PARTNERSHIPS FOR OPPORTUNITY AND WORKFORCE AND ECONOMIC REVITALIZATION

POWER Initiative

Charleston, WV

National Association of Counties / NACo

Coal-Reliant Communities Innovation Challenge

Friday, November 20, 2015

The federal **POWER Initiative** is:

- A coordinated multi-agency effort to assist communities negatively impacted by changes in the coal industry and power sector; and

- A downpayment on the **POWER+ Plan** requested in the President's FY16 Budget.

POWER Vision:

The alignment/integration of grant funds from multiple agencies to leverage the greatest possible impact in support of coal communities that strive to:

- **Diversify their economies;**
- **Create new jobs in new or existing industries;**
- **Attract new sources of job-creating investment; and**
- **Provide impacted coal industry employees with a range of workforce services and skills training.**

Communities that can reasonably demonstrate impact or anticipated impact resulting from *job loss/layoffs*:

- Coal Mining, and/or
- Coal-Fired Power Plant, and/or
- Manufacturing / Transportation Logistics Supply Chains of Either

There is no pre-defined eligibility list of impacted coal communities

Federal POWER investments will be targeted based on the following fundamental principles:

- *Planning Foundation*

- *Strategic Implementation*

- *Integrated Economic and Workforce Development Resources and Outcomes*

- *High Quality Jobs and Worker Advancement*

POWER will only fund implementation projects led by partnerships of organizations that have <u>already</u> undertaken economic and workforce development strategic planning.

- **PRIORITY**: Funding projects directly resulting from extensive local and regional economic and workforce development strategies.

- <u>Strategic Planning Examples</u>
  - EDA Comprehensive Economic Development Strategy (CEDS): <u>http://www.eda.gov/ceds/</u>
  - USDA RD Stronger Economies Together (SET): <u>http://www.rd.usda.gov/about-rd/initiatives/stronger-economies-together</u>

POWER Implementation Grant Awards are targeted to fund project applications that reflect:

- **Effective Economic Diversification**: Communities with strong strategies for promoting new, regional economic growth and mobilizing a talented workforce base.

- **Local and Regional Collaboration**: Competitive applications include those that reflect a strong and diverse coalition of stakeholders that can include (but are not limited to) local economic development organizations, local governments, regional planning organizations, labor unions, state and local workforce agencies, institutions of higher education and other job training and adult education providers, supportive services and human services providers, and other relevant economic and workforce development partners.

Effective Economic Development Initiatives Rely On :

- Economic Assets,
- Infrastructure, and
- Workers

Effective Economic Development Strategies:

- Deploy Local Assets,
- Increase the Productivity of Local Firms and Systems, and
- Successfully Match the Local Workforce with Local Employment Opportunities.

<u>Bottom Line</u>

Communities and regions that build strong networks across the public, private and non-profit sectors to address complex economic development and workforce development challenges are positioned to maximize economic outcomes for businesses, workers, and residents

POWER Job Creation and Workforce Development Priorities

- **Job Creation**: The development of new and existing industries that maximize the growth potential of family-supporting jobs and careers.

- **Workforce Development**: Activities offering dislocated workers "career pathways" upon re-employment and associated industry-recognized credentials equipping workers with career mobility and advancement tools.

  – This includes paid, work-based learning opportunities, resulting in industry-recognized credentials for high-quality, in-demand jobs.

- **NOTE:** New jobs created are not expected to immediately have an equivalent or greater level of quality compared to coal economy jobs lost.

  – Applicants should explain how their proposed strategies will create the conditions for increasing job quality and better defined pathways for worker advancement over time.

POWER GRANT FUNDING OPPORTUNITIES

Examples of eligible EDA planning activities include, but are not limited to:

- Strategic economic and workforce development planning
- Regional supply-chain industry cluster analysis and asset mapping of impacted area
- Economic data collection and analysis to identify regional comparative advantages
- Analysis of existing labor supply characteristics and qualifications
- Analysis of labor market projections and employment qualifications relative to economic development objectives
- Asset mapping of available workforce training providers and capacity

EDA POWER Planning FAQ: http://www.eda.gov/power/faq-planning.htm

POWER GRANT FUNDING OPPORTUNITIES

Implementation Grants: Funding to enable grantees to take deliberate and measured steps to build:

- Economic Resilience,
- Industry Diversification,
- Local and Regional Workforce Pipelines, and
- Job Creation Opportunities

Funding Priorities: Applications establishing a clear linkage between the proposed project and resulting outcomes such as:

- Local Economic Growth and Diversification,
- Job Retention and/or Creation, and
- Job Training and Re-employment for Dislocated Workers

Examples: FY15 Implementation Projects

- High-Tech Workforce Technical Skills Certification Course
- Installation of Regional and Statewide Broadband Internet Infrastructure
- Replacement of Industrial Infrastructure
- Local and Regional Food Economy, Including
  - Production
  - Transportation
  - Storage
  - Processing
- Regional Recreational Tourism Economy

Full FY15 POWER Award Summaries Available Online:
https://www.whitehouse.gov/the-press-office/2015/10/15/fact-sheet-administration-announces-new-workforce-and-economic

The White House has designated EDA as the lead federal agency under POWER.

EDA's role is to provide program planning and coordination among communities and participating federal agencies.

Economic Development creates the conditions for economic growth and improved quality of life by:

- Expanding the capacity of individuals, firms, and communities to maximize the use of their talents and skills to support innovation, lower transaction costs, and responsibly produce and trade valuable goods and services.

Economic Development Requires:

1. **Effective, Collaborative Institutions focused on**

2. **Advancing *Mutual Gain* for the Public *and* the Private Sector.**

POWER INITIATIVE AGENCIES

- Economic Development Administration (EDA)

- Department of Labor (DOL), Employment and Training Administration (ETA)

- Appalachian Regional Commission (ARC)

- Small Business Administration (SBA)

- Department of Agriculture (USDA), Office of Rural Development (RD)

- Environmental Protection Agency (EPA) Brownfields Program

POWER INITIATIVE AGENCIES

- Department of Energy (DOE)
- Department of Treasury, Community Development Financial Institutions (CDFI) Fund
- Department of Commerce
  - SelectUSA
  - NIST-Manufacturing Extension Partnerships (MEP)
  - International Trade Administration (ITA)
- Department of Interior, Office of Surface Mining Reclamation and Enforcement
- Corporation for National and Community Service (CNCS)

In addition to directly financing POWER grants:

- Application "preference points" and program technical assistance to community applicants that are also receiving POWER awards.

- If awarded POWER funds, a partnership should consider these agencies as potential sources of leveraging funds for POWER Implementation projects, and seek support from some of their regional offices.

CONTACT INFORMATION

- **General POWER Inquiries:**
  - **POWER@eda.gov**
  - **Doug Lynott, POWER Program Manager: dlynott@eda.gov**
- **Other Information: http://www.eda.gov/power**
- **EDA Programs:**
  - **Regional EDA Office Contact Information, http://www.eda.gov/contacts.htm**