

CINCINNATI GREEN WORKFORCE LANDSCAPE ANALYSIS

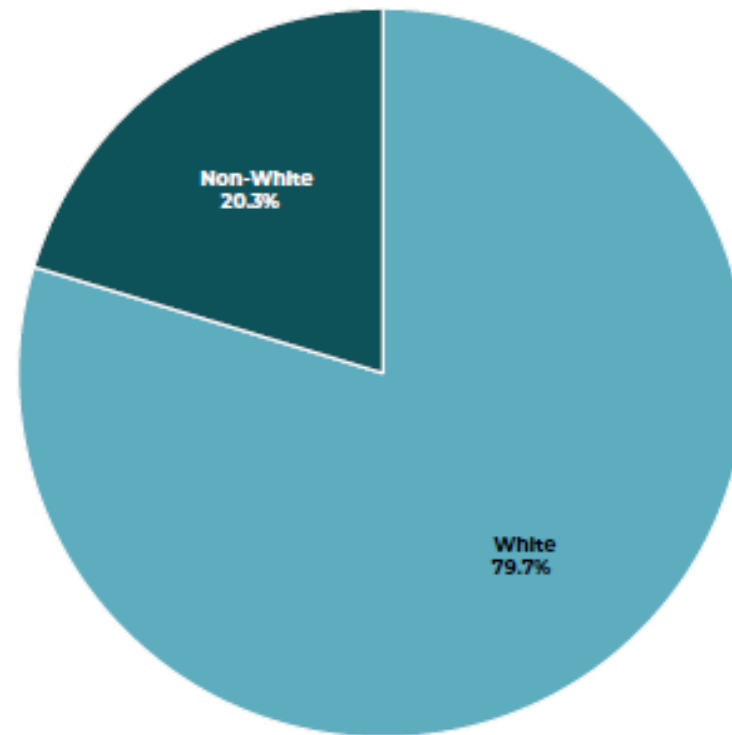
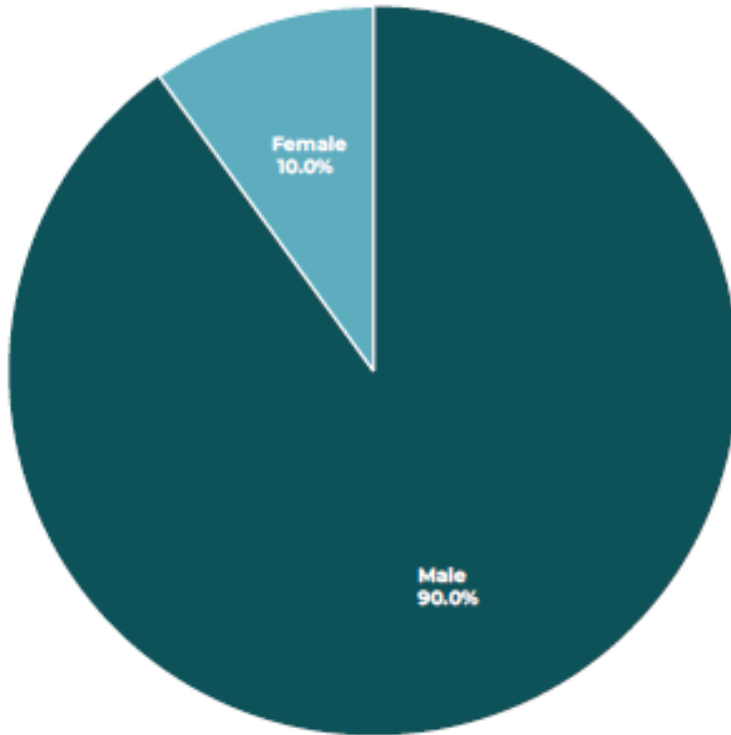
Brandon Rudd, Director
Center for Research & Data
Cincinnati Regional Chamber



