



# CREATING GREEN JOBS IN LOS ANGELES

Connecting Inner-City Communities &  
Incumbent Workers to the Green Economy



Joanna Lee, SCOPE  
CA WIB Green Collar Jobs Council - April 27, 2009

# STRATEGIC CONCEPTS IN ORGANIZING AND POLICY EDUCATION



Grassroots Organization (AGENDA)  
Regional Alliances  
(Los Angeles Metropolitan Alliance)  
Strategic Research and Analysis  
Training and Capacity Building  
Civic Participation  
State and National Alliances and  
Networks

Ending Structural Barriers to social and economic opportunities for poor and working communities

# LOS ANGELES APOLLO ALLIANCE MISSION

The mission of the Los Angeles Apollo Alliance is to build a broad-based constituency in support of a sustainable, equitable and clean energy economy that will:

- Create quality jobs for low-income people of color
- Create healthier and safer communities, and
- Promote community-based land use planning and economic development.

Through policy alternatives, organizing, and on the ground results, we are demonstrating that a socially-just, environmentally-sustainable and economically-prosperous future is attainable.

## CURRENT LOS ANGELES APOLLO ALLIANCE SUPPORTERS

### COMMUNITY

#### AGENDA

Communities for a Better Environment  
Community Coalition  
East LA Community Corporation  
Korean Resource Center  
Legal Aid Foundation of Los Angeles  
Los Angeles Alliance for a New Economy  
Silverlake-Hollywood-Echo Park Metro Alliance  
Strategic Action for a Just Economy

### LABOR

AFSCME District Council 36  
IBEW Local 11  
IBEW Local 18-LADWP Joint Training Institute  
Laborers Local 300  
LA County Federation of Labor  
Painters District Council 36  
P.I.P.E. Trust Fund  
SEIU Local 721  
UCLA Labor Center

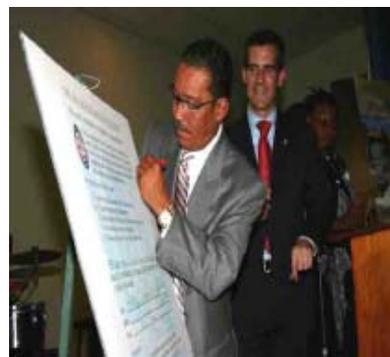
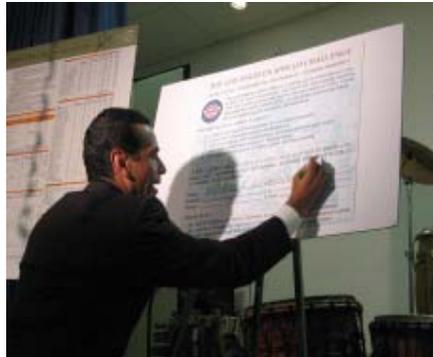
### ENVIRONMENT

Audubon Center at Debs Park  
Center for Energy Efficiency and Renewable Technologies  
Coalition for Clean Air  
Environmental Defense – LA Office  
Physicians for Social Responsibility - LA  
Sierra Club – Angeles Chapter  
Trust for Public Land – LA

### ADVISORS

Denise Fairchild  
Dan Flaming  
Andy Lipkis  
Mary Luevano  
Jerilyn Lopez-Mendoza  
Victor Narro  
Manuel Pastor  
Bharat Patel  
Alex Paxton  
Teresa Sanchez  
David Sickler  
Bruce Stenslie  
Anthony Thigpenn  
Jennifer Wolch  
Goetz Wolff

