



## Equal Voice Economic Development Summit: Green Jobs and the Federal Stimulus in Marin

Hosted by Grassroots Leadership Network of Marin

Friday, March 5th 2010 - 10am-2pm

### SUMMIT MINUTES

#### Present:

John Young, Grassroots Leadership Network of Marin

Ericka Erickson, Grassroots Leadership Network of Marin

Carolyn Placente, Grassroots Leadership Network of Marin

Irene Lee, Grassroots Leadership Network of Marin

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Robert Eyler, Marin Economic Forum\*

Makini Hassan, Marin City Community\* Development Corporation

Zakiya Harris, Grind For The Green\*

Chris Reyes, Ella Baker Center\*

Godfrey Lee, Marin County Post

Raphael Durr, Community Action Marin, Human Rights Commission

Kiki La Porta, Sustainable Marin

Tamra Peters, Sustainable Marin

Bob Puett, Homeward Bound of Marin

Theo Posthuma, The ProHuman Foundation

Vinh Luu, Marin Asian Advocacy Project

Max Korten, Conservation Corps North Bay

Maite Duran, Canal Alliance, Youth Concilio

Gayle Theard, Marin Tenants' Voice Council

Monique Perkins, Marin City Community Development Corporation

Amanda Greene, Consultation Permaculture Design

Stephen Miller, Strategic Energy Innovations

\* *guest panelists*

#### Welcome and Introduction

By John Young, Executive Director, Grassroots Leadership Network of Marin

#### Marin County Equal Voice Coalition

By Ericka Erickson, MPA, Associate Director, Grassroots Leadership Network of Marin

- The National Equal Voice for America's Families Campaign was launched in 2008 to build support for a national families-issues platform, created and advanced by families ([www.equalvoiceforfamilies.org](http://www.equalvoiceforfamilies.org)). More than 650 families and 30 organizations were involved in the campaign in Marin in 2008, joining a united movement of engaged families advocating for social change on policies that affect our lives.
- The Marin County Equal Voice Platform was created with input from all Campaign participants and launched in 2009. The priority areas of issues include Housing, Civic Engagement, Healthcare and Economic Development.
- The Marin County Equal Voice Coalition is being formed with the Platform as its foundation. Based on the fact that Economic Development is a primary area of policy advocacy, The Economic Development Task Force was formed to work collaboratively to advocate for policy change that aims to revitalize communities, provide pathways out of poverty, increase job training opportunities, and produce more green jobs.
- The Marin County Equal Voice Platform and the Equal Voice National Family Platform were created as part of the Equal Voice for America's Families Campaign

The Marin County Equal Voice  
10 Point Policy Platform

- |                         |                       |
|-------------------------|-----------------------|
| 1. Economic Development | 6. Community Building |
| 2. Housing              | 7. Education          |
| 3. Civic Engagement     | 8. Immigration        |
| 4. Healthcare           | 9. Transportation     |
| 5. Environmental Health | 10. Childcare         |

**Economic Development Task Force**

By Carolyn Placente, Public Policy Advocate, Grassroots Leadership Network of Marin

- The Economic Development Task Force is the priority project of the Marin County Equal Voice Coalition. The Task Force's primary mission is to advocate for policies that promote social equity, revitalize communities, provide pathways out of poverty, increase job training opportunities, and produce more green jobs

What is Social (in)Equity?\*

- Equity requires fair decisions when distributing society's benefits and burdens so that all people can reach their full potential.
- Inequity refers to differences in well-being between and within communities that are systematic, patterned, unfair, and can be changed. They are not random, as they are caused by our past and current decisions and policies.

Communities most affected by inequity are typically:

- Lower-income
- People of Color

and are confronted with:

- Racism
- Underemployment
- Poor education and health
- Jail time
- Loss of opportunity
- Unsafe living environments

\*(source: King County Equity and Social Justice Initiative, "Statement on Equity and Social Justice")

**Federal Stimulus in Marin County**

By Irene Lee, Community Organizer, Grassroots Leadership Network of Marin

Questions to Investigate:

1. Where are the federal stimulus dollars going in Marin?
  2. Who are these funds benefitting?
  3. How is the New Green Economy being defined in Marin?
  4. How can we ensure that low-income communities and communities of color are not left out of this new economy?
- Total amount of federal stimulus funds awarded to Marin County as of 2/16/10 \$88,119,176

