



GREEN BANK
FOR RURAL AMERICA
A Subsidiary of Appalachian Community Capital

Workforce Development Technical Assistance

Coalfield Development

GreenBankForRuralAmerica.org



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- **Donna Gambrell, President & CEO, Appalachian Community Capital**
- **Ray Daffner, Acting Program Director, Green Bank for Rural America**



Providing public and private capital that enables rural areas to gain the most benefit from the new energy economy.

- Create **good jobs** that stay in rural communities, helping local communities thrive.
- Help families and businesses save and **build wealth** and increase profitability – creating a prosperous future.
- Create **healthier communities** and preserve the quality of life in rural areas.





Projected Impacts

GGRF
AWARD SIZE:
\$500 million

CAPITAL
DEPLOYMENT:
\$400 million

TOTAL
REGIONAL
INVESTMENT:
\$1.6 billion

LEVERAGED
CAPITAL:
3.0



2K
projects
financed



13K
jobs
created



4K
people
trained



4.8K
units of housing
developed or rehabbed



-460 MWh
Energy
generation



-850,000
(annual tons)
CO2



Launch Events

- December 4 Green Bank for Rural America Launch Event (Phase II)
- December 5 Mastering the Application Process
- December 6 Community Engagement with WV Community Development Hub
- December 13 ★ Workforce Development with Coalfield Development Corp.
- TBD Investor Impact Session





Today



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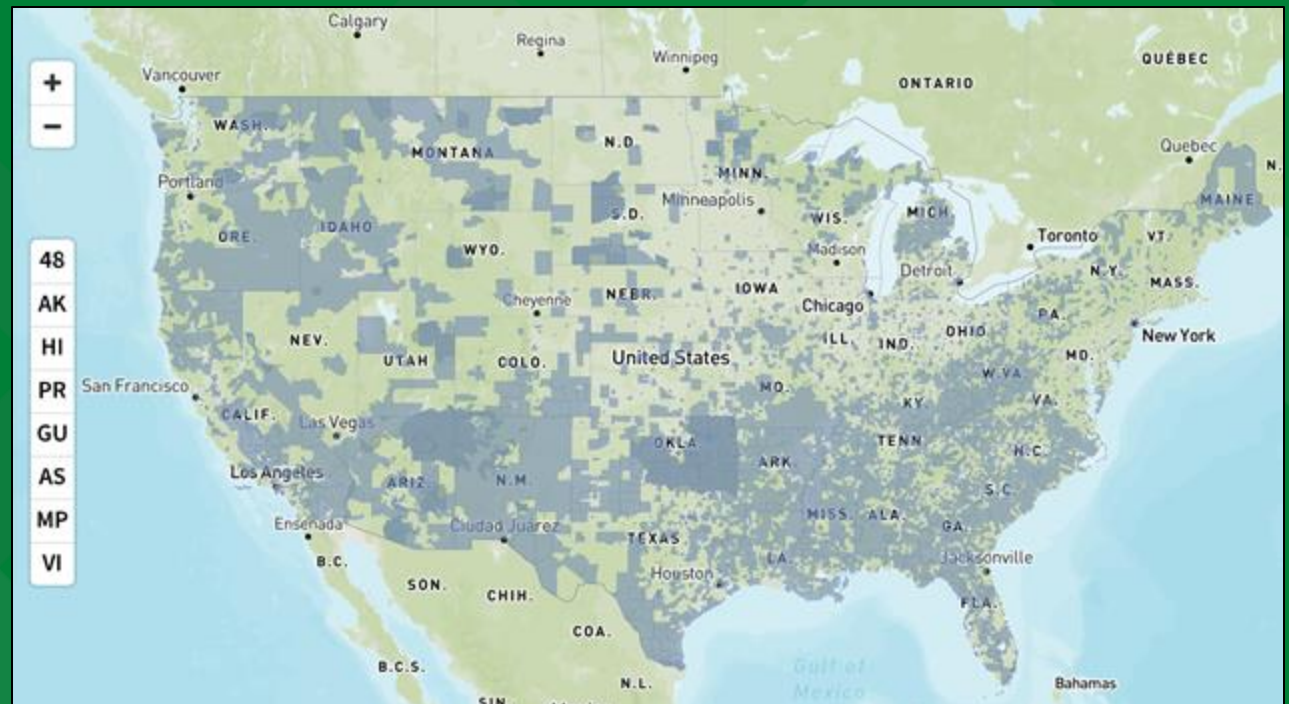


