

Reinvestment in People, Infrastructure, and Industry

- ▶ **Welcome – Steve Coyle, Town Green**
- ▶ **Presentations:**
 - ▶ Satya Rhodes-Conway, COWS
 - ▶ Steve Coyle, Town Green
 - ▶ Amanda Woodrum, Ohio Apollo Alliance
 - ▶ Steve Gelb, SustainableWorks
 - ▶ Kiesha Krumm, Sound Alliance
- ▶ **Break out groups and Discussion**
 - ▶ Policy - Satya
 - ▶ Buildings and Blocks – Steve and Steve
 - ▶ Industry - Amanda
 - ▶ Organizing - Keisha
- ▶ **Report back**



Growing the Green Economy

Satya Rhodes-Conway
Center on Wisconsin Strategy
February 6 2010

COWS

(Center on Wisconsin Strategy)

- ▶ National research center at UW Madison
- ▶ “Think-and-do tank” for high-road economic development
- ▶ Focus on good jobs and clean energy
- ▶ Co-founder, Apollo Alliance, Emerald Cities Partnership & Efficiency Cities Network



“Milk for the Movement”



Green Growth is Smart Growth

- ▶ Why are we talking about jobs at a smart growth conference?
- ▶ If you really want to grow smart....
 - ▶ You have to think about people and where they work and how much they make
 - ▶ You have to think about your existing building stock
 - ▶ You have to think about industry and how it survives/grows
 - ▶ You have to think about where your energy comes from
- ▶ Don't sprawl your economy.... Reinvest in what you've got... make it more efficient...build a sustainable community through economic development as well as land use.





Green Jobs

What are they?

Defining Green Jobs and Skills

“Green jobs involve some task associated with improving the environment, including reducing carbon emissions and creating and/or using energy more efficiently.”

— *The White House Task Force on the Middle Class*

- ▶ Family-supporting jobs
- ▶ Middle-skill jobs
- ▶ Existing jobs – with greener skill sets

