



FULL SET OF JOBS/JOB AND SUSTAINABILITY COMMUNITY CONVERSATION NOTES

The purpose of the Sustainable DC initiative is to create a strategic framework and vision to make the District the greenest, healthier, and most livable city in the United States. Throughout the planning process, several “crosscutting” topic areas emerged: health, environmental education, jobs and job preparation, and social equity.

The following full set of notes from the jobs and job preparation conversation held on June 12, 2012, represents the ideas of over 40 individuals who participated in person or provided feedback online about how jobs and jobs preparation cuts across issues of sustainability. This information will be used in the development of jobs section of the Sustainable DC Implementation Plan.

1. In addition to the examples discussed, what are other current or pending “green jobs” in the District?

- **Group 1 (Andrea)**
 - Clean Teams, maintenance
 - Composting (entry level jobs), including maintenance
 - Local food production
 - Agriculture, refining, packaging, and the rest
 - Urban farming program
 - Bio-diesel, re-use of oils
 - Rich not equal to poor divide not sustainable???
 - A green job is a job that has a career (definition from mayors organization and includes benefits, career track, minimum wage)
- **Group 2 (Dan)**
 - Deconstruction – taking apart buildings in an environmentally friendly way
 - Installation of re-used materials
 - Local and national policy and programmatic developers/analysts in DC (lots of international and national institutions, NGOs, and associations based in DC)
 - Clean and Safe industry (first step jobs for first offenders—great preparation jobs)
 - Jobs that help to create more jobs (e.g. businesses that help other businesses get greener like sustainability managers, LID consultants, or eco-concierge [works with residents in a building to help them make use of green services])
 - “Circle of Improvements” – planning to improve
 - Construction (e.g. geothermal, solar, renewable energy and maintenance)
 - Energy assessment audits
 - Light manufacturing (ie not heavy manufacturing)
 - E.g. growing/creating materials for green roofs
 - Good example: Autumn Woods
 - Information Technology (apps, technology to help save energy, LID, etc)

- Many exist now, but could grow this area and export to other cities
- Base IT companies here to retrofit buildings; these retrofits can be used to incubate tech companies whose knowledge we can export later when larger capacity
- **Group 3 (John)**
 - Training jobs for pipeline jobs
 - For community colleges
 - Jobs for “emergencies”/seasonal clean-up (e.g. snow)
 - Need to get rid of extra vehicles/develop electric vehicle infrastructure for air quality purposes (e.g. transit and bike lanes)
 - Refrigeration leakage low opportunity quality
 - People build agriculture expertise, especially organics (especially urban areas/roof tops)
 - Aqua/hydroponic production—don’t need lots of land to be productive
 - Car battery development
 - Green existing businesses—show how to do it
- **Group 4 (Brendan)**
 - Building retrofits – construction
 - Measuring & managing, auditing buildings
 - CSR – greening offices, operations
 - Low-skill, entry-level positions
 - Eco-concierge – person to person, target behavior change by residents, tenants
 - Real estate – green certifications
 - Food production – agriculture scale; growing for restaurants, creating entry-level opportunities
 - Waste management – composting industry

2. What types of skills are needed for green jobs that exist and are emerging in the District?

- **Group 1 (Andrea)**
 - Weatherization technician is a good entry level job
 - Still need some experience
 - Laborer is a first step
 - Literacy and numeracy
 - ‘Clean and Safe Team’ is a good first job
 - Transportation and mobility issues
 - ‘Collaborative Green Team’ good example
- **Group 2 (Dan)**
 - Basic skills—we can’t overlook its importance
 - Computer skills (huge need in DC according to One City One Hire program)
 - Basic literacy
 - Need to focus on adults, not just youth, education. If an adult is head of household and unemployed, affects whole family—very common
 - Current unemployment demographics

- \$30,000 unemployed
 - Many are first-time unemployed
 - High youth rate (12-24)
 - Also a lot of seniors
 - Often really need wrap-around training (appropriate behavior at work, interview skills, communication)
 - Entrepreneurship (from early on in education)
 - General understanding of sustainability
 - Some programs already exist that could be tapped into (e.g. Construction BPI, LEED)
 - Standards and verification; maintenance and monitoring
- **Group 3 (John)**
 - Reading
 - More STEM skills (Science, Technology, Engineering, Math)
 - Teachers not currently equipped for STEM skills
 - Light manufacturing
 - Energy auditing
 - Vocational/hands-on skills
 - Biology
 - Intermediate skills beyond basic computer skills
 - Tie to tech start-ups—programming
 - Waste management skills
 - Adaptive reuse of existing landfills (e.g. have 78 acres)
 - Need small business management/start-up skills
- **Group 4 (Brendan)**
 - Layering skills to develop career ladders/pathways
 - Journeyman – HVAC, building trades skills
 - Scientists, engineering, legal, program management (and supporting staff)
 - Federal sector (specific barriers)
 - Educators, trainers, teachers

3. How can we develop those skills or provide necessary training for unemployed job-seekers and those with barriers to employment?