Opportunities Available through the
Workforce Development Technical Assistance Hub (WFD
TA Hub)



Priority Communities

- 1 Appalachian Region
- 2 Rural Communities
- 3 Energy Communities
- 4 Geographies with High Impact Projects
- 5 Low Income and Disadvantaged Communities / Federal Justice40 Initiative
- 6 National focus across all 10 EPA Regions





Awards to Community Lenders

Community Lenders

- CDFIs, EDA RLFs, USDA IRPs
- State, municipal, Tribal government, other public loan funds
- Other not-for-profit loan funds
- Serve Appalachia, Energy Communities, Rural Communities
- Community Engagement commitment
- Workforce Development commitment

Capitalization Awards

Most Awards between
\$1 million and
\$10 million

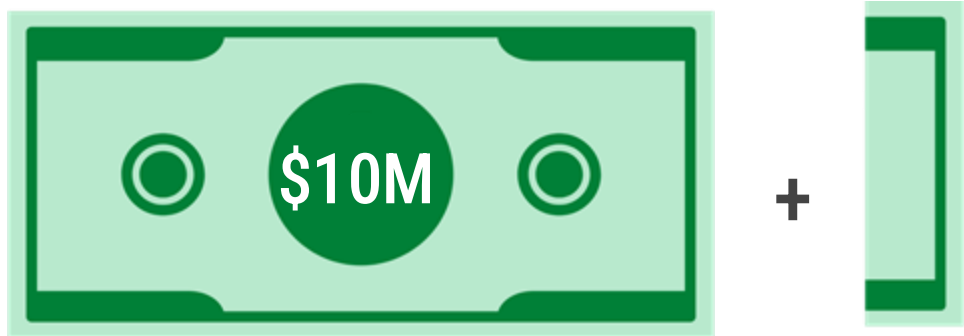
Framework for
Awards up to
\$35 million





Technical Assistance Awards to Community Lenders

10% of Capitalization Funding received



\$10M
Capitalization
Funding

+ additional **\$1M**
(10%) in Technical
Assistance Funding

Uses include:

