

Building Trades Emerald Cities Initiative

Road Map to Emerald Cities for
Building and Construction Trades Councils

BCTD Emerald Cities Initiative Planning Committee

- Steve Allen (UA)
- Ted Green (LIUNA)
- Jim Hadel (Roofers)
- Tom Haun and Keith Wagner (Insulators)
- Jack Hayn (IUPAT)
- Earl Hurd (OPCMIA)
- Scott Malley (Iron Workers)
- Rich McClees (SMWIA)
- Don Newton and Gerry Scarano (BAC)
- Bob Ozinga and Bob Krul (BCTD)
- Jerry Westerholm (IBEW)

Emerald Cities Project

- Coalition partners include labor unions, community organizations, green jobs advocates, environmentalists, social justice activists and others.
- Project purpose is to plan and launch comprehensive building energy efficiency initiatives in urban centers across the country.
- Initially, the project will target select cities where a model program will be developed, tested, refined and then replicated elsewhere.
- The success of the pilots will be judged by the concrete and measurable ways they begin to:
 - green the targeted city;
 - build the local community; and,
 - strengthen our democracy.
- To achieve success, local Emerald Cities labor-community coalitions will help:
 - organize diverse social forces in the community;
 - promote and extend the practice of collective bargaining;
 - assemble all the key stakeholders in targeted cities; and,
 - develop a viable business model.

A Social Compact Between Community and Labor

Construct and expand
pathways to good jobs
and lifetime careers

through collaborative workforce
development systems involving
community-based training
providers and union-based
apprenticeship programs.

Promote and extend the
practice of collective
bargaining

as deeply and widely as
possible into building energy
efficiency retrofit markets
through public policy and union
organizing.

Emerald Cities Project

National Emerald Cities Coalition

Technical Assistance

Political Support

Public and Private Funding

Feedback

Feedback

Local Labor-Community-Government-Business Emerald City Partnership

Technical / Engineering

- Survey building stock
- Determine scope of work
- Define needed skill sets
- Identify owners
- Engage contractors
- Organize project management

Labor Standards

- Analyze area standards
- Negotiate CWA within national framework
- Establish monitoring and enforcement mechanism
- Sign contractors
- Unionize workers

Labor Market / Workforce Development

- Analyze supply / demand
- Recruit by CBO
- Prepare through pre-Apprenticeship
- Place in JATC programs
- Place on job

Financing

- Develop and implement new financing models
- Guarantee work quality
- Arrange range of repayment options
- Arrange national funding
- Attract private capital
- Utilize carbon credits

Public Policy / Regulatory

- Build political support
- Establish necessary public policy and regulatory environment
- Arrange utility company cooperation

Planning / Economic Development

- Convene / facilitate all local stakeholders
- Engage urban planners
- Develop long-term vision for generation / distribution / consumption

Building Energy Efficiency Retrofit Projects Residential – Commercial – Industrial – Institutional – Public Sectors

Green the City

- Lower carbon footprint
- Reduce energy usage
- Increase energy savings and efficiencies

Build the Community

- Provide new construction careers
- Add good jobs
- Create new high-road enterprises
- Raise living standards / reduce poverty
- Lower energy costs for working families

Strengthen Our Democracy

- Increase labor-community input into economic development agenda
- Pursue pro-working families economic strategies
- Build lasting capacity / infrastructure to shape urban economy