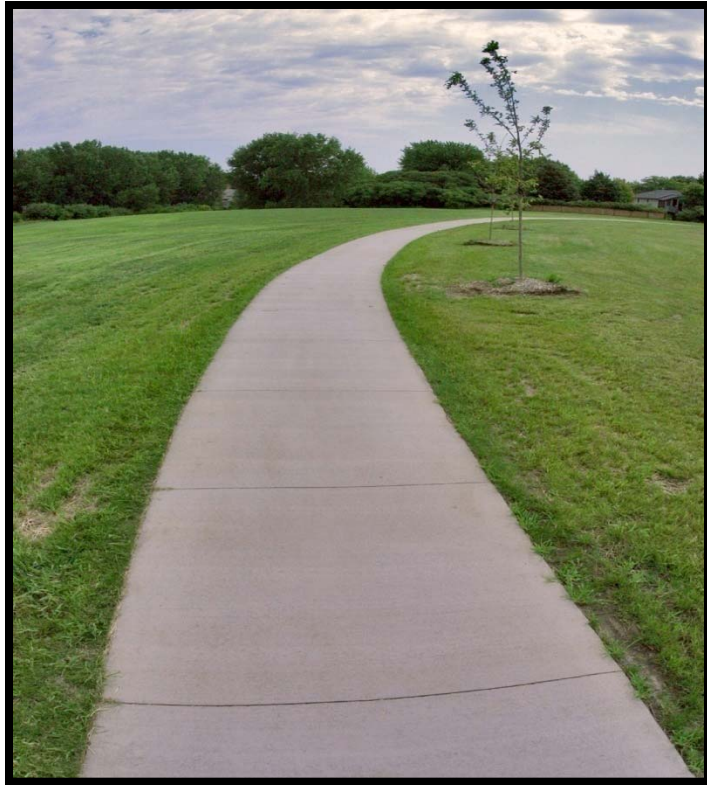




Source: PEW



Job Quality



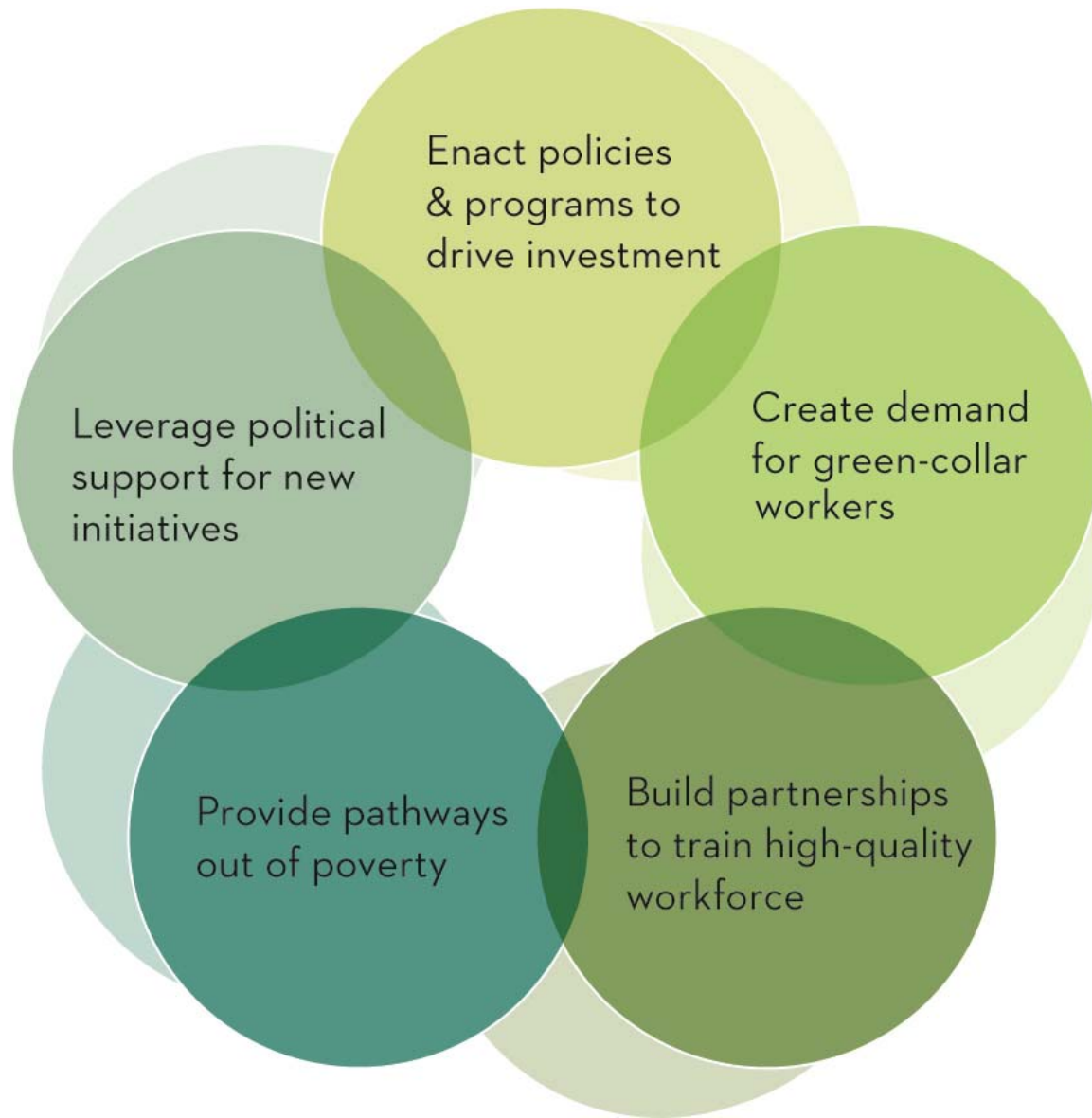
- ▶ A green job is a good job:
 - ▶ Higher than poverty wages
 - ▶ Paid sick leave
 - ▶ Health care benefits
 - ▶ Job security
 - ▶ Safe working conditions
 - ▶ Organizing rights
 - ▶ Pathways to advancement





