



CREATING JOBS IN ENERGY & WATER EFFICIENCY

Los Angeles Apollo Alliance: Connecting
Inner-City Communities & Incumbent
Workers to Green Jobs

Joanna Lee, SCOPE
Good Jobs First - May 2008

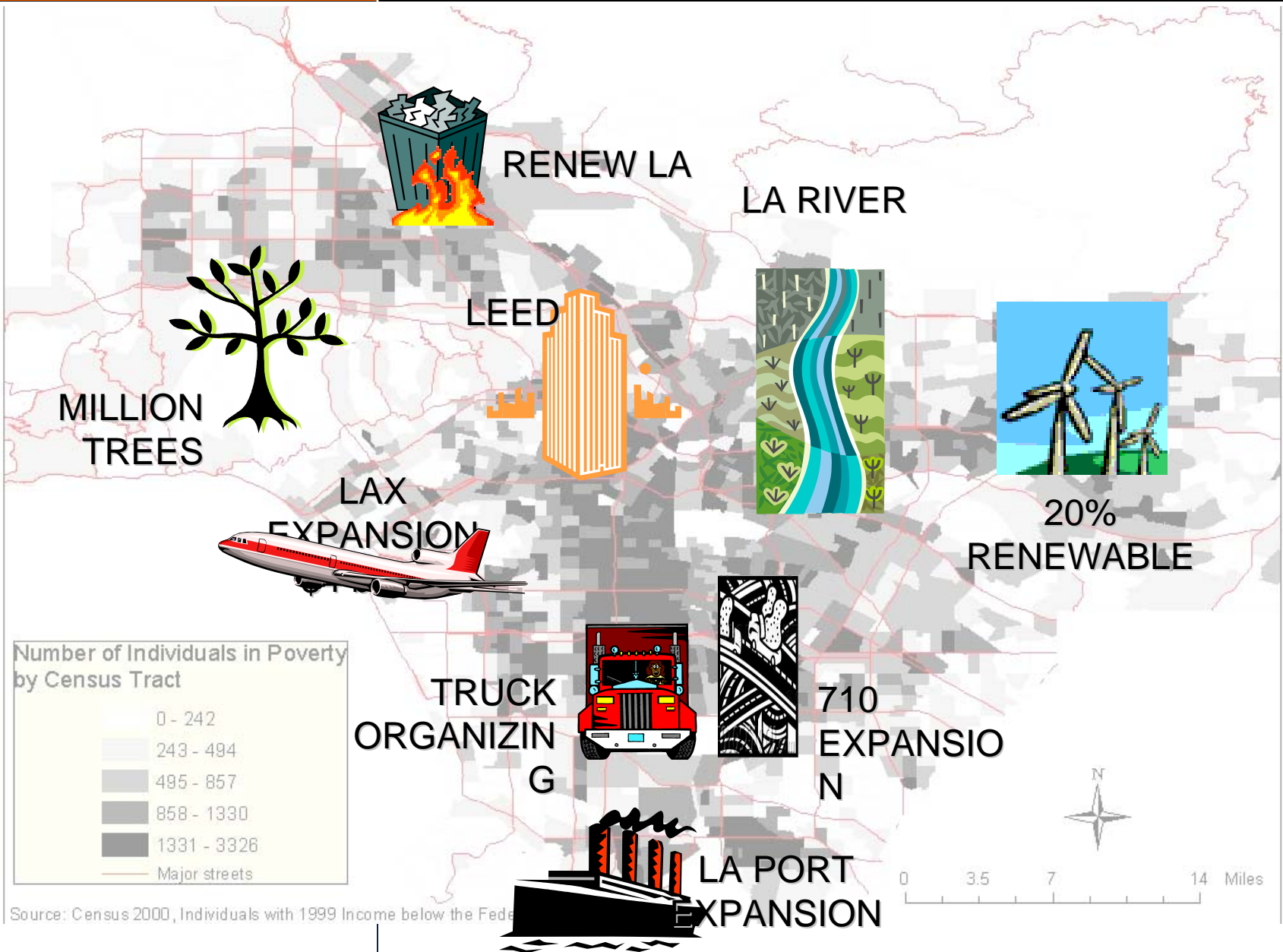
STRATEGIC CONCEPTS IN ORGANIZING AND POLICY EDUCATION



