



HIRE Minnesota

www.hiremn.org



[HIRE Minnesota Video](#)

(Emmy-nominated production by MBTV)

http://blackmusicamerica.com/ummg/about_us.htm

In 2009, the Minnesota Department of Transportation only hired 3.4 percent women, & only hired 6.0 percent people of color in the Twin Cities metro area

compared to a goal of 6 percent women

compared to a goal of 11 percent people of color





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For 18 Straight Years, MnDOT had failed to meet its hiring goals.



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The purpose of the HIRE Minnesota campaign is to ensure that our public investments in infrastructure and the green economy create jobs for women and communities of color.





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HIRE Minnesota is a coalition of more than 70 organizations. The coalition is led by a core team of organizations:

- Alliance for Metropolitan Stability
- Catholic Charities Office for Social Justice
- The Family Partnership
- Minnesota Unitarian Universalist Social Justice Alliance
- The Network for Better Futures
- Summit Academy OIC

For a full list of member groups, see www.hiremn.org.



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There are a number of initiatives underway that could bring real change to our region:

- major investments in job-creating industries like public infrastructure & green jobs
- the development of new transitways
- and the appointment of new leaders to state agencies

But if we don't transform the way our state's resources are allocated – with an ***explicit emphasis on equity goals*** – we will continue to widen an already alarming unemployment and wealth gap in low-income communities and communities of color.



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Minnesota's alarmingly high employment disparities



**Top 25 largest
metropolitan areas
(1=Best)
2006-2008**

| | | |
|----|-------------------------|-------|
| 1 | Tampa, FL | 4.6% |
| 2 | Atlanta, GA | 6.4% |
| 3 | Washington, DC-VA-MD-WV | 6.6% |
| 4 | San Bernardino, CA | 7.1% |
| 5 | San Diego, CA | 7.6% |
| 6 | Cincinnati, OH-KY-IN | 8.2% |
| 7 | Seattle, WA | 8.3% |
| 8 | Houston, TX | 8.5% |
| 9 | Phoenix, AZ | 8.7% |
| 10 | Denver, CO | 9.0% |
| 11 | Dallas, TX | 9.1% |
| 12 | Miami, FL | 9.7% |
| 13 | Baltimore, MD | 10.1% |
| 14 | Los Angeles, CA | 10.3% |
| 15 | Sacramento, CA | 10.9% |

**Top 25 largest
metropolitan areas
(1=Best)
2006-2008**

| | | |
|----|--|--------------|
| 16 | Portland, OR-WA | 12.3% |
| 17 | St. Louis, MO-IL | 13.8% |
| 18 | Pittsburgh, PA | 14.0% |
| 19 | New York, NY-NJ-PA | 14.1% |
| 20 | Boston, MA-NH | 15.2% |
| 21 | San Francisco, CA | 15.6% |
| 22 | Philadelphia, PA-NJ-DE-MD | 15.9% |
| 23 | Detroit, MI | 16.8% |
| 24 | Chicago, IL-IN-WI | 16.9% |
| 25 | Minneapolis-St. Paul, MN-WI (13-county) | 20.6% |

Employment gap (White-U.S.-born Black)

Source: Integrated Public Use Microdata Series from U.S. Census Bureau data.

Minnesota Compass graph

<http://www.mncompass.org/economyworkforce/key-measures.php?km=Proportionadultsworking#7-3732-g>



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Infrastructure: Improve **reporting** on workforce demographics, increase **transparency** in how contracts are awarded and contractors' workforce goals are enforced, and **accountability** for firms that do not meet workforce goals.

Green Jobs: Maximize jobs that are **accessible** to and **inclusive** of low-income people and people of color, that improve our **energy efficiency** and **reduce carbon emissions**, and that create **long-term** and **family-sustaining career paths**.

HIRE MN & our ally **ISAIAH** also wanted MnDOT to allocate the maximum amount allowed by federal law to job training programs for women and people of color (**one-half of 1 percent**).





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We have engaged thousands of people to demand green jobs and fair hiring practices through:

- Town Hall meetings
- Steering Committee strategy sessions
- Public Actions
- Legislative Visits
- Community Gatherings
- Hearings at the State Capitol
- Public Rallies
- Media events
- Placement of editorials and newspaper commentaries
- On-going ***accountability sessions*** with agency staff



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Combining the resources and networks of many advocacy, social service agency and vo-tech job training centers, **HIRE MN** drew 2000 people to four ***Town Hall Forums*** in the first 6 months of 2009.





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At the State
Legislature ...