Creating the Market

Policy to drive green jobs



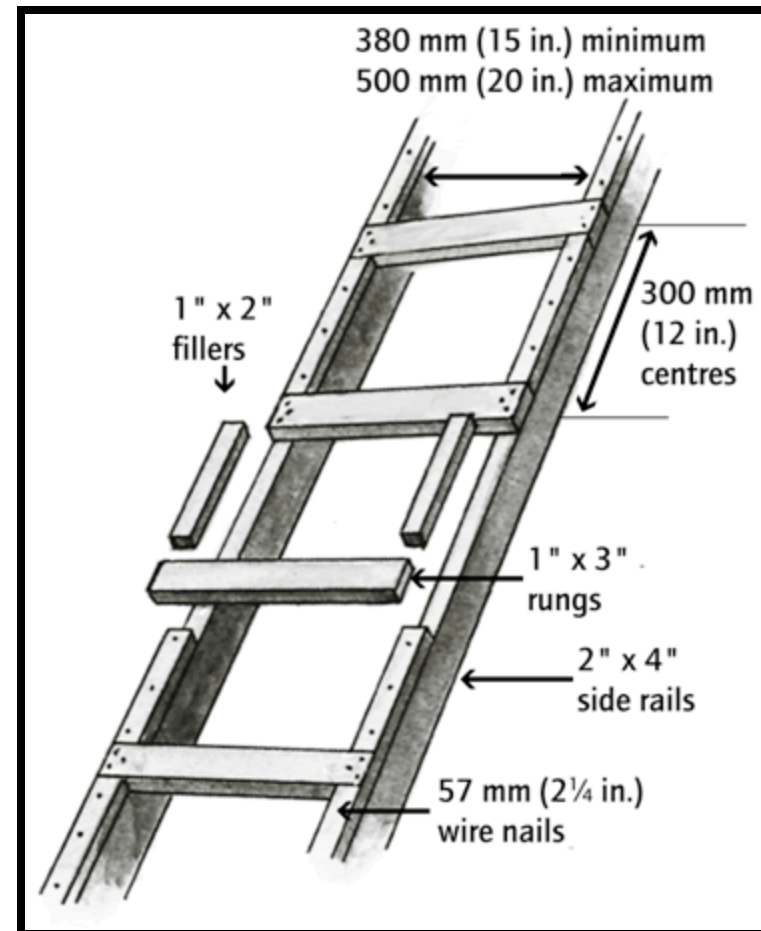
Employ energy standards as green job creation tools

- ▶ Policy levers include efficiency and renewables standards, grants and loans, etc.
- ▶ Not just market-building mechanisms, but demand-drivers for green jobs
- ▶ Yet by themselves, not enough to create sustainable, high-road jobs



Deliver Green Equity

- ▶ Maximize Community Benefits (require them)
 - ▶ Labor standards
 - ▶ Community benefit agreements
 - ▶ Transparency and reporting requirements
- ▶ Build career pathways and make them greener
- ▶ Extend green ladders to create real pathways out of poverty



Policy Principles for Green Jobs

- ▶ **Start with the jobs**
- ▶ Study labor markets
- ▶ Build partnerships
- ▶ Deliver Equity



Green Workforce Development

Mapping greener pathways

Link green economic and workforce development



- ▶ Explicitly link worker training and job creation
- ▶ Do not train workers for jobs that do not yet exist
- ▶ A green pathway has a job at the end of the road
- ▶ Jobs are often easier to save than to create



Get Smart about Green Jobs

- ▶ **Define & Target**

Focus on regionally appropriate green (or greening) industries

- ▶ **Use solid data**

What are the occupations, wages, and projected job growth in targeted sectors? What are related skills & training needs?

- ▶ **Measure & Evaluate** Figure out what works -- build program and political capital



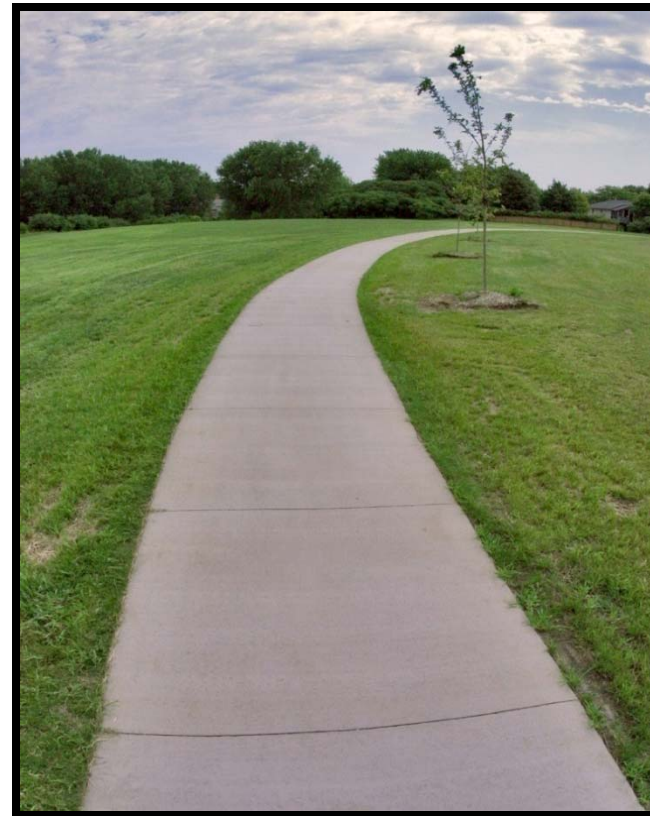
Construct Green Partnerships

- ▶ Align workforce supply & workforce demand
- ▶ Align green efforts with federal, state, and local employment and training programs
- ▶ Leverage resources at community & tech colleges, WIBs, CBOs, and economic development agencies