METHODOLOGY

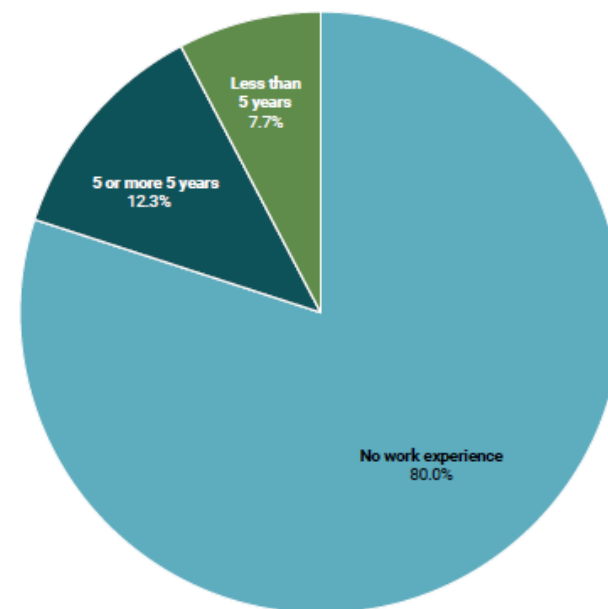
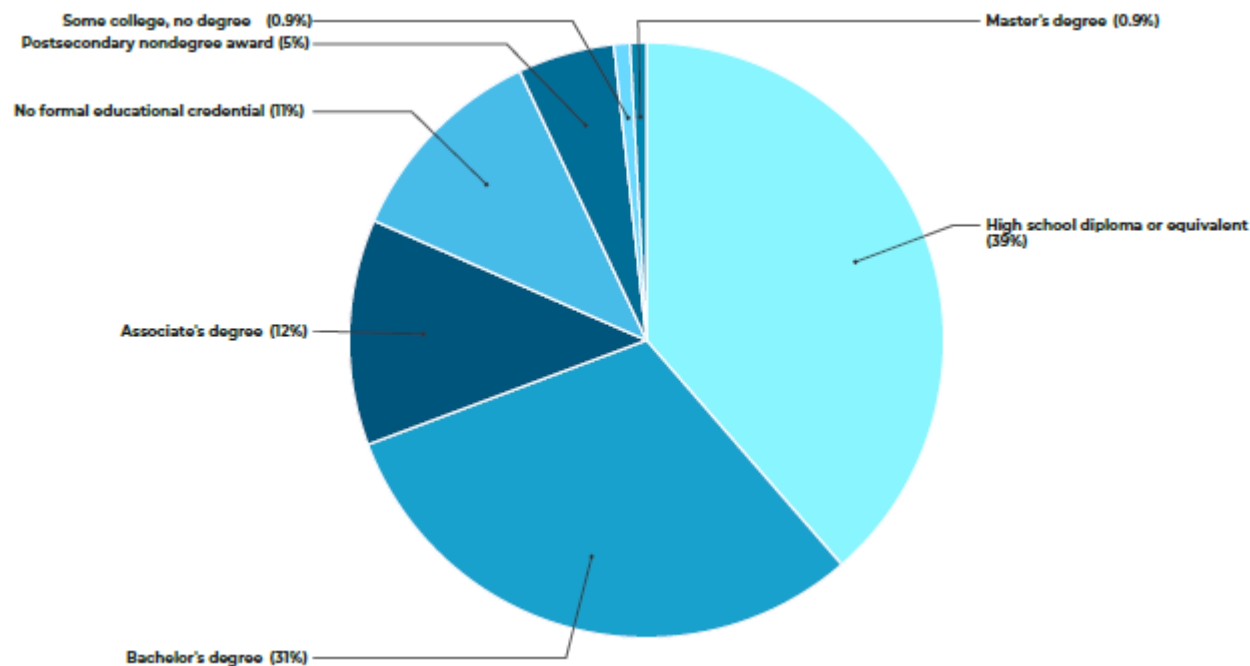
- Identified 114 Green Jobs
- Green Cincinnati Plan Focus Areas
 - Analyzed Goals
 - Calculated Total Investment
- Input-Output Model Calculations
- Recommendations