- **Group 1 (Andrea)**
 - Childcare, criminal justice, and health issues huge barriers
 - Train employers on what it means to employ hard-to-employ populations
 - Peer monitoring within jobs
 - ?
 - Employer incentive to hire apprentice/low skill employee
 - Emphasize/honor all kinds of work (literacy)
 - Sick days, living wage

- Flexibility of funding programs
- **Group 2 (Dan)**
 - Fiscal Policy Institute's mapping of jobs (helps ID gaps)
 - Need to coordinate resources (gov't and other sectors)
 - Planning should start with future DEMAND and build SUPPLY (workers) from there (ie ID jobs and build training to support those sectors)
 - Need to link training to job opportunities
 - Workforce Intermediary Council
 - Focus on demand but be really careful—trends change. Can't just project out 10 years—need to be savvy about it.
 - Need to take building trends and extrapolate
 - What are new sectors, where are gaps in jobs in supply related to demand?
 - Look at USGBC data—what are trends in building and what areas are ripe for tackling (if no one in DC is attempting points in a LEED category, maybe there's a reason that could be solved with a new sector—would be pent-up demand).
- **Group 3 (John)**
 - Know your client for trainings (e.g. returning soldiers, ex-offenders)
 - Needs to be step up/ milestones between certifications
 - Take trainings to where the people are (e.g. for ex-offenders, start right in prisons)
 - Need to reduce transit costs (local to them)
 - Form different partnerships with churches, community centers, etc.
 - School-to-career programs from middle school on
 - Return vocational training to schools (e.g. automotive, energy)
 - Online training opportunities (could target tech-savvy youth)(e.g. online GED programs)
- **Group 4 (Brendan)**
 - How depends on what
 - Connect existing players/resources to build more robust system
 - Web-based tools to address basic skills – literacy, numeracy, people skills
 - Special focus on long-term unemployed in addition to other barriers like criminal background
 - Targeted mentoring, on the job training
 - Training linked directly to jobs (make the bridge)
 - Apprenticeship: earn while you learn
 - Transitional employment for ex-offenders, low skills (less effective?)
 - Segment by occupation and skill set (rather than barriers)
 - Partner with unions
 - Proper balance of supply and demand in trained professions – need to anticipate growth.

4. What are barriers to “green job” entry and how can they be removed?

- **Group 1 (Andrea)**
 - NA
- **Group 2 (Dan)**
 - ‘Clean and Safe’ program as model
 - Tailored to former drug addicts, etc.
 - Provides wrap around services (mental health, etc)
 - Allows for rare slip-up, but has plan
 - Attracting people to ‘green jobs’ – matter of marketing
 - Earth Conservation Corps – getting people outside and using hands, not because they’re “tree huggers” but because they like being outside and active more than sitting at a desk
 - Incentives to private sector to boost market
 - Many people were employed not long ago and have skills—private sector can easily hire many of these people (e.g. Nevada attracting green jobs to relocate there)
 - Green Building Challenge—involving the private sector needs to be focus not just gov’t buildings—there’s much more opportunity there than just gov’t.
 - Need dedicated staff within gov’t to launch and focus on private sector
 - Need staff to help ID and cultivate leadership in private sector
 - Progressive deconstruction policy and bonds
 - San Diego has good program
 - Should have to prove you met a certain level of due diligence
 - Insurance in deconstruction currently a barrier—needs to be reclassified (gov’t needs to classify buildings/benchmarking)
 - Other areas to explore for job development
 - Should be exporting our skills
 - Use GIS mapping to identify areas of energy opportunity (e.g. Green Up)
 - Use universities to map solar vs. LID vs. cool roof to help determine what the right mix for rooftops. Not just LID or just solar
 - Awareness of financial savings of sustainability (e.g. Washington Gas saved \$500K by switching to electronic files)
- **Group 3 (John)**
 - Front end investment in job development to leverage private sector job creation
 - More novice understanding of green jobs: explain what it means not to be green to strengthen green definition
 - Expectation is often too high even for basic jobs
 - How to both attract and develop capacity for businesses that want to be green
 - Potential incentives to bring them here

- Aggressive programs (mayoral) to bring business in
 - Should be driven by policies
 - Should be a specific green sector of location like Walter Reed green incubator
 - E.g. Incentive to have green infrastructure in buildings (Green Buildings Act LEED standard)
 - Expedited permitting
 - E.g. Green incubator at old PEPCO plant
- Need to look for opportunities
- Small business development rules and regulations are currently unfriendly—streamline this process
- Make it easier for people without advanced degrees to get involved in a green business
- People may not think of it as a 'green job'
- Know the full range of green jobs that we have now
- **Group 4 (Brendan)**
 - Basic job skills/lack of people skills
 - No prior green sector experience
 - Focus programs on new employers and providing trained workers in new skills areas
 - Better connect people to support resources (public, private, other)
 - Meet people where they are (web, tv, only reach certain audiences)
 - Reach out to target groups for feedback and recommendations to improve process
 - Encourage (train?) employers to look at skills versus barriers
 - Develop options for re-entry – re-evaluate criteria applied, insurance and other factors
 - Regulatory barriers to growing local green industries

