

# CLEAN JOBS RURAL AMERICA

## 430,000 CLEAN ENERGY JOBS ACROSS AMERICA'S RURAL AREAS<sup>1</sup>



With otherwise flat or negative growth in many sectors, rural communities have seen development of wind, solar and energy efficiency industries become increasingly vital to their local economies and ensuring new job opportunities.

99%

of America's wind capacity is in rural areas.

7X MORE

Clean energy in rural areas employs about seven times more workers than department stores nationally, and more than restaurants in 18 states

82,844

Energy efficiency alone employs 82,844 more rural workers than fossil fuels, a difference nearly equal to the entire workforce of the U.S. coal industry

IN 34 STATES

clean energy jobs account for a larger share of overall employment in rural areas than urban ones

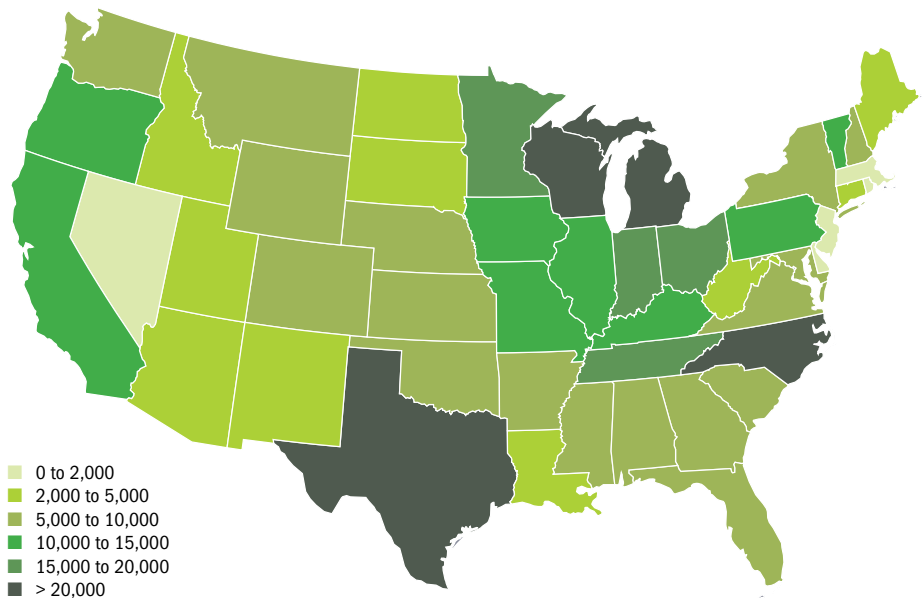
## OVERVIEW

Clean energy creates jobs and supports local tax bases and infrastructure development, while providing new opportunities for rural communities—driving economic benefits that are becoming ever more apparent. **In rural communities facing economic challenges, investments in wind, solar, and energy efficiency are booming.** This report focuses on the non-urban and suburban parts of America—that exemplify the economic promise of these jobs.

## CLEAN ENERGY'S STATE IMPACT

Clean energy employed more than 430,000 people across the rural U.S. in 2017, accounting for 13 percent of nation's total clean energy jobs. Of these jobs, about 320,000 are in energy efficiency fields while 50,000 are renewable energy jobs. The remaining jobs are in sustainable transportation, advanced grid technologies, and alternative fuels.

FIGURE 1: TOTAL RURAL CLEAN ENERGY JOBS 2017



The District of Columbia, Delaware, New Jersey, and Rhode Island have no areas designated as nonmetropolitan by the Office of Management and Budget (OMB), and thus their numbers are not included in this map.



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## ABOUT E2

Environmental Entrepreneurs (E2) is a national, nonpartisan group of business leaders, investors, and professionals from every sector of the economy who advocate for smart policies that are good for the economy and good for the environment. Our members have founded or funded more than 2,500 companies, created more than 600,000 jobs, and manage more than \$100 billion in venture and private equity capital. For more information, see [www.e2.org](http://www.e2.org) or follow us on Twitter at [@e2org](https://twitter.com/e2org).

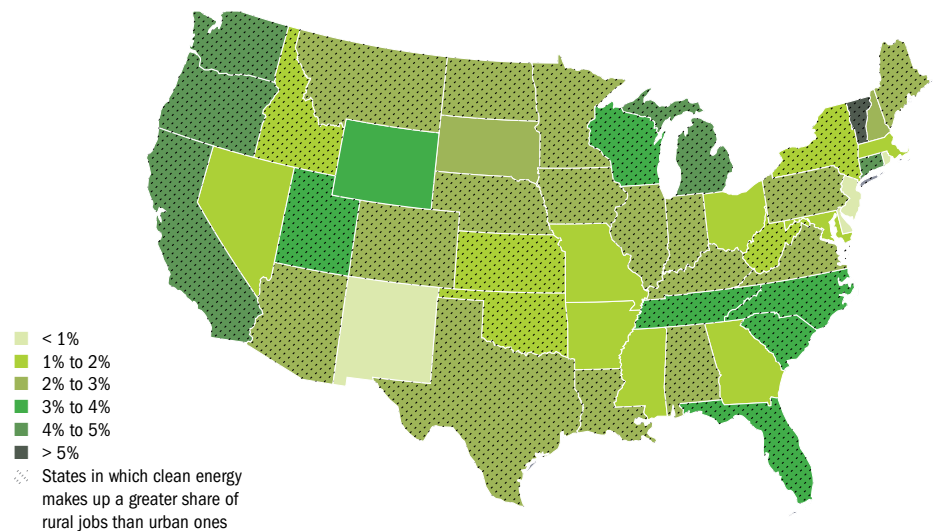
**Versus Overall Employment:** Clean energy jobs in America's rural areas account for over 2.5 percent of total employment, across all sectors. Seven states had clean energy jobs account for more than four percent of overall employment, including Connecticut (4.9%), California (4.4%), Oregon (4.3%), Washington (4.2%), and Michigan (4%). Clean energy made up at least three percent of total jobs in eight other states, including North Carolina (3.7%), South Carolina (3.6%), Wisconsin (3.3%), Florida (3%), and Minnesota (3.0%).