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

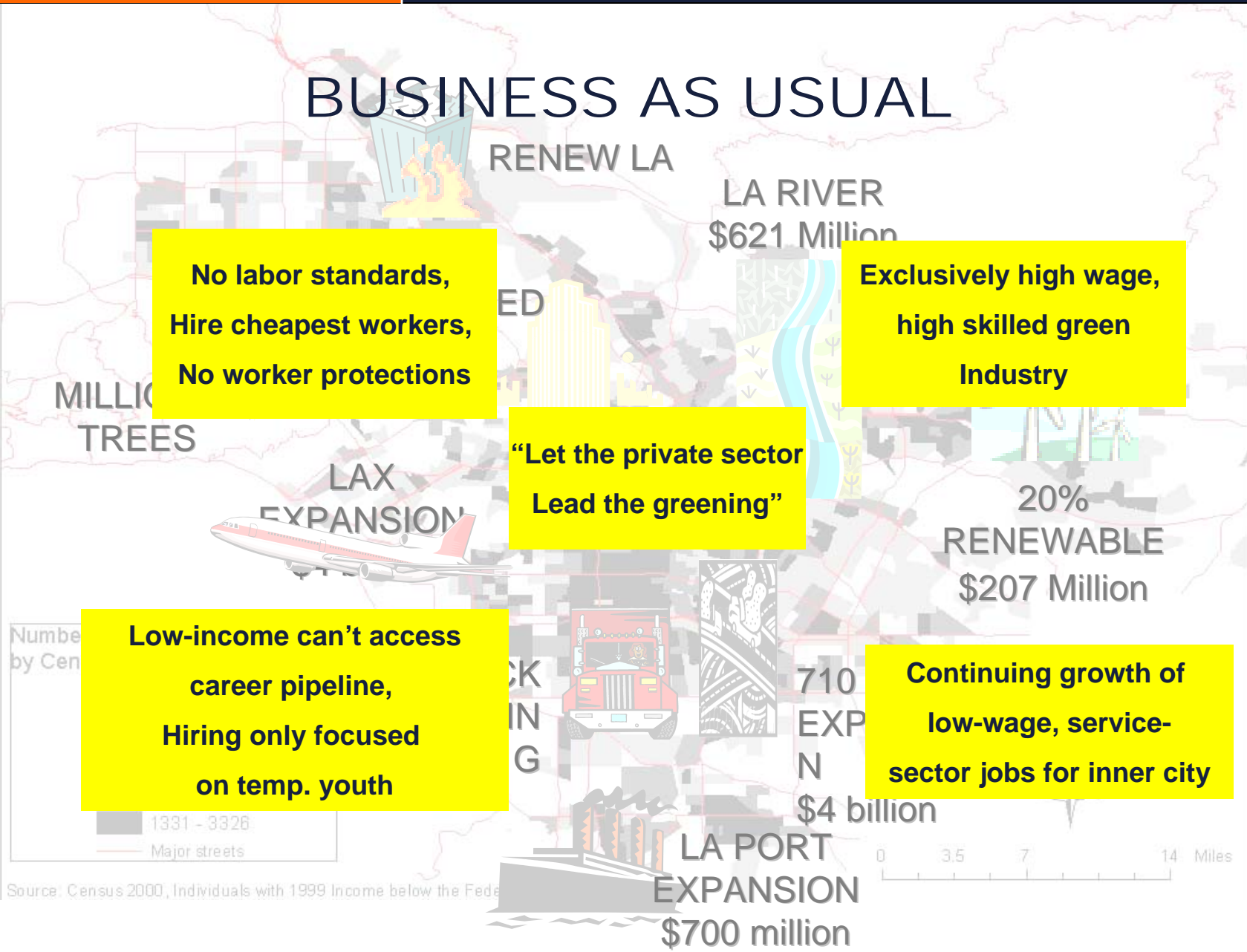
Ending Structural Barriers to social and economic opportunities for poor and working communities

SHAPING AN EQUITABLE GREEN ECONOMY IN LOS ANGELES



What are problems that keep our communities out of good jobs in LA?