5. How do we make existing “traditional” jobs in the District more sustainable?

- **Group 1 (Andrea)**
 - Standardize credentials
 - Give more value to people that successfully go through re-entry
 - Reputable trainers & providers
 - Linking job programs to job demand
 - Identify career paths for entry level workers
 - Job/career coaching & good training providers
 - Hold trainers accountable and hold developers accountable on these jobs
- **Group 2 (Dan)**
 - Better Buildings Challenge – educating and challenging employees to make differences in habits and track progress
 - Train by industry and leverage to make larger sustainability impacts

- Green fast food restaurants—use existing technologies from aboard (e.g. Starbucks composting program)
- Waste treatment policies in general
 - Policies exist but not coordinated or backed-up
- Local procurement should be green procurement—need policies in place for private sector, but will probably need to supply incentives of some sort.
- Higher tax for fast food restaurants
 - “polluters pay”-type tax (higher taxes for unsustainable entities)
- Green Business programs (Downtown BID) – procurement, operations
 - Washington Gas saved \$500K by switching to electronic files
- **Group 3 (John)**
 - Share info with employers—education and outreach and how to do it
 - Dept. for small & medium sized buildings, positions specifically for being more sustainable
 - Could be DC gov’t procurement--can change mindset
 - e.g. no styrofoam cups, monthly stuff swap instead of trash, reimburse for local food lunches only
 - Continuously educate and keep it in their minds constantly
 - Regulations & enforcement—becomes automatic
 - Understand consumer preferences and provide products/ways to measure them
 - Bag Bill—70% reduction in trash bags in River; a Bottle Bill could be a cleanup incentive, too
- **Group 4 (Brendan)**
 - How do you define sustainable jobs – broad or narrow? Develop terms so people see opportunities open to them.
 - Use apprenticeship programs, trade programs as gateway to help develop green skills
 - Use existing training – unions, others
 - Waste sector jobs transition to recycling compost, deconstruction, similar jobs
 - Review city contracts to bring positions into city, increase green training
 - Focus on local production
 - Develop small manufacturing in clean industries
 - Incubate local entrepreneurs, business owners

6. How do we encourage private employers and market forces to spur green jobs in the District?

How do we use the District government to spur green jobs in the District?

- **Group 1 (Andrea)**
 - Get people to use existing programs and make them easier for employers to benefit from
 - Leaner gov’t requirements
 - Work opportunity tax credits

- First source law not run well—accountability low on gov't side
- Focus on women to raise the sustainability of living of whole communities and families
- Survey of all existing services and programs
- **Group 2 (Dan)**
 - Provide incentives
 - Get everyone talking/coordinating
 - Recognition—marketing green (how do we talk to consumers to make right decisions whether they care about green or not?)
 - Every sale of house must have energy audit
 - Will need auditors and will increase demand for efficiency
 - Use existing programs (SEU, PACE)
 - Leverage/coordinate existing resources to make use of what we already have
- **Group 3 (John)**
 - Needs to make a good business case to make the change—need practical incentives
 - Need data to help make the case—give examples of successful cases/businesses and the techniques they used
 - Need incentives from government
 - Use gov't facilities to showcase good practices
 - Marketing—see sustainability as a competitive advantage
 - Create demand with an informal population
 - Carbon tax
 - Could be a rating system similar to nutritional value labels
 - Reconfigure how things are priced—take life cycle costs into account (e.g. CFL vs. incandescent bulbs)
 - Reduce costs for business through cooperative purchasing (e.g. fresh produce in corner stores)
- **Group 4 (Brendan)**
 - Provide information to business owners to help make decisions – assess markets, resources, demand, employees
 - Aggregate business services – small business development centers
 - Incubate cooperative business models (Cleveland Model, Washington Grantmakers/UMD)
 - Promote mentoring, networking among green businesses – recognize business leaders and connect to others to share best practices
 - Tax breaks, DC incentives, free programs for training and education
 - Enterprise Zone model – Sustainability Zones
 - Payroll tax breaks
 - Linking waste from one business to others that can use it

7. Is there anything else about jobs and sustainability that we should know about?

- **Group 1 (Andrea)**
- **Group 2 (Dan)**
 - Need to look beyond jobs to community economic development (not just jobs, careers)
 - Have to bite off this in manageable chunks (maybe by sector), not whole city at once. Should find trusted messenger to deliver message, not just DC gov
- **Group 3 (John)**
 - Create a model job or company—show people HOW to do it (could be a blueprint or meme)
 - Re-messaging at all age levels—focus on entrepreneurship not just getting a job
 - Can't start early enough on this, but will need to move up through school
 - Stimulate market reg. and goodr and revival???
 - Subliminal messaging. Be different.
 - Look at national best practices (e.g. Houston, TX)
- **Group 4 (Brendan)**
 - Engage federal sector to create opportunities, tie federal employees more effectively to city
 - Prepare for aging out