



**Invitation to a CAP Event:
“Green Collar Jobs: Building a Just and Sustainable Economy”**

Details: *CAP Panel Event on “Green Collar Jobs”*
Monday October 22nd, 9:00am –10:30am
Center for American Progress, 10th Floor Conference Room D,
1333 H St. NW, Washington, DC, 20005

Panelists: **Carleton Brown** (Carleton is COO of Full Spectrum, LLC, a developer of low income sustainable housing projects. Full Spectrum has been active from Harlem to New Orleans, and Carleton was recently featured on the Sundance Channel show “The Green.”)

Majora Carter (Majora is the Executive Director of Sustainable South Bronx, a community organization focusing on environmental justice and sustainable development. She is a 2005 MacArthur “genius award” winner and a 2007 recipient of the NYU MLK Jr. Award for Humanitarian Service)

Sadhu Johnston (Sadhu is Chief Environmental Officer for the City of Chicago, which under his and Mayor Daley’s leadership has been transformed into one of the greenest cities in America. Previously, Sadhu was served as Executive Director of Cleveland’s Green Building Coalition.)

Van Jones (Van is a national leader on green jobs and social equity. In 1996, Van co-founded the Ella Baker Center for Human Rights in Oakland, California. Just recently at the Clinton Global Initiative, Van announced Green For All, a national campaign for green-collar jobs.

Moderator: Bracken Hendricks (Bracken is a Senior Fellow at the Center for American Progress, working on issues pertaining to green jobs, climate change and energy independence, and sustainable economic policy. He was founding executive director of the Apollo Alliance for jobs and energy independence.)

Background:

A new wave of green investment is sweeping our nation’s cities. Reorienting our antiquated urban and energy infrastructure around the platforms of efficiency, sustainability and reduced greenhouse gas emissions represents perhaps *the* preeminent economic engine for innovation, job creation, and productivity growth in coming decades. With federal policy stuck in a partisan stalemate, America’s cities and communities are taking the lead in promoting a cleaner and more secure energy future – while seizing the enormous opportunity afforded by the exploding “green” economic sector to rebuild communities and regional economies.

A host of new policies – from renewable energy standards, to green building laws, to pension fund investments in clean technology, to over 600 mayors committing to cut greenhouse gas emissions – will cumulatively create literally millions of new “green collar jobs” in this emerging sector of the economy. Green collar jobs offer the promise of good work for everyone from entry-level construction workers and landscapers, to highly skilled engineers and designers.

With billions of dollars poised to flow into cities in the form of green investment, a movement is growing to ensure that the new green economy creates greater opportunities for those who were have been traditionally marginalized. The question people are asking is: “who will get the green jobs of the future?” Around the country, cutting edge businesses, community activists, and forward-thinking elected officials are making good on the promise of green cities to create good jobs and expanded opportunity for those who need them most.

Increasingly, people are realizing that smart public policy is vital to ensure that the benefits of the new green economy reach the communities, business, and individuals most in need. Traditionally marginalized populations and small business will require support to ensure their inclusion in the myriad opportunities ahead.

This panel of national experts on “green collar jobs” and environmentally-oriented economic development comes at a critical moment for our city and our nation, as we grapple with how to leverage emerging policies as an opportunity to reinvest in jobs and skills, rebuild our neighborhoods, and restore aging infrastructure with substantial overall benefits for the environment, job creation, small business, and the economy.

As the Nation’s capitol, Washington DC is poised to be an important leader in this process, and has already shown initiative. Mayor Fenty has announced the formation of a Green Jobs Advisory Council to bring together employers, citizens, and economic development and workforce advocates. Council Member Kwame Brown is holding hearings into the prospects of green jobs to reenergize “local, small, and disadvantaged business entities”. The District has signed on to the Mayors Climate Protection Agreement, and in 2006 passed a landmark green building law. On the horizon, leaders in City Council are preparing a comprehensive energy plan built around efficiency and renewables, and grappling with sustainable strategies to manage growing storm water problems by improving the management of open space. Meanwhile at the national level, “green jobs” legislation was included in the current federal energy bill that will provide training for energy efficiency retrofits and renewable energy installers.

The District, and the nation, must develop local businesses and labor markets capable of filling this demand, ensuring that workers are poised to meet the expanding market for skilled green workers, providing career ladders and skills training for the unemployed, and offering pathways out of poverty. These national leaders will use this forum at the Center for American Progress to offer insights drawn from around the country on building “green collar jobs” and using the greening of cities as an engine for just and equitable economic development.

