



## The Environmental Education and Workforce Development Outreach Program

**DOCKET**

**08-ALT-1**

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**Education Outreach** efforts will focus on Middle School, High School and Community College students interested in entering into certificated courses designed to build capacities and skills and/or accredited educational programs that advance environmental education in the various fields of study; renewable energy, alternative fuels and advanced transportation technologies.

**Our Vision** is to create sustainable communities through capacity building that advance economic, social and environmental justice.

Provide access to educational programs and projects that teach people how to reduce their individual and collective carbon footprint.

**Our Mission** is to introduce and provide students opportunities to Environmental Education and Workforce Development programs and projects that will motivate them in order to drive participation in greening our economy. By providing education and career path opportunities people are empowered to protect their environmental health and environmental protection, which are synonymous, to help advance energy independence and national security.

**Our Objectives** are to develop partnerships with alternative environmental education providers, education institutions and industry leaders in different regions throughout the State of California. For example, partnering with community colleges that support the Advanced Transportation Technology and Energy Initiative (ATTEi), which was established by the California Community College's Economic and Workforce Development department. An example of an industry partners would be A-Z bus sales, which offers workshops and training classes to prospective technicians interested in after market service technical training for AF buses. Other partners willing to support our outreach efforts may include but not limited to The Southern California Gas, Southern California Edison, Clean Energy, Department of Energy, Environmental Protection Agency and the Air Quality Management Districts.



**Our Goals** will be to partner with other Clean Cities Coordinators to fulfill the California Energy Commission goals to advance the deployment of Advanced Transportation Technologies. Also, to support Elect Barack Obama with his economic stimulus plan for addressing Green House Gases through the deployment of Renewable Energy projects and Workforce Development for his Green Recovery Program to Create Good Jobs and Start Building a Low-Carbon Economy.

Purpose Focused Alternative Learning Corporations' goal is to rebuild America's capacities through innovation that support President Elect Barack Obama's plan to create 2.5 million jobs that will help Americans and their communities become sustainable which translates to energy security.

Alternative Education can make a difference. Everyone has a stake in the future of our planet and all its life forms and the time is NOW to awake, examine our individual and collective daily consumption to disposal choices and their direct effect on our environment for future generations. It is time to empower people and their communities to address and identify solutions that will help mitigate their current environmental, economic and social conditions.

Environmental education programs and projects are meant to motivate and engage people from all backgrounds; students and the general public to become part of the solution by supporting strategies that empower people to create responsible and sustainable change.

Purpose Focused Alternative Learning Center's specialize in the deployment of sustainable strategies, developed through collaborative partnerships comprised of community residents, community leadership, local businesses, and organizations in the alternative energy industry.

Purpose Focused supports the implementation of Federal, State and Local Government renewable energy and alternative fuels/vehicle/infrastructure programs, which are viable and feasible implementable solutions that have an immediate positive and direct effect on complex challenges that people and communities are struggling to overcome.

The Learning Centers and all those associated must nurture the environment by honoring it and each other. All levels of the organizational staff are to be supportive in helping each other. Personal and professional development begins by people identifying their interests and passions. Once identified, participants will be encouraged and supported to further develop themselves personally and professionally through formal and or alternative vocational education.



Purpose Focused offers grants and scholarships and low interest loans to students who qualify for advancing themselves through a local education center, college and or university. Career counseling, job placement, internships and fellowships are arranged for graduates and civic participation/volunteer work is required while enrolled in the program.

Programs, projects, transactions directly administered by Purpose Focused require transparency, accountability, ethical, moral and legal methods by which any business or service is performed or conducted. The real rewards for doing good works are not based on external rewards like power or money; rather the rewards are internal because they are meant to serve the majority and not just the minority.

Through alternative education people can become empowered with understanding, compassion, improved self-esteem and confidence in one's personal and professional capabilities.

### **Role of Purpose Focused Alternative Learning**

- \* Administer Environmental Educational and Workforce Development Outreach Programs.
- \* Develop partnerships with Clean Cities Coalition Coordinators in the State of California to perform outreach and education to students of middle school, high school and community colleges in their respective regions.
- \* Develop Clean Cities Coalition's scope of work for educating students, interfacing with school administrators, educators and industry leaders in the advanced transportation technologies and renewable energies.
- \* Solicit funds from government and industry for sponsorships, scholarships, and intern opportunities for students.
- \* Establish criteria for measuring and reporting performance/results for funding reimbursement.
- \* Substantiate progress reports to determine if they meet criteria required to reimburse coalitions.
- \* Disseminate of project funds.
- \* Provide quarterly progress reports to the CEC.



