens: Reduce Barriers to Historically Underserved Communities</p>

Questions?

Access this slide deck, Q&A, and learn more at:
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If you have any issues, questions, or need additional information, please email:
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