# AUGUST 16, 2006 LA APOLLO LAUNCH



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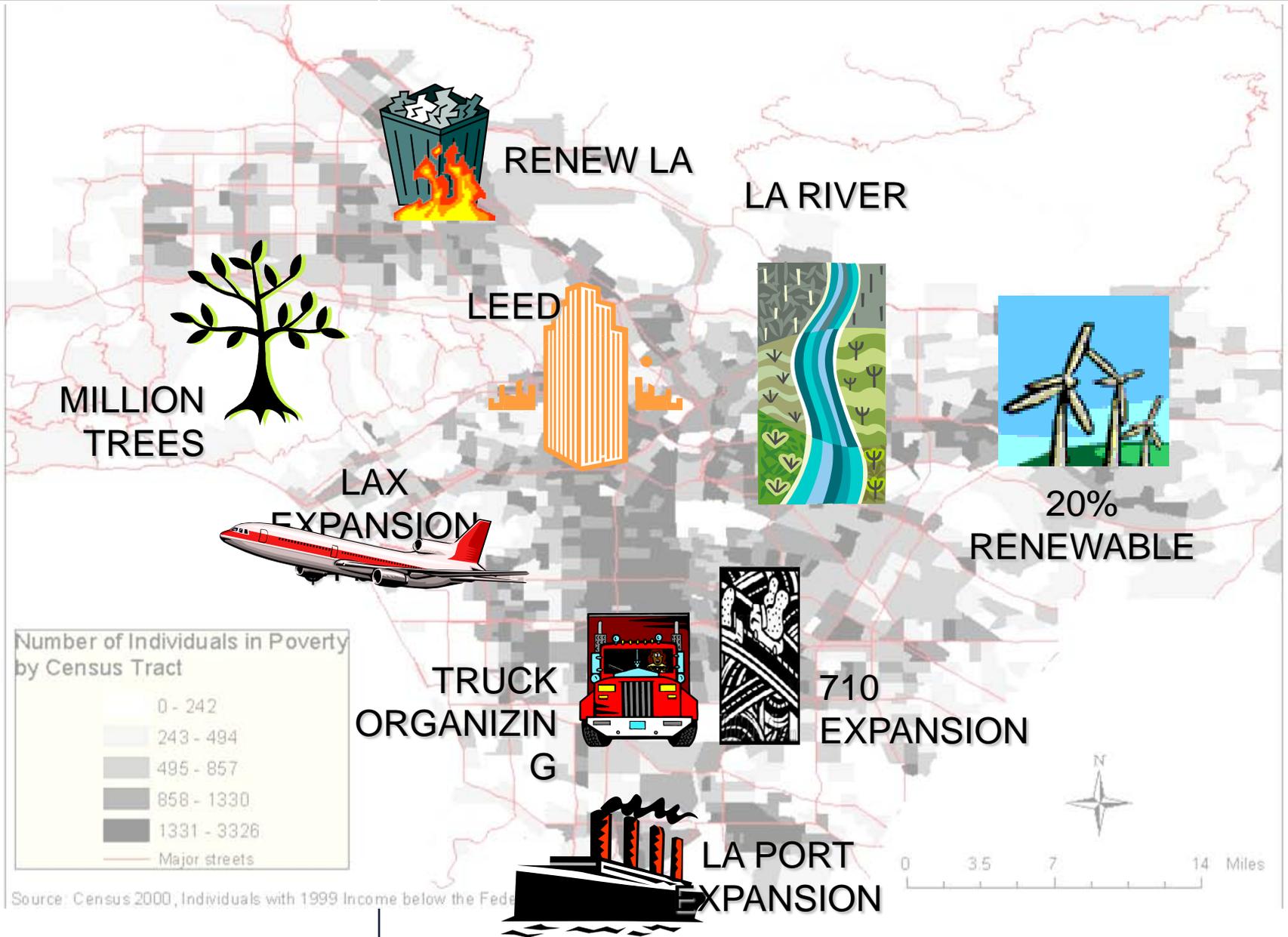
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# SHAPING AN EQUITABLE GREEN ECONOMY IN LOS ANGELES



Source: Census 2000, Individuals with 1999 Income below the Federal Poverty Line

# CITY GREEN RETROFIT & WORKFORCE DEVELOPMENT PROGRAM

## Policy Objectives

*An LA City Strategy to revitalize public buildings, parks & open space to address poverty in inner city communities*