CURRENT LANDSCAPE



- **Barriers**
 - Transportation, childcare, housing, math skills, lack of green job awareness
 - Driver's license requirements and limited training programs

CURRENT LANDSCAPE



- Strengths
 - Education barrier to entry is low
 - Work experience barrier to entry is low
 - 89% of Green Jobs pay a living wage

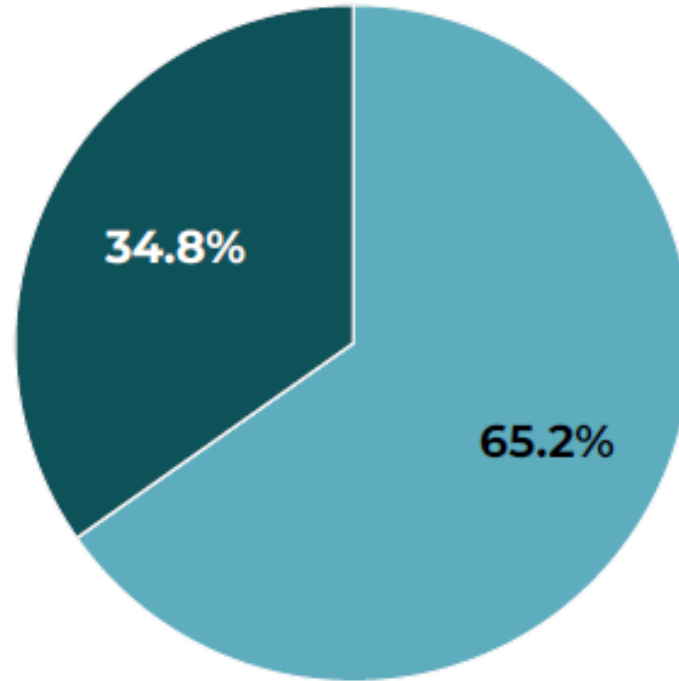
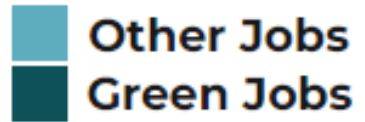
INVESTMENT FOCUS AREAS

- **Green Cincinnati Plan Focus Areas**
 - **Buildings & Energy**
 - \$2.1B - \$4.4B
 - **Mobility**
 - \$209M - \$386M
 - **Resilience & Climate Adaptation**
 - \$77.5M - \$355M
 - **Others: City Operations, Community Activation, Food, Natural Environment, Zero Waste**
- **Total Investment**
 - *\$2.6 Billion - \$5.7 Billion*