Means to Success

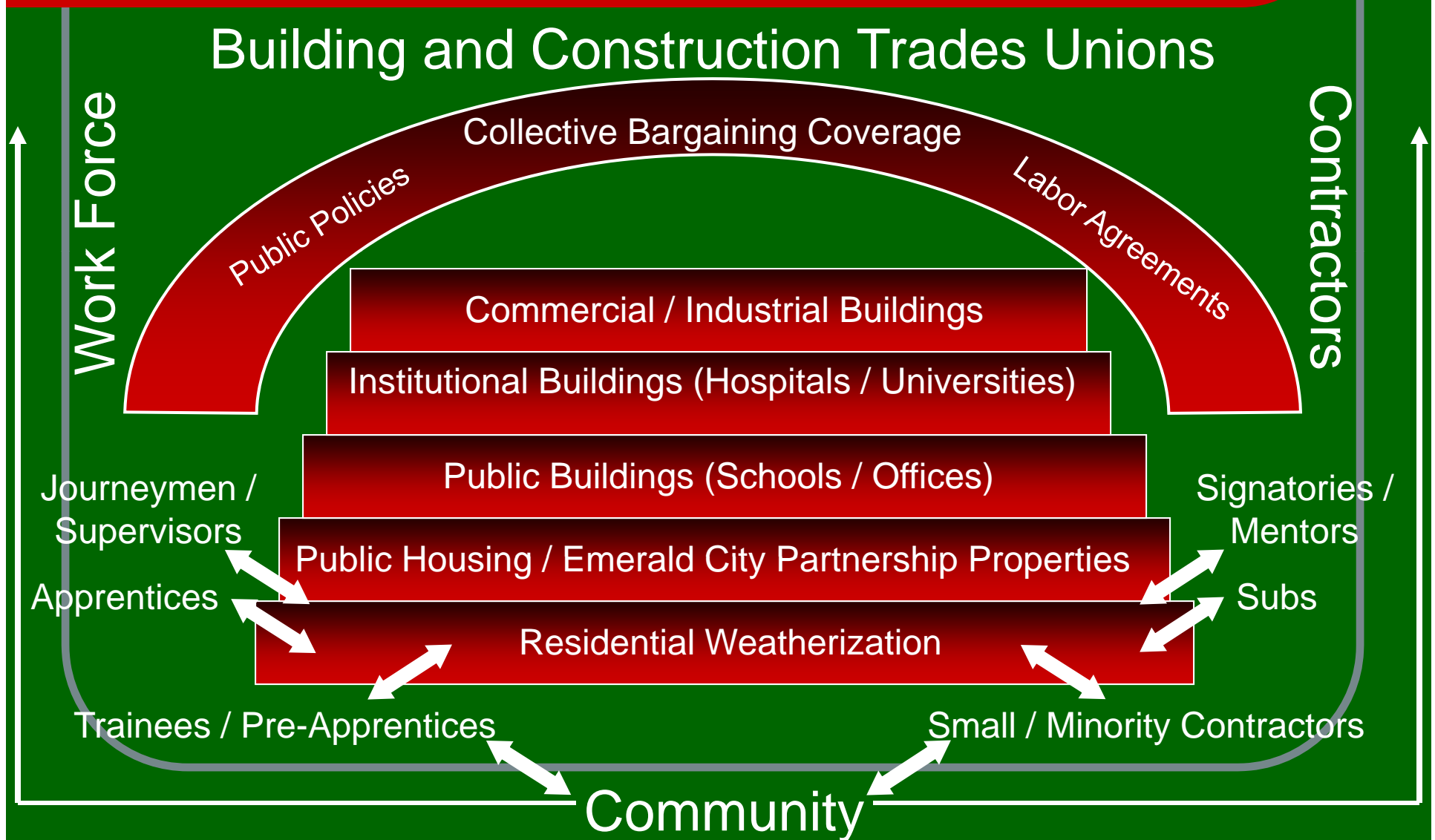
- Organize the community
- Promote collective bargaining
- Assemble the stakeholders
- Develop a business model

Support / Assistance

Project Elements

Goals / Outcomes

Emerald Cities Retrofit Projects



Seven Steps to Emerald Cities

1. BCTC passes Emerald Cities resolution.
2. Local unions pass Emerald Cities resolution.
3. BCTC establishes Emerald Cities Committee to participate in local Emerald Cities Partnership.
4. BCTC establishes Training Task Force to work with local Emerald Cities Partnership to develop collaborative training system.
5. BCTC establishes Market Development Program to unionize retrofit markets through public policy and collective bargaining.
6. BCTC participates in Emerald Cities Partnership Contracting Task Force to develop viable business model.
7. BCTC monitors progress with clear metrics to measure number of:
 - community members placed in union-apprenticeships,
 - new union members,
 - new signatory contractors,
 - new retrofit projects performed under collective agreements, and
 - jobs created for formerly unemployed union members.