We hope you can join us for this event. Please RSVP with questions or comments to: Benjamin Goldstein (bgoldstein@americanprogress.org) (202-481-8175).

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Department of Employment Services



Green Collar Jobs Planning Meeting
October 4, 2007
1:00 p.m.

Agenda

- I. Welcome
Susan Gilbert, Associate Director, Presiding
- II. Introductions
- III. The D.C. Green Building Law 2007 – Effective October 1, 2007
- IV. Overview – Green Collar Jobs Initiative
- V. Training Providers – Update
- VI. Green Collar Jobs Action Plan – Draft
- VII. Green Calendar of Events
- VIII. Discussion: LEED and Implications for Employment
- IX. Next Steps

Materials to be included in packets:

District Legislation: Green Building Act of 2007
United States Green Building Council
DC Green Collar Jobs Questionnaire

**District of Columbia
Department of Employment Services**

**Action Plan Draft – Green Collar Jobs Initiative
“Developing a Green Competent Workforce”**

October 4, 2007

Platon - CAP Fellow

**District of Columbia
Department of Employment Services
Action Plan Draft – Green Collar Jobs Initiative**

“Developing a Green Competent Workforce”

I. Scope

The District of Columbia Department of Employment Services (DOES) endeavor to provide a comprehensive occupational skills training program/curriculum that prepares residents of the District of Columbia for green collar jobs in the green industry.

II. Introduction

The “green” industry is a movement for the preservation of the environment and human life. The “green” industry is exploding and is requiring that government and business rethink present policies, redirect resources, and forge new alliances. It is requiring that business leaders and managers, and high performing companies gain greater awareness of the need to adopt green sustainability-related values, strategies, principles, and practices and possibly be re-trained.

The “green” industry offers each of us new challenges, new opportunities, and new hope for a better quality of life. As we witness daily the social, environmental, and economic differences, it will have broad impacts and will ultimately transform the way we live and work.

The “green” industry is creating jobs in construction, information technology, goods and supplies, and professional services, and is requiring a well-trained workforce to fill these jobs.

III. Legislation

The Council of the District of Columbia passed the “Green Building Act of 2006,” the ACT is effective October 1, 2007. The Act serves four purposes: 1) to establish high-performance building standards that require the planning, design, construction, operation, and maintenance of building projects; 2) to establish a green building incentives program; 3) to establish a Green Building Fund, and 4) to establish the Green Building Advisory Council. There is pending legislation before the Council that amends the Act to accelerate the pace at which the District of Columbia adopts updated building codes for energy efficiency and the regulatory adoption of future improvements in green building standards.

In June 2007, the House Education Labor Committee passed “The Green Jobs Act of 2007 (H.R. 2847). This legislation will make available \$125 million a year to establish national and state job training programs, administered by the U.S. Department of Labor, to train workers in the clean energy sector, such as energy efficient buildings and

construction, renewable electric power, energy efficient vehicles, and biofuels development. The Act would also help identify and track the new jobs and skills needed for these industries and develop job standards and training curricular.

The Mayor of the District of Columbia has established a "Green Collar Jobs Advisory Council" to focus on the creation of green collar jobs and job training.

IV. The DOES Role

The Department of Employment Services (DOES) was created to develop jobs for people and people for jobs. Government and business have a growing demand for qualified workers to fill "green" industry jobs. To meet that demand, DOES has lead responsibility for recruiting, training, and providing a strong supply of well-trained and highly-skilled workers.

V. Purpose – Action Plan

- a. To highlight DOES' commitment to Green Building related employment and sustainability in the District of Columbia.
- b. To develop a workforce capable of filling the demand in the District created by "The Green Building Act of 2007" as amended and the pending federal "Green Jobs Act of 2007."
- c. To educate the community and business about the Green Laws and to raise awareness about the need to develop a Green Collar Workforce.

VI. Best Practices Review and Analysis

- a. Conduct a review of local and national green collar workforce development initiatives and programs, and
- b. Identify best practice strategies that might be applicable to the District's Green Building Law and Green Collar Jobs Initiative.

On the chart (See Attachment 1) that follows, staff has accessed six known sources of best practices for Green Collar Jobs strategic plans. They have reviewed these best practices with an eye towards their relevance to the District's workforce. The sources Of best practices information include the following:

- The Ella Baker Center for Human Rights
- Apollo Alliance and Urban Habitat
- Oakland Green Job Corps
- DC Greenworks
- Pasadena's Green Building Program

- River of Hope (The Earth Conservation Corps)

The chart also highlights "The Greenest Billionaires," potential funding sources, and their funding interests.