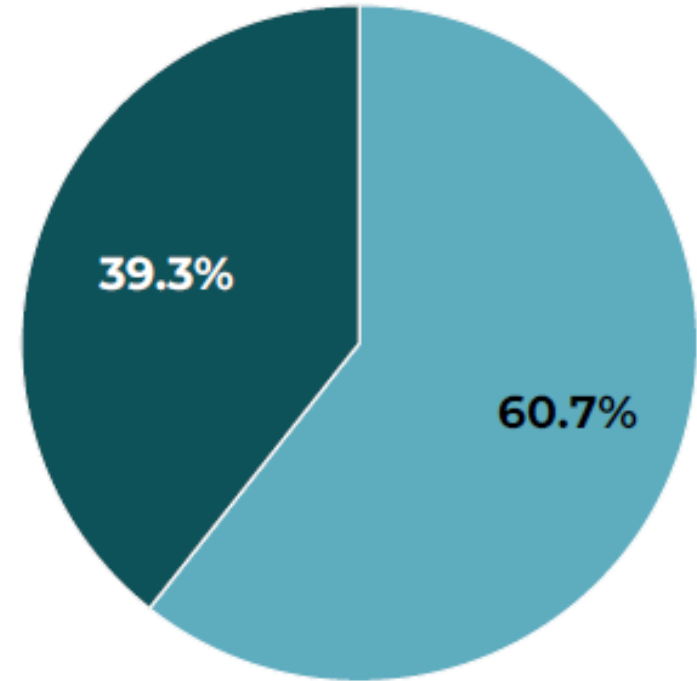
PROJECTED JOB CREATION

	Low Estimate	High Estimate
Jobs Created	16,372	44,145
Green Jobs	5,961	17,366

PROJECTED JOB CREATION



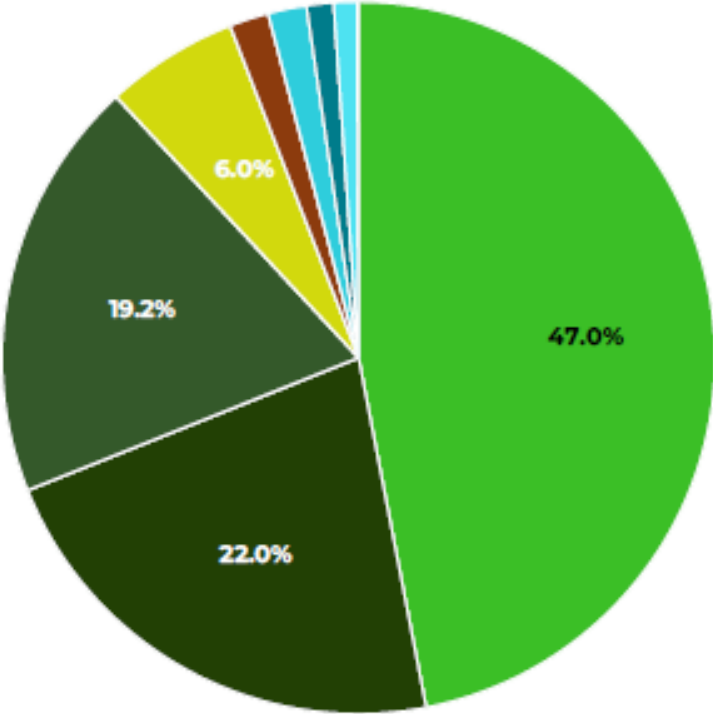
Low Estimate



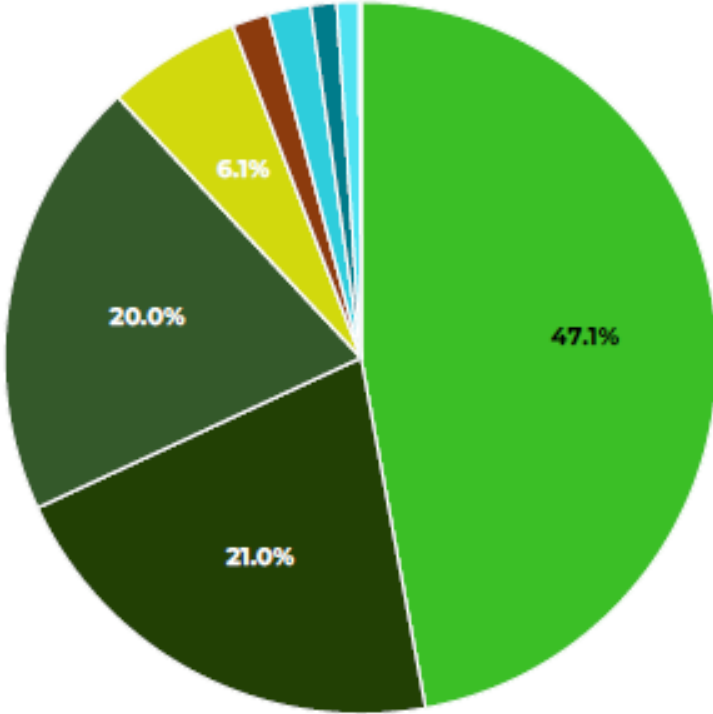
High Estimate

EDUCATIONAL REQUIREMENTS

- High School Diploma or Equivalent
- Bachelor's Degree
- No Formal Educational Credential
- Postsecondary Nondegree Award
- Some College No Degree
- Doctoral or Professional Degree
- Associate's Degree
- Master's Degree
- N/A