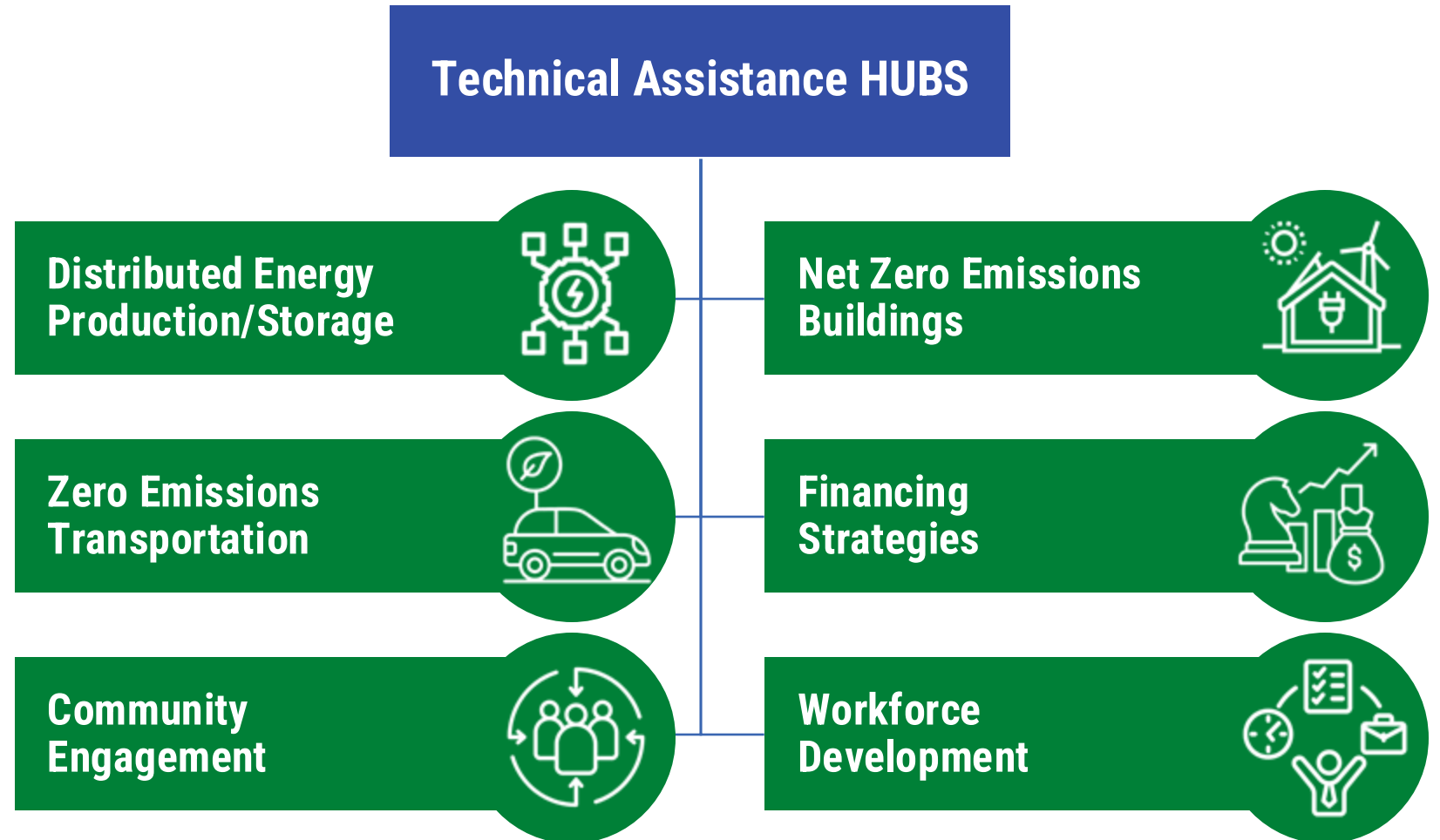
- Pre-development activities (engineering, design, business planning / project development, financial structuring, ...)
- Capacity Building: Training, hiring staff, developing new financial products and internal systems
- TA Services (TA Hubs) including -
- Community Engagement, visioning, planning, project development
- Workforce Development with community colleges, workforce boards, unions, training organizations

– TA Hubs will offer resources to support Community Lenders and Projects –



TA Hubs and TA Services

- TA Services (webinars, online resources) available to all Community Lenders
- CLs can use TA grants to purchase Services from the Hubs
- TA Hub providers to be qualified through RFQ process
 - May be national, regional, and local
 - *for profit, non-profit,





TA Hubs



Community Engagement:

- Community visioning, project identification, planning, and development
- Connecting communities to lenders
- Financing community priorities



Workforce Development:

- Workforce training, job readiness, apprenticeships, GED
- Partnerships with Community Colleges, Workforce Boards, unions, certification programs
- Wrap around services: *transportation, childcare, healthcare access, financial literacy, substance abuse disorder, housing insecurity, justice involvement, documentation, OJT, Wrap-around Support, Accountable Mentorship*



WFD TA Hub Services

Assessments

Resource Roadmaps
+ Partnership
Development

Guidance + Best
Practices

TA Grants +
Funding Assistance





Exploring the Role of Community Lenders in WFD



Working to build a **just, vibrant and climate-resilient future** for people and communities in Maine and rural regions by **integrating finance, business expertise and policy solutions** in ways that make the economy work more equitably.