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**We Removed The
Abstractions
From The Issue**

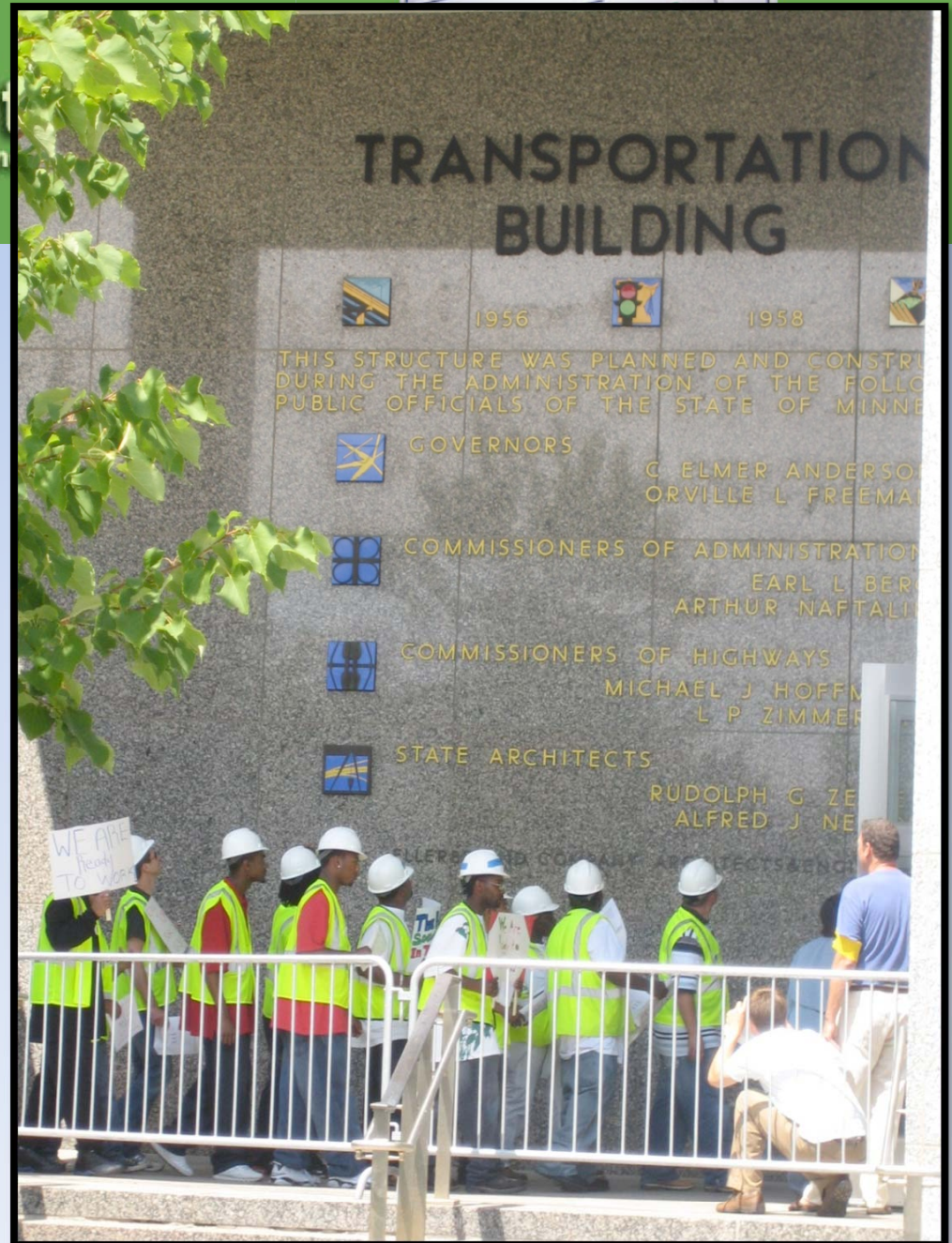
2010 Bonding
Equity bill
hearing





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At MnDOT Headquarters ...





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At MnDOT Contractor
Work Sites ...





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We caught the attention of local officials, and secured the support of candidates for high office.





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Summit Academy CEO
Louis King &
Artic Explorer Will Steger



State Rep. Karen Clark &
American Indian OIC President Bill Means



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Young People Became Involved, Top Local Music Talent Performed at Our Rallies – ***Advocacy Was Fun Again!***



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So What Have We Accomplished?