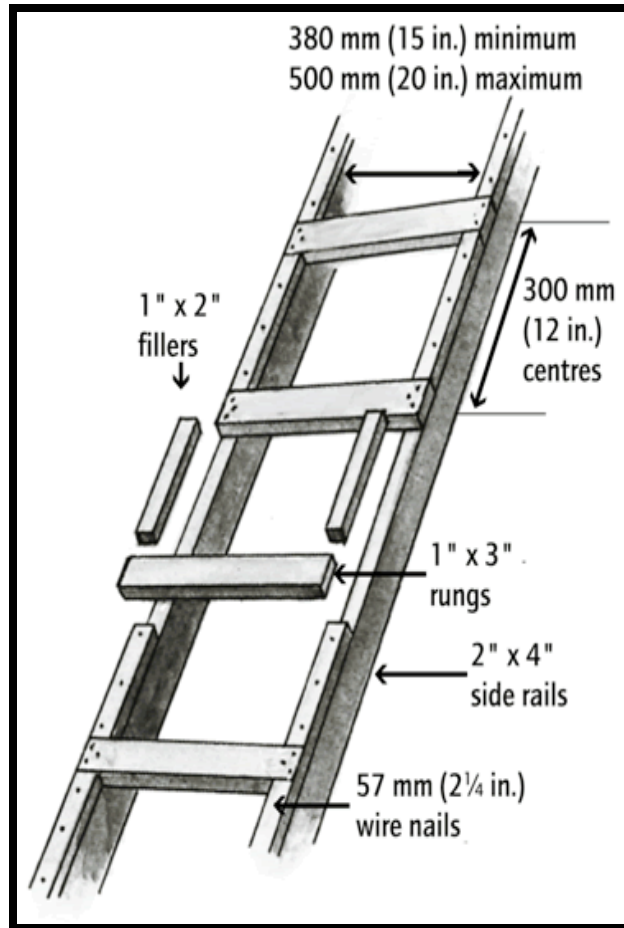


Build greener career pathways

- ▶ **Accessible** ladders to advancement
- ▶ Serve workers at all career stages
- ▶ Entry-level jobs that prepare workers for and connect them to future opportunities

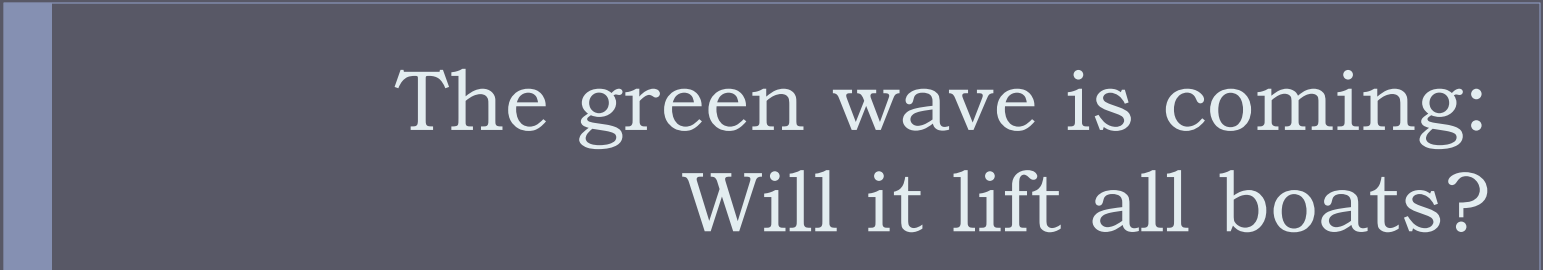


Extend green ladders to build real pathways out of poverty



- ▶ Target limited funds to those who need assistance most
- ▶ Incumbent low-wage workers; un- & under-employed; poor and dissociated from labor markets;
- ▶ Focus on bridge programs: work readiness, adult basic education, English language learning





The green wave is coming:
Will it lift all boats?

For more information:

www.cows.org