National Impact FY23





Exploring the Role of Community Leaders in WFD

1

Help People with Employment Barriers Get & Keep a Good Job

2

Help Employers Improve Job Quality





Exploring the Role of Community Leaders in WFD

1

Help People with Employment Barriers Get & Keep a Good Job

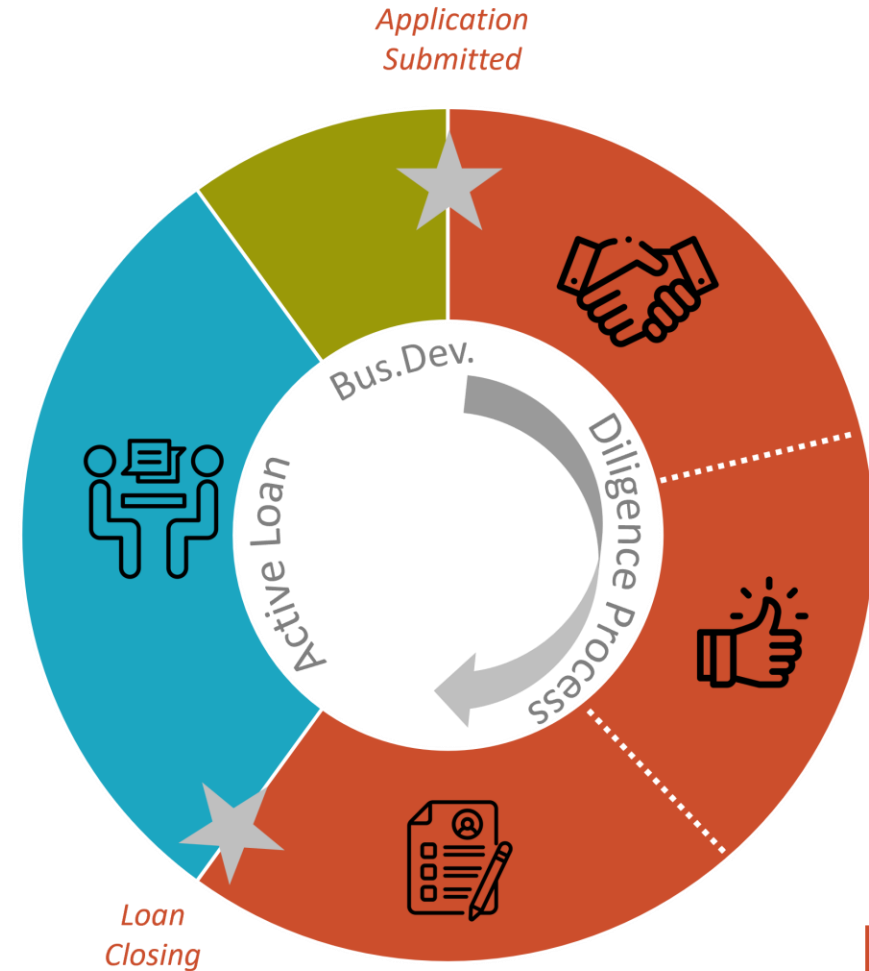
- Partner with local employment service providers
- Identify potential training partners & develop curriculum
- Develop supportive services plan
- Pinpoint funding sources