BUSINESS AS USUAL



No labor standards,
Hire cheapest workers,
No worker protections

Exclusively high wage,
high skilled green
Industry

“Let the private sector
Lead the greening”

Low-income can't access
career pipeline,
Hiring only focused
on temp. youth

Continuing growth of
low-wage, service-
sector jobs for inner city

Number
by Cen

1331 - 3326
Major streets

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

0 3.5 7 14 Miles

BUILDING A MULTI-SECTOR ALLIANCE



- Convening CBO's from core inner city communities first, to ensure alignment/ strong community voice.
- Developing a shared **POWER ANALYSIS** of the political landscape:
 - *to understand political dynamics surrounding this work.*
 - *to build an alliance with the power to win*
 - *to cultivate political agreement as part of alliance participation*
- Leverage relationships and expertise of alliance partners to create effective policies & programs, for example:
 - *Union and employer relationships*
 - *CBOs and Local elected officials*
 - *Environmental Groups, Educators and research capacity*

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

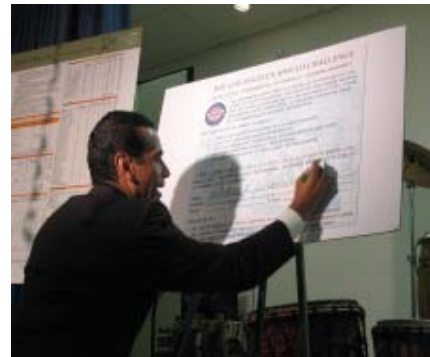
ENVIRONMENT

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

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Manuel Pastor
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Jennifer Wolch
Goetz Wolff

AUGUST 16, 2006 LA APOLLO LAUNCH



LOS ANGELES APOLLO ALLIANCE

Initial Project Criteria

- Creates a **critical mass of quality jobs** for inner city residents
- Builds in **specific self-interest** for the labor movement, environmental movement, economic justice movement, and businesses
- Has potential to build a **powerful coalition** of the 4 key sectors.
- Has **tangible, demonstrative results** within 2 to 4 years.
- Offers clear avenues for **community involvement and organizing**
- Demonstrates Apollo's potential to advance an **alternative economic development agenda**

WHY GREEN BUILDING?

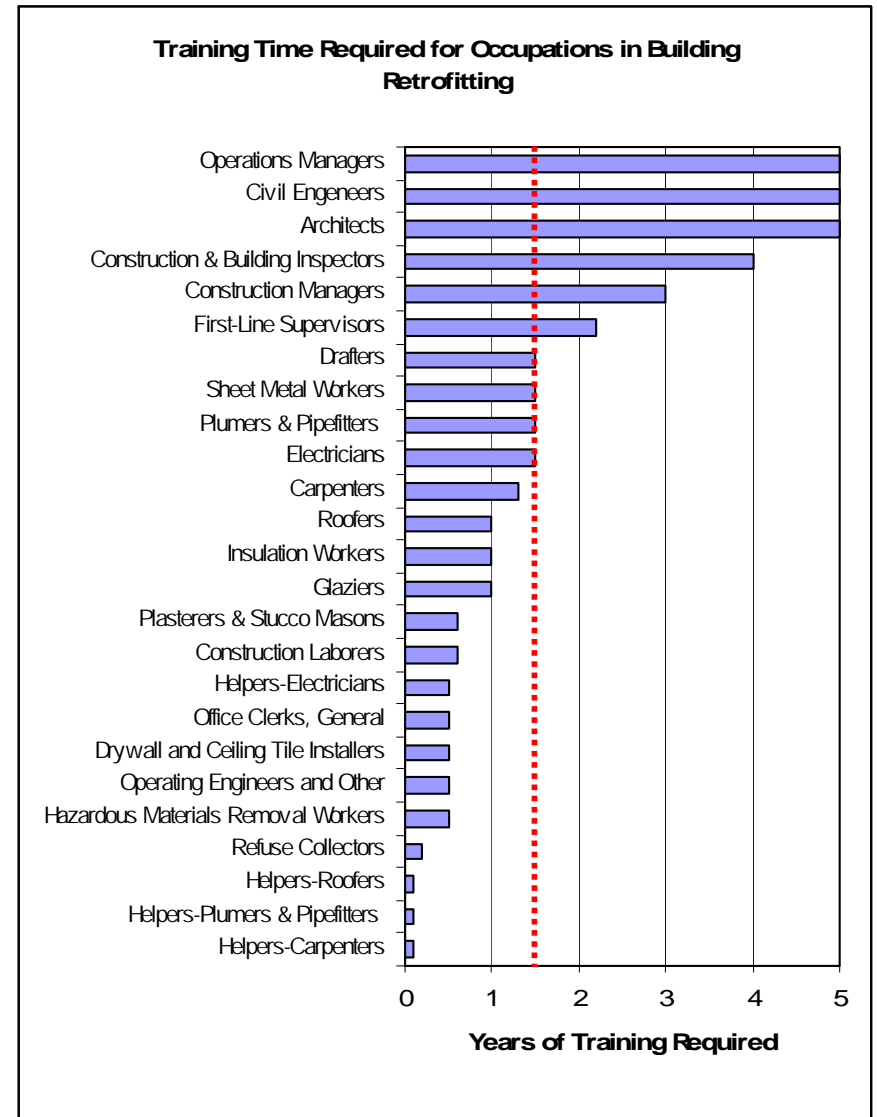
Green Building is gaining **momentum** in Los Angeles and the nation through standards and incentives

