

# Organizing for Just Energy Retrofit Programs in Silicon Valley

Presentation for Green for All Community of Practice

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# GREEN JOBS PROJECTS IN SILICON VALLEY

1. Green Careers Initiative
2. Green Pays
3. Small Business Pilot

# GREEN CAREERS INITIATIVE: VISION

- Not just “green jobs”, but green careers
- Create green pathways into construction careers & other green industries for disadvantaged local residents
- Promote sustainable economic development through renewables, energy efficiency and weatherization
- Improve access to energy-efficient building resources for residents at all income levels
- Reduce energy use and carbon footprint of the built environment

# GREEN CAREERS INITIATIVE: GOALS

- Short-term: Create a regional partnership to apply for **DOL Green Jobs Training Grants**
- Intermediate-term:
  - Identify other funding sources** for training & job creation
  - Communicate and coordinate** green jobs initiatives
  - Develop intermediate work experience/OJT step**

# GREEN CAREERS INITIATIVE: GOALS

Long-term:

- Launch a sustainable initiative that links workforce development to economic development: connecting green jobs training to family-supporting careers for Silicon Valley residents through **local hiring standards** and creation of **career pathways**

# GCI COMPONENTS: PATHWAYS OUT OF POVERTY

- Outreach / targeting of disadvantaged workers and underrepresented populations
- Basic skills training as needed
- Pre-apprenticeship training
- Wraparound supportive services
- **Stepping-stone / work experience in low-income weatherization or home retrofits**

# GCI COMPONENTS: LOCAL HIRE

- Connect local disadvantaged workers from green jobs training directly to green construction jobs
- **Construction Careers Policy** for local hire and apprenticeship utilization on “green” public works
- Work towards direct entry agreements with apprenticeship programs

*Construction Careers Policy models:*

*<http://www.communitybenefits.org/article.php?id=1197>*

# GCI COMPONENTS: INCUMBENT WORKER TRAINING

- Training to prepare incumbent construction trades workers for the green workforce
  - “Sustainability 101” / “superior green” course
  - Skills upgrade training
  - Certification in green building standards
- Career ladder training

# GCI INITIAL PARTNERS

- Building Trades Council
  - Affiliated local unions
  - Apprenticeship programs (JATCs)
  - Contractors (later stage)
- Community colleges
  - Workforce Institute
  - California Construction College
- Workforce Investment Board
- Nonprofit training providers
- Community Action Agency
  - Weatherization
  - Largest social service provider
- City and county governments
  - Green public works
  - Collaboration w/ other partners
- Public transit agency
- WPUSA
- Looking for other nontraditional allies...

# CATCHING THE NEXT WAVE...

**American Clean Energy and Security Act (H.R. 2454)** as passed by the House includes:

- Green Construction Careers Demonstration Project – selected residential retrofit & other projects will employ targeted workers enrolled in apprenticeship & pre-app programs
- Community Colleges and Career and Technical Education – competitive grants for community partnerships to develop green career programs
- Energy Worker Training Program – ongoing funds for Green Jobs Act

# SMALL BUSINESS PILOT

- Focus: Energy efficiency retrofits for small businesses in Palo Alto, CA
- Proposed model: on-bill financing through municipal utility
- Proposed loan capital source: existing utility capital fund
- Partners:
  - Local developer
  - Building trades unions
  - Small business advocates
  - Environmental organizations
- 5/18/09: Palo Alto City Council approved a motion directing Staff to return to Council by September 30, 2009 with a plan to implement an on-bill or off-bill financing program.