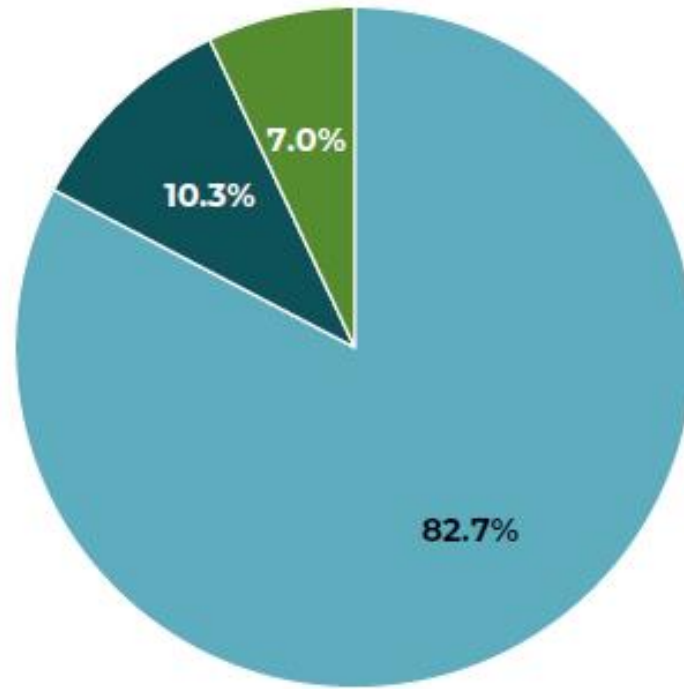
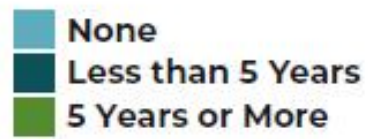