VII. Action Plan Timelines (See Attachment 2)

Attachment 1

Green Collar Jobs Initiative Best Practices Review and Analysis *October 4, 2007*

City, State	Project	DC Green Best Practices
<p>Oakland CA. The Ella Baker Center for Human Rights</p>	<p>The Ella Baker Center for Human Rights is a strategy and action center working for justice, opportunity, and peace in America. The Center, in partnership with Apollo Alliance and Urban Habitat, two national organizations, collaborated to produce a report entitled “Community Jobs in the Green Community”. They are committed to advancing a green economy that is rooted in the principles of equitable development. They advocate that policymakers and communities must ensure that the benefits of the clean energy economy include low-income workers and people of color. Their plan is supported by national leaders in politics, labor, and environmental advocates. They include United Steel Workers of America, AFL-CIO Building and Construction Trades Dept. and The American Solar Energy Society. They are also supported by local businesses and communities of color that are traditionally most harmed by existing energy policies.</p>	<p>Present policies and strategies to policymakers, community organizations, businesses, and unions that will be instrumental in crafting training and providing employment at both entry and high skill levels.</p> <p>Seek assistance from the education community and Green Collar Job trainers to develop curricula for the various skill sets.</p> <p>Require employers who benefit from government financing or subsidies to reserve a percentage of jobs for local residents.</p> <p>Enter into binding agreements for example, <u>PLAs (Project Labor Agreements)</u>. The DOES Planning Group would outreach to involve community based organizations, unions, contractors, and developers.</p>
<p>Oakland, CA. Ella Baker Center for Human Rights</p>	<p>Apollo Alliance and Urban Habitat Apollo Alliance aims to improve Americas’ security, technological leadership, economic strength, and shared prosperity by achieving sustainable American energy independence through efforts at national, state and local levels. Urban Habitat’s mission is to build power in low-income</p>	<p>How can we ensure that low- income residents are able to access these new high-quality, family- supporting jobs-- especially those with barriers to employment, such as limited language skills, unemployed, under employed, or history of incarceration?</p> <p>The DOES Planning Group should develop the vision to create entry level and high wage training, and employment</p>

City, State	Project	DC Green Best Practices
	<p>communities and communities of color by combining education, advocacy, research, and coalition building to advance environmental, economic, and social justice in California's Bay Area. These two organizations, in a collaborative effort, produced the report "Community Jobs in the Green Economy." They share a belief in the potential of the "green economy" to generate quality jobs in our nation's low-income communities and communities of color. They have created training programs and employment opportunities in their communities, in Renewable Energy, Solar PV, Wind Energy, and Solar Water Heater, just to name a few. They also have a comprehensive plan for local hiring practices to ensure that residents have access to training and employment opportunities.</p>	<p>programs in the following areas: 1.) Energy Efficiency Retrofit Jobs, i.e. (auditing energy use, installing efficient lighting and heating systems) 2.) Jobs in Solar PV i.e. (manufacturing parts for solar PV systems, installing solar power systems on rooftops) 3.) Wind Energy Jobs i.e. (operating and maintaining wind turbines). There are many other jobs we can list.</p> <p>To ensure that residents have access to training and employment, investigate various types agreements that can be implemented between units of government and contractors carrying out publicly funded projects. For example, PLAs can require contractors to use apprentices for a specified percentage of all hours worked. Require employers who benefit from public financing or subsidies to reserve a percentage of jobs for local residents, Tie local hiring and training strategies to economic development.</p> <p>Another powerful tool for ensuring that issues of community and economic justice are addressed are Community Benefit Agreements (CBAs). CBAs link public subsidies in the project development process to specific community enhancements e.g. training and employment. How communities approach workforce development for green jobs is crucial, as these programs can make the difference between a "high- road" economy with good, family-supporting jobs filled by local workers, and a "low-road" economy with imported low-wage labor. (Source: Community Jobs in the Green Economy Report).</p>
<p>Oakland, CA. Oakland Apollo Alliance The Ella Baker Center for Human Rights</p>	<p>Oakland Green Job Corps. The program prioritizes providing training and employment opportunities to those who are considered "hard to employ" (e.g. at- risk youth, under employed, low income, or formerly incarcerated). Oakland residents will train for employment in renewable energy, and energy efficiency. This program will be a pipeline</p>	<p>Work with Community Based Organizations, Faith Based Organizations, One Stop Centers, and government agencies,(e.g. Departments of Human Resources, Waste Management, Public Works, and Housing and Community Development), to identify qualified candidates for training and employment in green collar jobs.</p>