## **Role of California Clean Cities Coalition Coordinators**

- \* Provide workforce development opportunities.
- \* Develop partnerships that support coalition goals through sponsorships, internships.
- \* Provide support and outreach in a collaborative effort with other governmental programs.
- \* Host a minimum of 6 education outreach events or sponsor other education outreach events that advance student awareness and interest in pursuing higher education in the environmental, health, earth, geo-sciences, and advance transportation technical training.
- \* Clean Cities Coordinator will submit itemized invoices and quantitative and qualitative progress reports to Purpose Focused for substantiation of reimbursable funds.

## **Program Benefits**

- \* A cleaner environment that advances environmental, economic and social justice
- \* Increase community capacities to develop green and sustainable technologies
- \* Advancing awareness of education and/or work force opportunities
- \* Thus creating a more eco-friendly lifestyle for future generations.
- \* Invest in our next generation innovators and job creators.
- \* Capacity and skills building for Green Jobs.
- \* Increase funding to develop environmental education and training to bolster the competitiveness of the United States.
- \* Develop a clean energy economy by creating new green jobs for the next generation of biofuels, alternative fueled vehicles and alt-fuel infrastructure.
- \* Promote development of commercial scale renewable energy.
- \* Invest in America's next generation as a highly-skilled manufacturing workforce and develop alternative learning centers to ensure that American workers have the skills and tools they need to pioneer the first wave of green technologies that will be in high demand throughout the world.

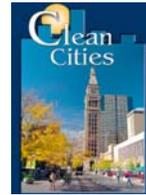


- \* Create new job training programs for clean and renewable technologies.
- \* Procure increased funding for federal workforce training programs and direct these programs to incorporate green technologies training, such as advanced manufacturing and weatherization training, solar and wind energy into their efforts to help students find and retain stable, high-paying jobs.
- \* Create an energy-focused youth jobs programs and projects to invest in disconnected and disadvantaged youth.
- \* Boost the renewable energy sector that create new jobs.



# **The Partnership**

**Southern California Economic Partnership**  
21845 E. Copley Drive, Suite 1138, Diamond Bar, CA 91765  
Phone: (909) 396-5757 Ext. 228 / Fax: (909) 396-5754  
Email: [joann@the-partnership.org](mailto:joann@the-partnership.org)  
Web: [www.the-partnership.org/cities.htm](http://www.the-partnership.org/cities.htm)



The Southern California (SCAG) Clean Cities Coalition's Commitment to plan and host 6 Environmental Education and Workforce Development Outreach events in the 6 counties of the SCAG region:

**\$153,780 Estimated Annual Budget to perform six events per year, which include the following costs:**

### **Planning and Executing Event - Hours**

Each outreach event is estimated at 240 man-hours to plan and execute  
Professional staff - 120 hours \$100.00/hr = \$12,000  
Support staff - 120 hours @ \$50.00/hr = \$6,000  
Total Cost per event \$18,000

### **Marketing Materials**

Total cost per event \$2,000

### **Misc. Expenses**

Total cost per event \$2,000

### **Venue Cost**

Total cost per event depends whether or not we can conduct planned outreach events at schools willing to offer space. Otherwise a one-day event may cost \$2,000 depending on the venue.  
Total cost per event \$2,000

### **Local Staff Travel Expense**

Government rate \$.585 per mile estimated travel miles per event 180 miles  
Total cost per event \$630

### **Student Transportation**

The cost for student transportation would depend upon school budgets allocated for field trips; otherwise the costs will be approximately \$1,000/event

I appreciate and value your efforts that promote alternative fuels and/or vehicles in the Western Region. Thank you in advance for your consideration.

Best Regards,

JoAnn

JoAnn Armenta, Coordinator  
Southern California (SCAG) Clean Cities Coalition  
The Partnership  
21845 East Copley Drive, Suite 1138  
Diamond Bar, CA 91765  
Office Phone: 909.396.5757  
Cell Phone: 562.587.1074  
Fax: 909.396.5754 Email: [joann@the-partnership.org](mailto:joann@the-partnership.org)