Low Estimate

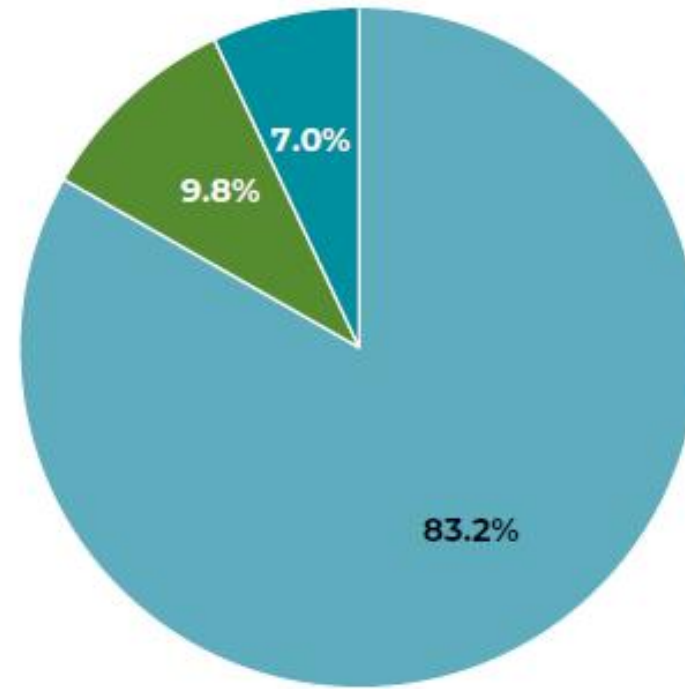


High Estimate

WORK EXPERIENCE REQUIREMENTS

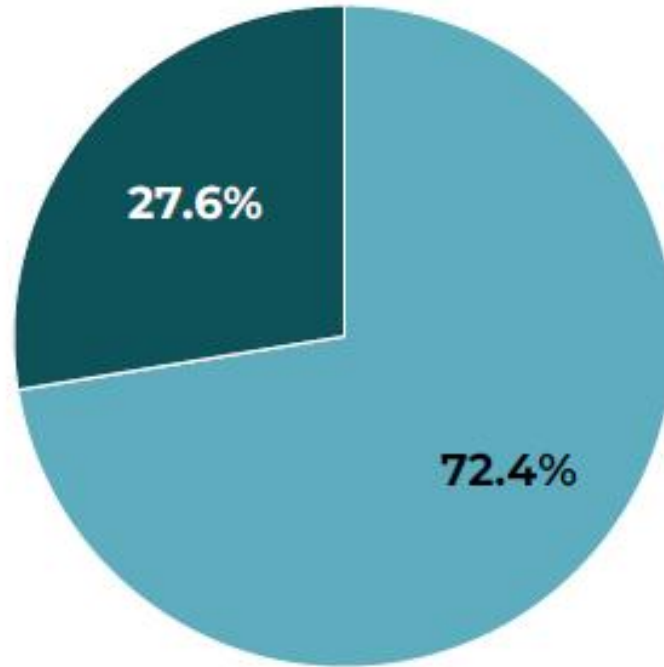


Low Estimate

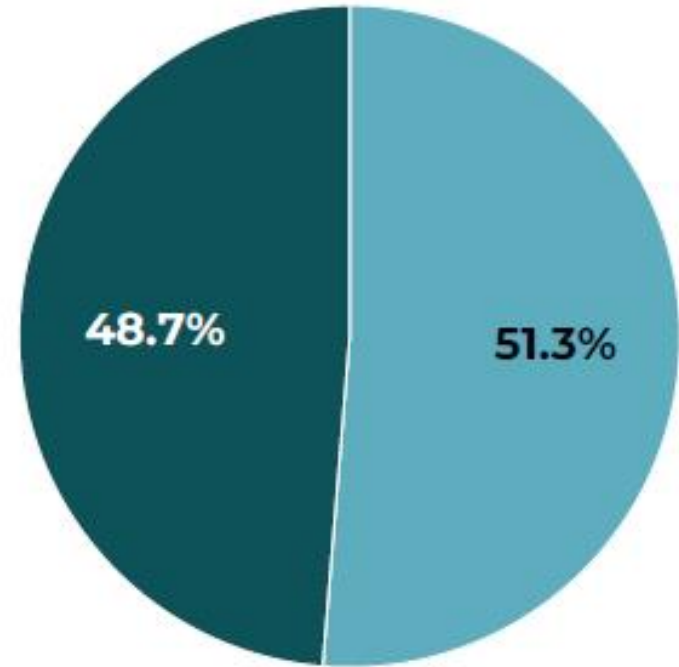


High Estimate

LIVING WAGE?



Low Estimate



High Estimate

TOP OCCUPATIONS (HIGH ESTIMATE)

Electricians

3,438

Construction Laborers

1,207

General and Operations Managers

1,148

First-Line Supervisors of Construction Trades and Extraction Workers

1,074

Landscaping and Groundskeeping Workers

1,044

Carpenters

1,032

Heating, Air Conditioning, and Refrigeration Mechanics and Installers

817

Plumbers, Pipefitters, and Steamfitters

808

Construction Managers

728

Real Estate Sales Agents

717

RECOMMENDATIONS

- **Training & Upskilling:** Expand access to green job training programs, apprenticeships, and certifications.
- **Expand the Workforce:** Prioritize inclusion of women and people of color by removing employment barriers and grow our working age population.
- **Education Alignment:** Embed green modules in K–12, college, and workforce programs to build future talent.
- **Employer Partnerships:** Engage employers to design pipelines, host trainees, and offer supportive workplaces.
- **Data & Accountability:** Establish systems to track progress and direct investments toward high-impact outcomes.