Exploring the Role of Community Lenders in WFD

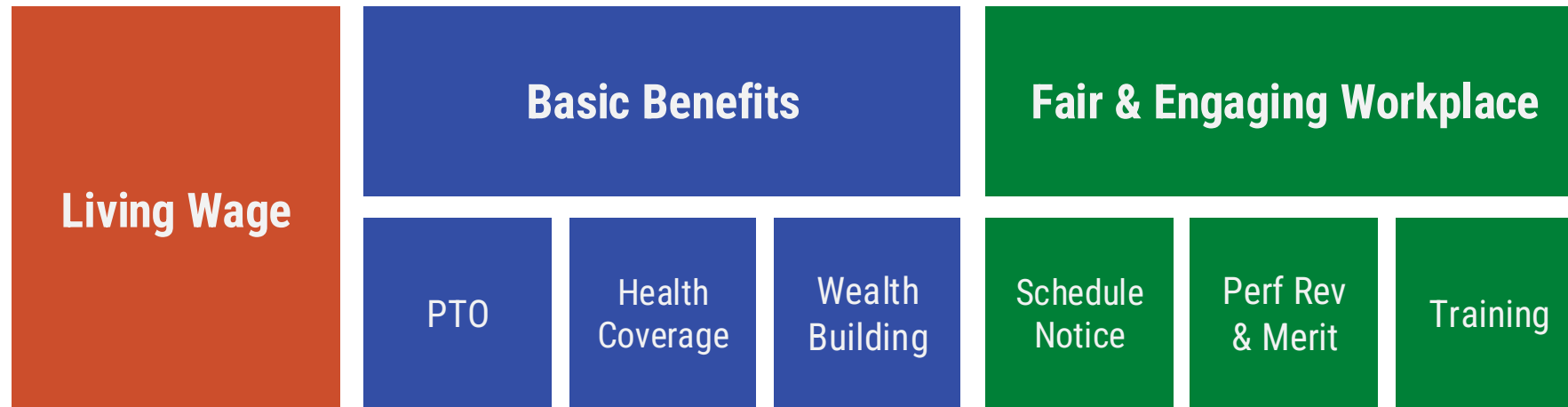
2
Help Employers Improve Job Quality





Exploring the Role of Community Lenders in WFD

CEI Good Jobs Framework





Workforce Program Considerations

Example components of a strong workforce program for Green Bank projects include:

Community Building

OJT/Apprenticeship Models

Skills Training, Certs, & Credentials

Wrap-around Services





Partnerships to Consider

- Higher Education
- WIOA Boards
- State and Local Agencies
- Unions
- Employers and Employer Associations





Photo courtesy of Stand Together

WFD TA Hub Operator



- **Workforce development-focused non-profit** founded in 2010, based in WV
- Focused on **making rural communities resilient** through socially, environmentally, and financially thriving economies
- Designing and scaling new programs in **emerging sustainable sectors**
- Incubating and investing in **well-paying employment social enterprises**
- Facilitating **personal, professional, and academic growth for people facing barriers to employment**
- Advancing, completing, and/or managing **community-based revitalization projects**

Visit our website at coalfielddevelopment.org to learn more about our work.



WFD TA Hub Timeline

*RFP for Vendors – Opened December 4th, 2024

2025

1st WFD TA Hub webinar for Community Lenders

2nd WFD TA Hub Webinar for Community Lenders



2026 - 2029

- Rolling technical assistance for Community Lenders and borrowers, including referrals to vetted vendors for workforce development services
- 1:1 customized workforce development planning for awarded Community Lenders
- Surveys of awarded borrowers and community leaders in project areas to assess efficacy of workforce development
- Sharing best practices for workforce development via webinars, resources, and other media




Stay in Touch!

If you are a Community Lender, potential borrower, or community engagement/advocacy organization interested in TA services, please visit **GreenBankForRuralAmerica.org** to sign up for the GBRA mailing list and check *Workforce Development and Technical Assistance Hub Updates!*

You can also reach us via email at **wfd@coalfield-development.org.**

A green-themed form titled "Request More Information" for the Green Bank for Rural America. The form includes fields for First Name, Last Name, Title, Organization, Organization website, City, and State. Below these fields is a section for selecting email preferences, with the "Workforce Development Technical Assistance Hub Updates" option checked.