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MnDOT Hiring Goals:

A 45%
Increase in
women and
workers of
color during
the most
recent
construction
season





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MnDOT Job Training Goals:

MnDOT commits to fully fund federal highway job training program to identify, hire and train women and people of color for construction jobs - an investment of **\$6.2 million over 5 years.**





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Met Council Hiring Goals:

Met Council sets goal to hire 18 percent people of color for the build out of the Central Corridor Light Rail Project





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Green Jobs:

➤ HIRE secured \$2.5 million from the Minnesota state legislature to train low-income people in ***weatherization and renewable energy industries*** and to do outreach in low-income communities and communities of color.



➤ We also passed legislation to require the entire weatherization industry to report the demographics of their workforce in quarterly public meetings, before rather than after, all the public money was spent.



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In the Long Run ...

This isn't just a campaign, it's a broader movement.

It's about systemic reform across the board, not just one agency.





Accomplishments

MnDOT Action Plan (2010)

- MnDOT will now provide annual forecasts of the women and minority jobs to be created by construction projects
- Contractors must provide a plan to meet women and minority hiring goals in order to be eligible for state construction contracts
- MnDOT will provide monthly reports on actual women and minority hiring outcomes, including the percentage of total payroll paid to women and people of color
- HIRE Minnesota chairs a results, transparency and accountability working group of MnDOT staff, contractors, union representatives, and equity advocates which meets monthly to monitor our progress in real time.



Accomplishments

Bonding Equity Bill (2010)

- Bill to guide \$680 million bonding bill passed State Legislative policy committees
- Requires bond-funded projects to include plans for a diverse workforce
- Requires regular reporting to legislative committees about hiring outcomes for low-income people and people of color
- The bill did not pass in 2010 and prospects for it in 2011 are uncertain given the current political climate



Accomplishments

Energy Programs Act (2009) contained strong outcomes for training of low-income people, energy efficiency outreach programs and reporting requirements, including:

- **\$1 million** to train low-income people for weatherization jobs
- **\$1 million** to train low-income people for other renewable energy and energy-efficiency jobs.
- **\$500,000** for community-based organizations to conduct outreach about renewable energy efficiency opportunities to low-income homeowners
- Commitments to publicize all opportunities in the bill to low-income people and people of color
- Language that allows the state to give preference to disadvantaged businesses
- Requirements that the state must report its progress toward these goals every three months



Strategic Engagement

- I. Discovery, Fact Finding, and Organizing
- II. Direct Action and Protest
- III. Active Negotiations and Monitoring





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COALITION MAINTANENCE

- **Leadership Development** to educate and engage those that are directly affected
- **Listening Sessions** to listen more closely to different constituencies' concerns
- **Coalition Meetings** keep coalition and community members involved







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Participating organizations include:

African American Action Committee
African American Men Project
Alliance for Metropolitan Stability
Alliance for Sustainability
ALANA Green
ARC Greater Twin Cities
ARISE
American Indian OIC
Anishinabe OIC
Asian Pacific American Housing Consortium
Catholic Charities Office for Social Justice
Chicano Latino Affairs Council
Children's Hope International
Cultural Wellness Center
East Metro OIC
East Side Neighborhood Development Company
EJSC
EMERGE
Environmental Justice Advocates of Minnesota

Family & Children's Service
Goodwill/Easter Seals
Green Water Energy
HHELPnet
Hmong American Mutual Assistance Association
Hope Community
House Green
HUBBS Center for Lifelong Learning
Indigenous People's Green Jobs Coalition
ISAIAH
Jewish Community Action
Lao Assistance Center
Lao Family Community of Minnesota
League of Young Voters
L.I.F.T.
LISC
Lutheran Coalition for Public Policy in Minnesota
LVY Foundation
MACC Alliance of Connected Communities
Minneapolis Urban League

Minnesota Acorn
Minneapolis American Indian Center
Minnesota Baptist Convention
Minnesota Civic Engagement Table
Minnesota OIC State Council
Minnesota Unitarian Universalist Social Justice Alliance
NEON
NPAC
OneMN.org
Peace Coffee
Phyllis Wheatley Community Center
Pillsbury United Communities
The Public Policy Project
R & R Family Centers
Sabathani Community Center
Stairstep
Substance
United Cambodian Association of Minnesota
Urban Embassy
Vietnamese Social Services of Minnesota
West Side Citizens Organization
Women's Environmental Institute



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At Town Hall Meetings ...



H.I.R.E. Minnesota's Town Hall Meeting
Healthcare, Infrastructure & Renewable Energy



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and Renewable Energy

Questions? Contact Alessandra Williams at 612-278-5259 or visit www.saoic.org



Contact Information

Presentation by Russ Adams, Executive Director



Alliance for Metropolitan Stability

612-332-4471 russ@metrostability.org

www.metrostability.org