THE PATH FORWARD

- Cincinnati can lead the Midwest in equitable green economic development.
- Green investments = climate resilience + economic growth.
- Call to Action: align funding, training, and policy to accelerate job creation and sustainability.



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FUSE is a national nonprofit dedicated to increasing the capacity of local governments to engage communities and work more effectively for everyone.



The Office of Environment and Sustainability (OES) leads City government and the broader community in building a more sustainable, equitable, and resilient Cincinnati.



Education

Goal

4,000 individuals trained for green economy jobs by 2028 (800/year).

BASELINE YEAR(S)

2022

DATA SOURCE(S)

Sources: National Center for Education Statistics Integrated Post-Secondary Education Data System and local workforce training partners

Strategy

Amplify the workforce to meet the demands of the green economy.

In the U.S., “green jobs” are those that produce goods or provide services that benefit the environment. According to the U.S. Bureau of Labor Statistics, green economy jobs are growing faster than most other job sectors although the number of jobs is still much lower compared to other sectors. Most of the occupations in the “green” sector pay higher than the annual median wage in the U.S., providing greater opportunities for self-sufficiency. However, these jobs also require advanced education and training. With these realities in mind, training and re-training our workforce to meet the rising need for occupations like EV mechanics, solar panel installers, and weatherization technicians is a must.



Green Corps members take a break from invasive species removal. Photo courtesy of Groundwork Ohio River Valley.

FOCUS AREA Community Activation

Priority Actions

Partner with the local Workforce Investment Board, educational institutions, employers, County, State and more to amplify equity-focused, green workforce training and career pathways

Continue to grow paid, hands-on learning opportunities and jobs in the green economy with an emphasis on preparing youth and the unemployed and/or difficult to employ for living wage jobs

● strong alignment ● moderate alignment ● weak alignment

GCP PILLARS			ADDITIONAL PRIORITIES			
Sustainability	Equity	Resilience	Jobs	Investment	Health	Feasibility
●	●	●	●	●	●	●
●	●	●	●	●	●	●





Green Workforce Development to Expand Economic Opportunities – Project Objectives

- Develop Formal Green Workforce Landscape Analysis and implement initial recommendations
- Execute green workforce marketing and communications plan
- Support the implementation, scaling, and sustainability of needed green workforce training initiatives
- Pursue Green Workforce funding opportunities
- Other: Address system barriers to workforce

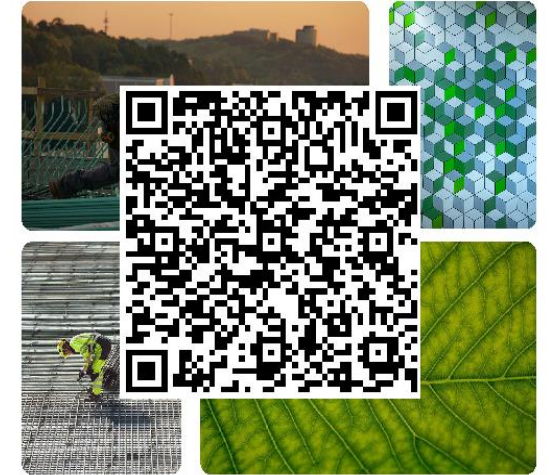


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PRESENTED BY:



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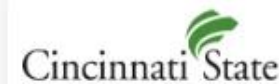


- Public Report Release in May 2025





Green Workforce Development Partners





Green Workforce Development Partners



- Executed Funding Contract
- Supporting Green Workforce Committee through Green Schoolyards