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Request More Information

To receive updates and information, including information on program launch, please provide your contact information:

First Name *

Last Name *

Title *

Organization *

Organization website *

City *

State *

I would like to receive email messages about: *

- Green Bank for Rural America News, Updates & Event Invitations
- Community Engagement Technical Assistance Hub Updates
- Workforce Development Technical Assistance Hub Updates



Example 1

Planning and Application

Award and Intake

Collaboration and Program Development

- WFD TA Hub and CL allocate *the CL's TA Award funds* to develop a workforce training program.
- WFD TA Hub supports planning and connects to resources: Workforce Development Board, union, and community college.
- Apprenticeship program includes:
 - In-class and on-the-job training
 - Wrap-around services: transportation, childcare, life skills training

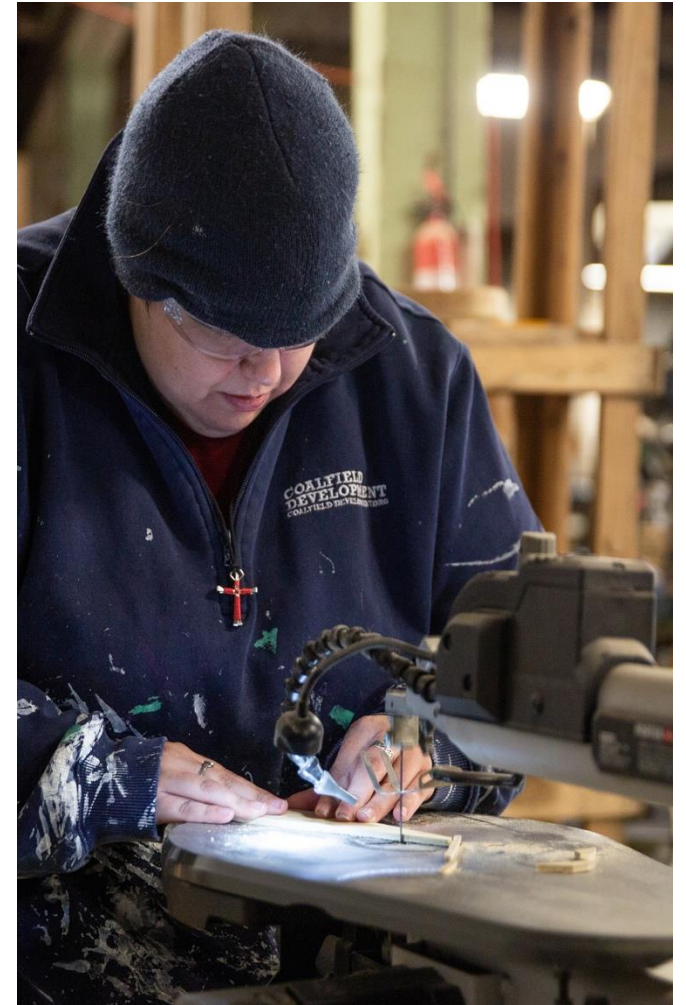


Photo courtesy of Stand Together



Example 2

Award and Local Partnerships

Opportunity Identified

Collaboration and Funding

- Lender (TA Award) and WFD TA Hub (TA Grant) allocate funds to support the applicant in partnering with a community college.
- Community college develops a customized curriculum and engages a local nonprofit to provide wrap-around services for students.
- The community college, non-profit, and applicant jointly apply for a Department of Labor grant for an "earn and learn" program.



Photo courtesy of Stand Together



Example 3

After a successful US Dept. of Labor grant is acquired for the borrower in Example 2, the local stakeholders decide they need a longer-term strategy to support more robust workforce development in the community.

The Community Lender works with the WFD TA Hub to connect with and replicate innovative local models, such as Coastal Enterprises, Inc. (CEI).



Photo courtesy of Stand Together

A stylized illustration of a rural landscape. The background features three layers of blue mountains in shades of light blue, medium blue, and dark blue. In the foreground, there is a green field with a white winding path leading from the bottom center towards a white barn on the right. The barn has a blue square window and a blue rectangular door. To the left of the barn are two white trees with simple trunks and pointed tops. The text 'Question & Answer' is written in white on the dark blue mountain background.

Question & Answer

 <https://greenbankforruralamerica.org/>

 wfd@coalfield-development.org