City, State	Project	DC Green Best Practices
	<p>connecting the different parts of the workforce development community with emerging green jobs. The Oakland Apollo Alliance secured City Council support for its proposal to establish a Green Jobs Corps. The City Council voted to allocate \$250,000 to launch the job training program. The Oakland Apollo Alliance is co-convened by the Ella Baker Center for Human Rights and IBEW local 595.</p>	
<p>Washington, DC DC Greenworks</p>	<p>DC Greenworks Greenworks offers training for jobs in landscaping, tree service, low impact development (LID), park maintenance, and nurseries. They work directly with employers, social services, and youth agencies to find viable placements for their graduates. They provide programs that adapt to various communities. All of DC Greenworks programs strive to be mindful of, and relevant to the lives of the poor, multi-ethnic, urban communities they serve including hiring urban youth to build a greenroof in a wealthy suburb, presenting workshops on tree care in the neighborhood, or designing employment training programs for the homeless.</p>	<p>Fortunately for DC Greenworks, DC has a chronic shortage of landscaping and tree planting services. The Urban Forestry Administration and the Department of Parks and Recreation have a huge backlog of requests for tree planting and pruning, and dead tree removal, and stump grinding. This is a great partnering opportunity for the District since DC Greenworks has been around since 2000. They have the experience to provide training to our participants, and employment contacts in the green industry. Capital Space (A Park System for the Nation's Capital) could also be a valued resource to this project.</p>
<p>Pasadena, CA.</p>	<p>Pasadena's Green Building Program Pasadena is committed to addressing urban growth issues impacting energy, waste reduction, urban design, urban nature, transportation, environmental health, and water. The City Manager's office developed a Green Building Ordinance as part of their program. In December, 2005, The City Council approved a green building program with three components: 1.) Green Building Ordinance 2.) Incentives 3.) Outreach and education. As a result, the proposed green building program</p>	<p>Examine other jurisdictions' e.g. Prince Georges' and Montgomery County's green building programs; solicit input from the community including development and business groups. Conduct sustainability workshops for the community and businesses. Task The DOES Planning Group to investigate the types of incentives that could be offered to help businesses and residents go green. i.e. The City of Pasadena recommends offering project applicants the services of a LEED AP (Leadership in Energy and Environmental Design Accredited</p>

City, State	Project	DC Green Best Practices
	<p>includes categories and thresholds for mandatory compliance, guidelines, incentives, and outreach and education components. The public is encouraged to learn more about sustainability, natural resource conservation, and green buildings by attending various workshops and seminars that the city will host on an on-going basis. Pasadena recommended retaining the services of a consultant with pre-requisite green expertise to conduct outreach efforts.</p>	<p>Professional) technical expert for a period of one year after the effective date of The Green Building Ordinance. The expert will work directly with the project design team to verify that green building compliance is evident throughout the design and construction phases and to review the LEED checklist and plan submittal.</p> <p>The DOES Planning Group would determine how outreach efforts will be conducted.</p> <p>In partnership with the DC Department of Small and Local Business Development, encourage various types of business expansion, development and redevelopment activities which will provide employment opportunities at all income levels.</p>
Washington, DC	<p>River of Hope (The Earth Conservation Corps). As a nonprofit youth development and environmental service organization they have been successful at reclaiming two of America's most endangered resources- our youth and our environment. Their commitment is to clean up the heavily polluted Anacostia River which flows through the city's most disadvantaged communities. This past June, The Anacostia Waterfront Corporation (AWC) announced that the Anacostia River is one of four projects accepted by the USGBC (United States Green Building Council) for a LEED Neighborhood (ND) pilot program. The LEED for ND pilot program is an opportunity for projects that have incorporated smart growth, new urbanist, and green design principles to be recognized for their accomplishments in these areas.</p>	<p>Task the DOES Planning Group to develop an outreach plan to recruit for training and employment. Recruitment sources would include schools, community based organizations, juvenile services, Summer youth, and other youth organizations. Seek out, get involved with, and partner with organizations, Local and Federal Government agencies, and grass-root neighborhood groups that are currently working for the restoration of the watershed (a ridge of land that separates two adjacent river systems). See attached list of organizations currently involved. Source: The Anacostia: River of Recovery</p>
The Greenest Billionaires	<p>Sources of Funding: Richard Branson \$3.8 billion Has already invested 33 million to bioethanol in TN. and CA. Plans to commit \$300 million to similar projects over the next 3 years.</p>	<p>Submit unsolicited proposal for DC Green</p>