Green Workforce Development Partners



- 12-week apprenticeship readiness program that prepares for various union apprenticeship pathways
- Minimum Qualifications: 18+ years old, Drug-free, HS Diploma/GED, Driver's license/reliable transportation, Passing Assessment score
- Earn as you learn with a weekly stipend
- No experience in the construction industry is required to apply
- Career assistance with one of the affiliated trades provides participants with competitive starting wages, health, and retirement benefits.
- Added Green Construction to curricula in 2025



Residential Energy Auditor Pilot Training – In Development



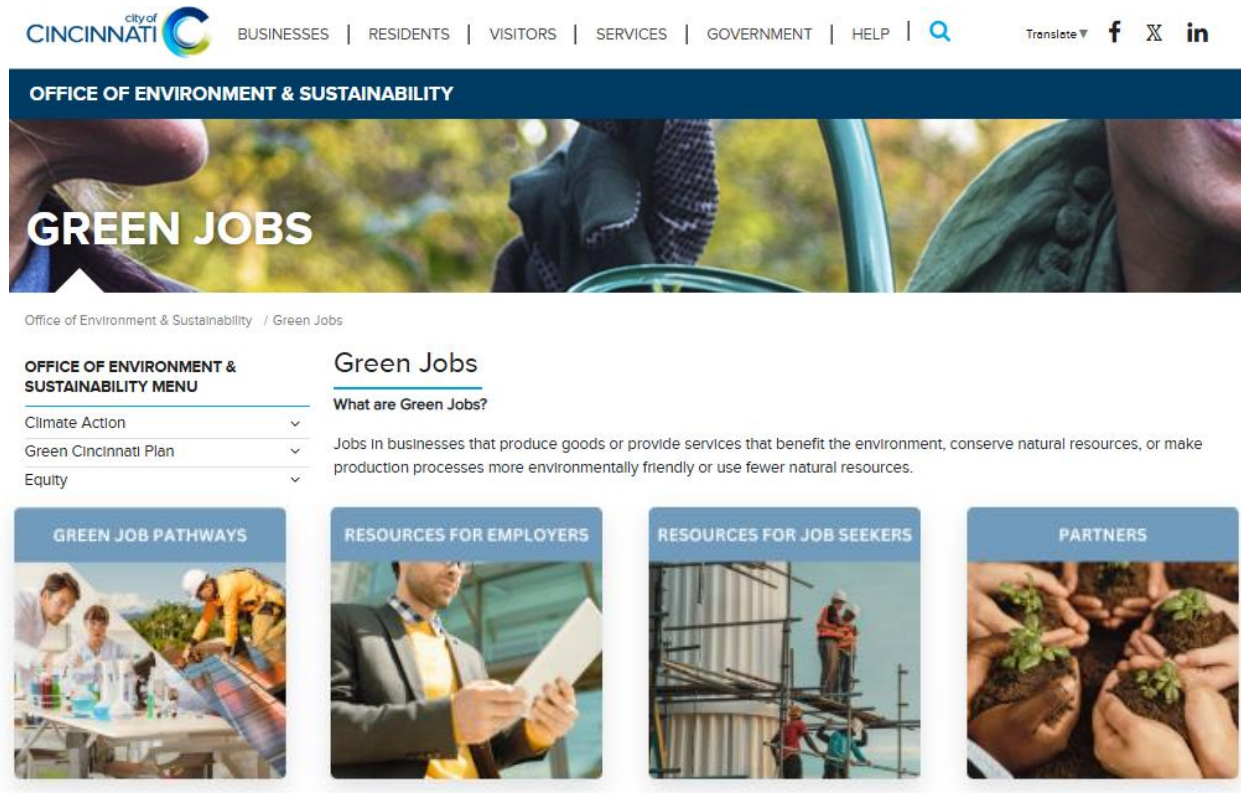
Innovation Lab

- 21 partners attended in 2024
- Yielded over 50 innovative recruitment ideas





Stay Connected with Cincinnati's Green Workforce



Sign up for the Cincinnati Green Workforce Email List:



FUSE

<https://www.cincinnati-oh.gov/oes/green-jobs1/>

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