**Comparing Jobs:** In 34 states, clean energy jobs make up a greater share of total jobs in rural areas than urban ones. Nationally, clean energy employed 85 percent more workers than fossil fuels with 37 states having more residents employed in clean energy than fossil fuels. Beyond the energy sector, rural clean energy businesses employed about seven times more people than department stores and more people than restaurants in the rural parts of 18 states, including Indiana, Michigan, Alabama, and Washington.

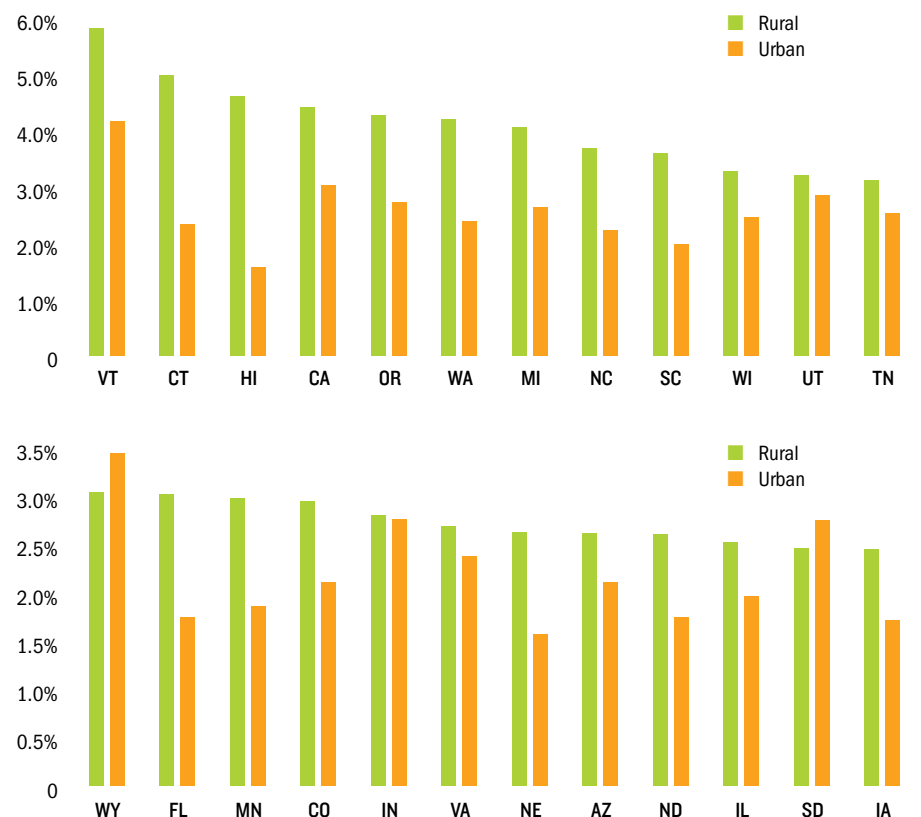
### THE OPPORTUNITY

Federal investment can accelerate the benefits to rural communities from the booming clean energy economy. Several U.S. Department of Agriculture (USDA) programs, including the Rural Energy Assistance Program and the Energy Efficiency and Conservation Loan Program, support clean energy development in rural areas. The federal government can also support rural communities by maintaining policies and programs that incentivize clean energy growth, like funding at the Dept. of Energy, EPA, USDA for programs that support innovation and adoption of energy efficiency and renewable energy technologies.

**FIGURE 2: RURAL CLEAN ENERGY JOBS AS A PERCENT OF ECONOMY-WIDE JOBS WITH COMPARISON TO URBAN 2017**



**FIGURE 3: CLEAN ENERGY JOBS AS A PERCENT OF TOTAL EMPLOYMENT**



### METHODOLOGY

This fact sheet is based on data from the U.S. Energy Employment Report prepared by BW Research Partnership, a full-service, economic and workforce research consulting firm. In this analysis, urban areas include cities and their surroundings, as defined by Metropolitan Statistical Areas (MSAs), and rural areas include Nonmetropolitan Areas. Both MSAs and Nonmetropolitan Areas are defined by the U.S. Office of Management and Budget.

1 Unless otherwise stated, all data is from the 2018 U.S. Energy and Employment Report, May 2018, NASEO and EFI. See Pages 15-17 for methodology questions. For more questions regarding methodology, visit [www.e2.org/cleanjobsamerica/FAQ](http://www.e2.org/cleanjobsamerica/FAQ).