**Green City Buildings:** Ensure holistic greening of existing buildings

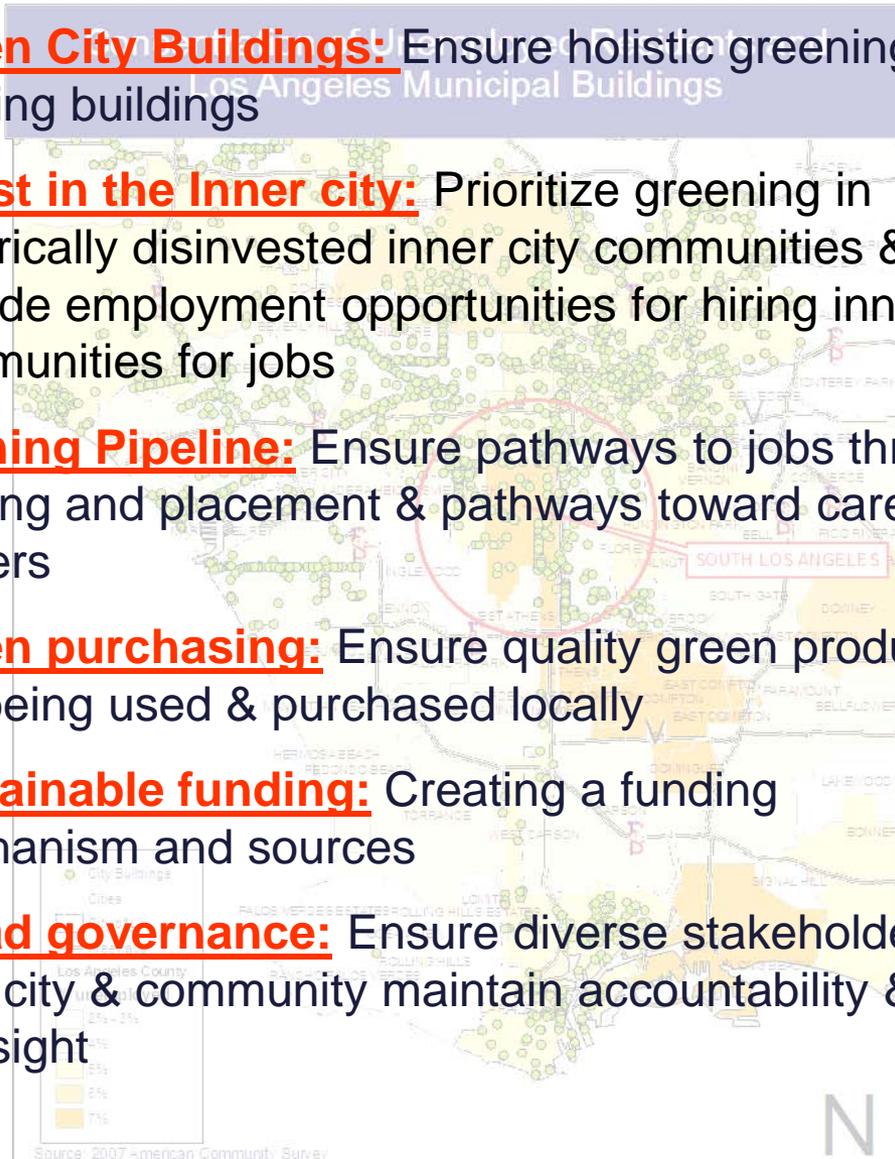
**Invest in the Inner city:** Prioritize greening in historically disinvested inner city communities & provide employment opportunities for hiring inner city communities for jobs