City, State	Project	DC Green Best Practices
	<p>Bill Gates \$56 billion His private equity firm Cascade Investment recently invested \$84 million in Pacific Ethanol which makes clean burning fuel from corn.</p>	<p>Seek to get some funding for the east coast, currently all awards have been made to the west coast. Submit an unsolicited proposal for DC Green.</p>
	<p>Jeff Skoll \$4.2 billion EBay's' first president now spends his time on creative and philanthropic endeavors. He recently made headlines as the executive producer of Al Gore's Oscar winning global warming documentary, An Inconvenient Truth.</p>	<p>Submit unsolicited proposal for DC Green</p>
	<p>Ted Turner \$2 billion America's largest individual landowner launched the Turner Endangered Species Fund to promote biodiversity, conservation and help protect threatened plant and animal species. Recently he launched DT Solar, which aims to develop utility scale solar power plants.</p>	<p>Submit unsolicited proposal for DC Green</p>
	<p>John Doerr \$1 billion A venture capitalist who helped launch Amazon, and Google is a tireless advocate of green technology. His firm has been investing in renewable energy companies through his "Greentech" venture since 1999. In the last 2 years his firm has allocated 200 million plus to more than a dozen green companies.</p>	<p>Business partners may be interested to know that there is investment capital available for green industry training and employment. Submit unsolicited proposal for DC Green.</p>
	<p>Victor MacFarlane \$10 Billion Mr. MacFarlane is president of MacFarlane Partners who has partnered with JBG Companies to form JBG Urban LLC to develop and redevelop properties in the Washington, DC area. MacFarlane is the largest minority-owned real estate investment</p>	<p>Submit unsolicited proposal for DC Green. This may be a good opportunity for the River of Hope project.</p>

City, State	Project	DC Green Best Practices
	<p>firm in the country. He has also purchased the DC United soccer team, and is currently trying to build a new stadium for the team across the river from the new National's baseball team stadium.</p>	

Attachment 2

Green Collar Jobs Timeline

ID	Task Name	Duration	Start	Finish	Resource Names	Sep 2, '07							Sep 9, '07							
						S	M	T	W	T	F	S	S	M	T	W	T			
1	Goals	0 days?	Tue 9/4/07	Tue 9/4/07				◆												
2	Provide training and access to entry level employment in green collar jobs	360 days	Tue 1/15/08	Mon 6/1/09																
3	Provide access to training for higher skilled technical employment in green jobs	360 days	Tue 1/15/08	Mon 6/1/09																
4	Develop relationships and partner with organizations working on employment sustainability initiatives	360 days	Thu 11/15/07	Wed 4/1/09																
5	Provide assistance to developers and public officials seeking certification in Leadership in Energy and Environmental Design (LEED)	360 days	Tue 1/15/08	Mon 6/1/09																
6	Research and Identify funding sources for job training	180 days	Wed 9/12/07	Tue 5/20/08																
7	Join the U.S. Green Building Council	60 days	Tue 1/15/08	Mon 4/7/08																
8	Objectives	0 days	Tue 9/4/07	Tue 9/4/07																
9	Develop a workforce capable of filling the demand in the District created by the Green Building Act of 2007	360 days	Mon 9/3/07	Fri 4/24/09																
10	Identify and survey local businesses currently employing green collar workers.	60 days	Tue 2/5/08	Mon 4/28/08																
11	Ensure that workers with limited education have access to Green Collar employment	360 days	Thu 11/15/07	Wed 4/1/09																
12	Develop a community outreach plan with community and faith based organizations to ensure proper recruitment strategies.	360 days	Thu 11/15/07	Wed 4/1/09																
13	Best Practices Documentation	1 day?	Tue 9/4/07	Tue 9/4/07																
14	Conduct best practices review and analysis of local and national Green Building and job training programs and policies	30 days	Tue 9/4/07	Mon 10/15/07																
15	Identify practices that are relevant to the District.	45 days	Tue 9/4/07	Mon 11/5/07																
16	Outreach and Education	1 day?	Tue 9/4/07	Tue 9/4/07																
17	Develop "green" outreach and marketing plans.	130 days	Thu 11/8/07	Wed 5/7/08																

Project: Green Collar Jobs Timeline Date: Wed 10/3/07	Task		Milestone		External Tasks	
	Split		Summary		External Milestone	
	Progress		Project Summary		Deadline	