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

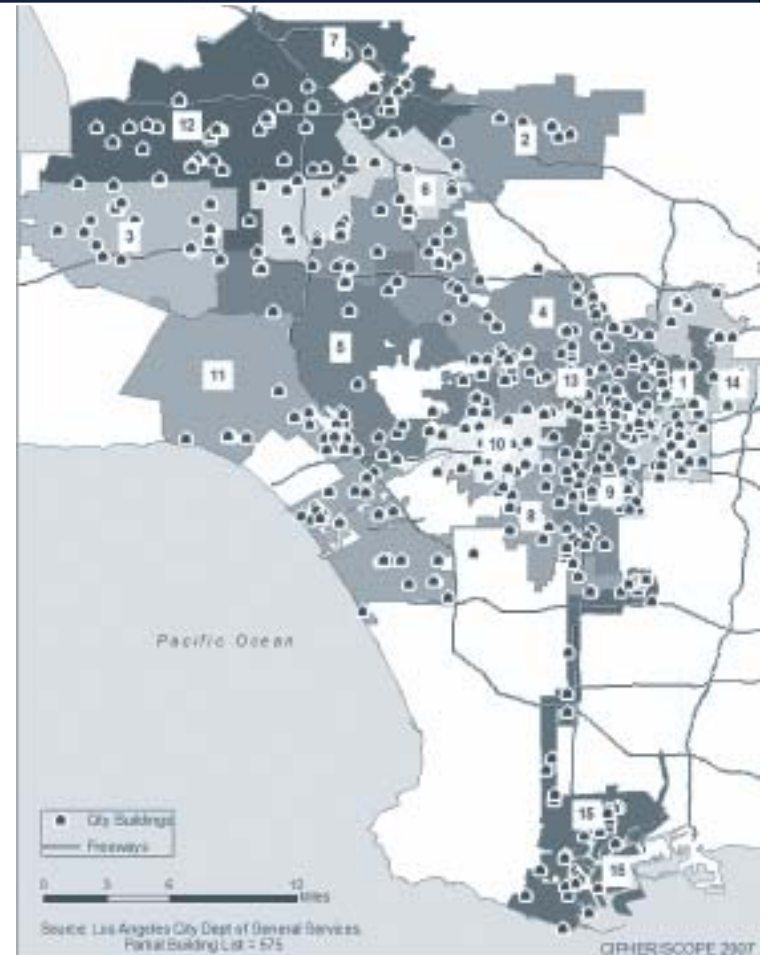


WHY GREEN BUILDING?

Opportunities for the City of Los Angeles

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 ft²



2003 MAYOR'S BLUE RIBBON INFRASTRUCTURE TASK FORCE FOUND:

691 of 842 buildings (82%) managed by General Services are in need of major repairs