**Training Pipeline:** Ensure pathways to jobs through training and placement & pathways toward career ladders

**Green purchasing:** Ensure quality green products are being used & purchased locally

**Sustainable funding:** Creating a funding mechanism and sources

**Broad governance:** Ensure diverse stakeholders from city & community maintain accountability & oversight



# WHY GREEN BUILDING?

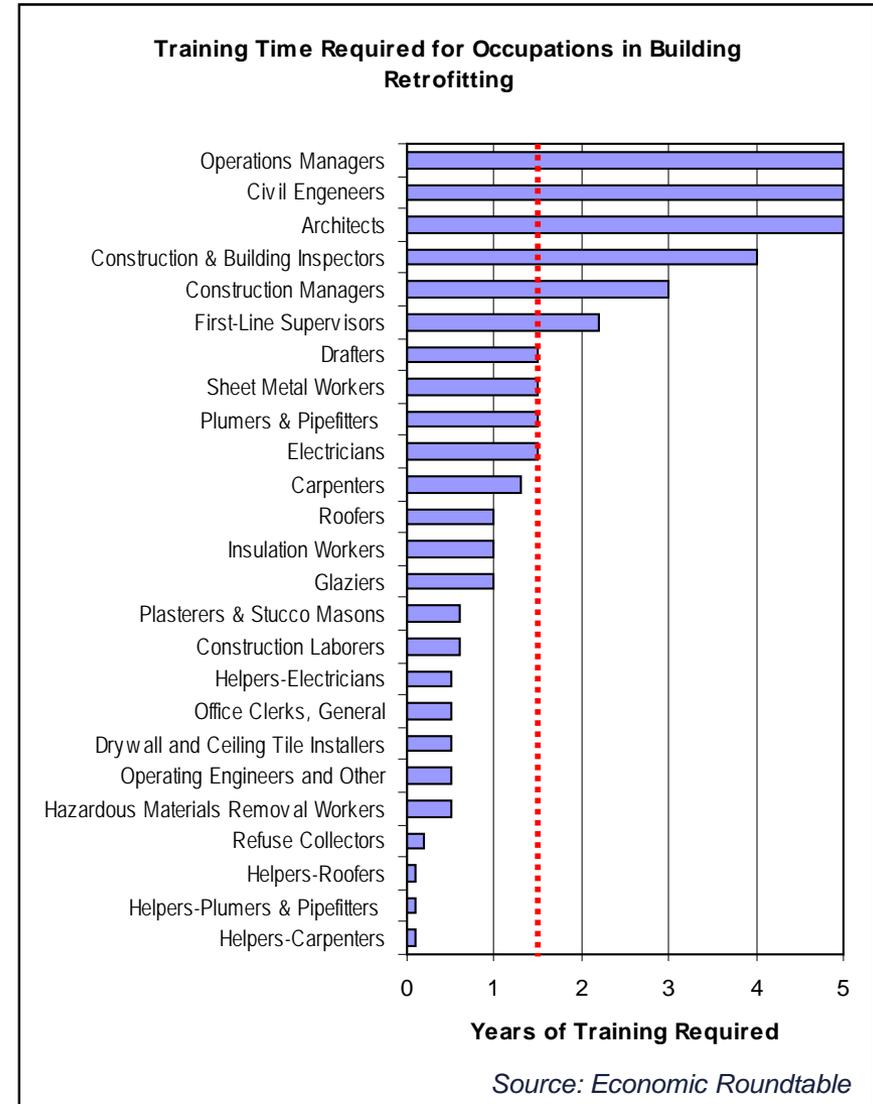
Green Building is gaining **momentum** in Los Angeles and the nation through standards and incentives

Green Building stimulates **local manufacturing** of green building-related materials

Creates **career jobs** in a broad range of occupations and industries with **entry-level union** occupation opportunities

Buildings are the **largest energy users** in the US, accounting for **\$280 billion** in energy costs

**15% reduction** in City building annual energy use = **6,670 tons reduction** in carbon emissions



# GREEN INDUSTRY SECTORS

**CONSTRUCTION**

FRONT LINE SUPERVISOR



JOURNEYMEN



APPRENTICE



**OPERATIONS / MAINTENANCE**

BUILDING MANAGERS,  
OPERATORS,  
SUPERVISORS



RESOURCE EFFICIENT  
MAINTENANCE  
LANDSCAPERS



JANITORS  
GARDENERS



**MANUFACTURING**

OPERATORS  
TECHNICIANS  
SUPERVISORS



MACHINISTS  
PRODUCT CONTROL



ASSEMBLERS



*The need for  
improvements in  
municipal  
infrastructure is at  
a critical level*

*The City of Los  
Angeles owns &  
manages 1,100+  
properties totaling  
over 1m ft<sup>2</sup>*

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# Partnering to build an Equitable Green Economy In LA

How

Concentration of Unemployed Residents and Los Angeles Municipal Buildings

Engaging diverse partners from the beginning to bring expertise & support

Supportive, engaged community participation: Forums, council meetings, community teach-ins

Education & interaction with City Leadership interest in green job policy

Proactive comprehensive policy that addresses multiple interests





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