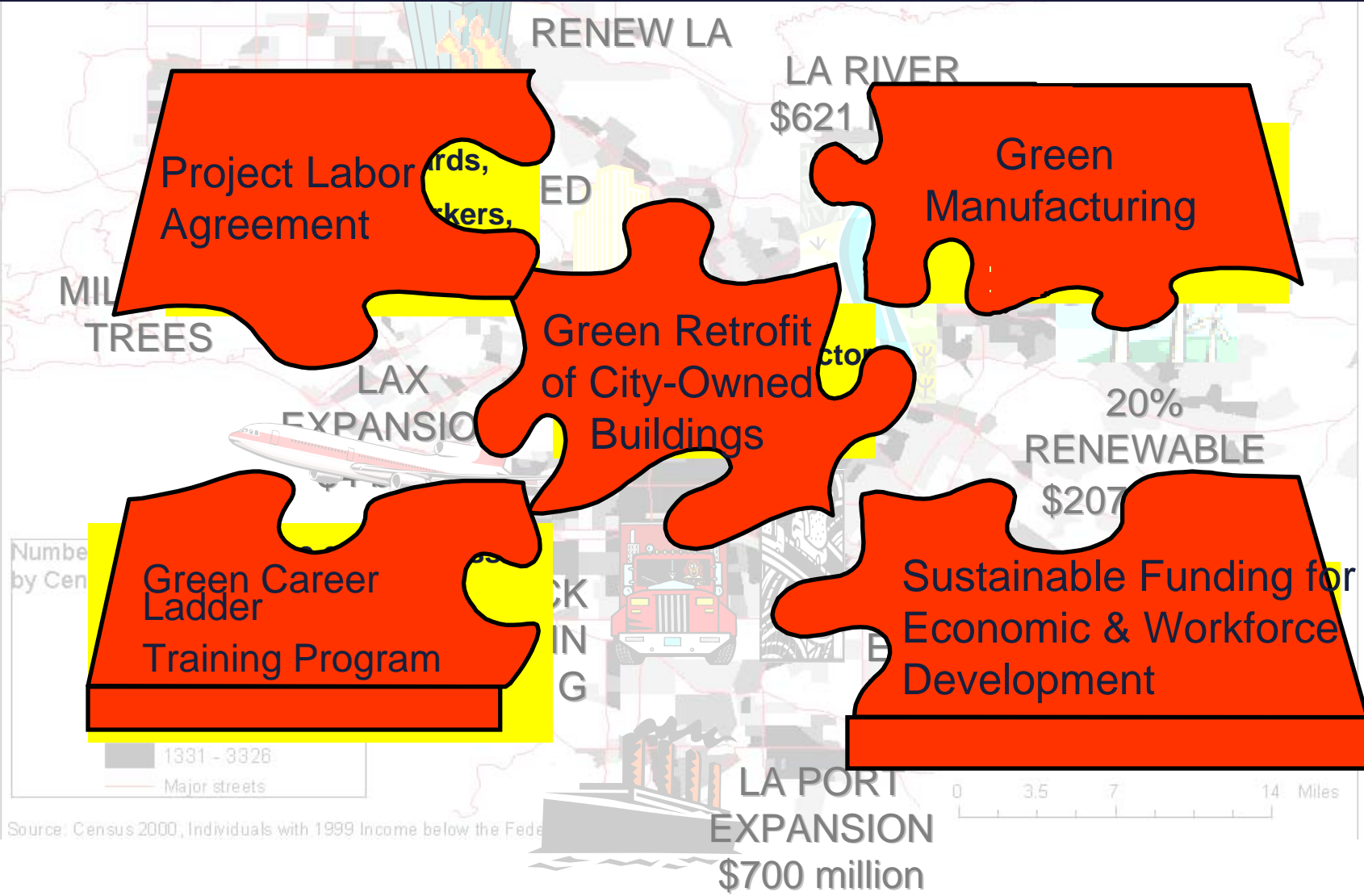
LA CITY RETROFIT PROGRAM

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

1. **Create the demand for green workers,** beginning with retrofitting existing buildings
2. **Create unionized, full time jobs** & a training pipeline to connect inner city communities to those jobs
3. **Revitalize city buildings,** parks & open space to distribute environmental technologies equitably
4. **Water & energy savings** that can be re-invested in city services that address community needs
5. **Create cleaner and healthier workplaces and communities** and reducing carbon emissions by reducing the use of harmful building materials that pollute the air

Shaping an Equitable Green Economy in Los Angeles

What are WE doing to shape the green economy in LA?



GOALS:

- Organize a regional training infrastructure that provides a path to green careers for inner-city communities & incumbent workers**
- Provide a model for linking economic development programs & policies to workforce development investments by connecting participants to quality jobs created by the Green Retrofit Policy**
- Meet existing demand and prepare inner-city & incumbent workers to be at the forefront of the new green economy**

NEXT STEPS

2008 Goals

City Passes Retrofitting Policy & begins renovating city buildings to make them more energy and water efficient

Place & Train 50 people in Green Career Ladder Training Program

Begin working on developing manufacturing policies that will stimulate demand for locally produced green products and create local jobs in the manufacturing industry

LA APOLLO'S CITY RETROFIT JOBS INITIATIVE

Aligned with smart growth:

- **Revitalizes existing infrastructure in the inner city to benefit current residents**

 - Saves the city money, provides environmental and economic benefits

- **Creating local, unionized jobs and pipelines to these jobs for inner city communities**



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