- Data on the impact of the recession or stimulus on the statewide or local level is not widely available
- An equity analysis of the job creation trend on the local and federal level is needed
- Figures from federal procurement indicate trends where disadvantaged communities, like that of low-income families or people of color, are disproportionately impacted by the recent recession
- Marin unemployment rates are at a record high
- In 2009, unemployment in Marin reached a peak of 8.2%, the highest recorded rate in over 20 years

Green Jobs\*:

- Rebuild a Strong Middle Class
- Provide Pathways Out of Poverty
- Require Some New Skills (jobs training)
- Tend to be Local Jobs
- Strengthen Urban and Rural Communities
- Protect Our Health and the Health of the Planet

\*(source: [www.greenforall.org](http://www.greenforall.org))

The New Green Economy: What are the existing challenges and the emerging opportunities to rebuild a green economy in Marin?

**Roundtable Discussion: The State of the Stimulus and Job Creation in California and Marin**

*Makini Hassan, Executive Director, Marin City Community Development Corporation*

Regarding the current state of Marin City CDC:

- Engaging and partnering in high demand industries
- Currently partnering with Buckelew Programs and Canal Alliance to support Marin Works Now! – a new employment program, partly funded by the American Recovery and Reinvestment Act, that targets “no-income” to low-income residents of Marin that have some transferrable skills and provides them a subsidized employment position under a matched employer
- The employer also provides additional necessary job training skills
- The goal is for employers to keep their employees in an unsubsidized position once the program period has ended
- Program supports wages of up to 70K a year
- Positions available come from a range of different industries, from clean energy and sustainable construction to administrative, customer service and retail work.
- Marin Works Now! includes three launching phases:
  - Phase 1: program eligibility is contingent upon employee referrals through CALWorks from Health and Human Services only
  - Phase 2: program eligibility expands to include any unemployed resident that has a child under the age of 18
  - Phase 3: program eligibility expands to include all residents who are unemployed
- Currently working now to continue phase 1 and get referrals
- Works with schools to make sure individuals have GED and have the skills training to advance academic skills/career

- Partnerships with businesses to support services to low-income communities in energy efficient installations
- Davis Bacon Wage Determinations– prevailing wage requirement
- Marin City CDC also supports microenterprises and small business through helping small business owners through business certification and a small business development center that provides microloans and business banking services
- Also works with EARN to provide match saving accounts, financial management, etc.

Regarding efforts to promote social equity:

- “[Social equity efforts] have to be connected to skills development. Without ensuring that people have access to skills development that is current and in demand, [social equity] is not going to happen”
- Strategy: minority owned businesses get current certifications and green earnings,
- “Supporting viability of businesses is critical in Marin, especially because most businesses are small businesses”
- It’s critical to provide long term support to new workers and trainings
- In Marin, the fastest growing population is skilled and laid-off workers otherwise known as “dislocated workers”
- Equity - no-income, low-income, and people that got laid off (there’s not either or, equity is ensuring that dollars are targeted to all those populations)
- Negotiations with construction trade
- No apprenticeships here in Marin
- Ensuring job creation is connecting skills like mainstream banking, financial management, match savings, and job trainings to low-income families to earned income tax credit, microenterprise and small business development – there are various ways to have people connected to income
- It is also very important to be certain on how to identify where the jobs are
- Marin City CDC is also a partner of the National Skills Coalition
- Efforts toward job creation and social equity must also be broadened to include the regional community. Industries are not county-specific, they are regional. You have to connect to region-wide efforts to wage successful campaigns
- Must think in terms of job creation beyond Marin County

Questions and Comments:

Q: Why did the Marin Works Now! program start late? Also, certain minority groups are being employed, but not gaining skills to go into the workforce after the training period. Why is that?

- The issue: the federal funds come through the state
- The state has been holding on to the money due to the fiscal crisis. Therefore, the state was late in drawing down the funding due to the financial circumstances and with the infrastructure with the staff that they have
- Marin County is 1 of 3 counties that is doing subsidized employment funding programs and is doing very well relative to other programs

Q: For some communities like the Canal neighborhood, language barriers and social security numbers are an issue. Does your third phase of Marin Works Now! aim to include these potential groups?

- Neighborhoods like the Canal are critically important for the program. We plan to work closely with Canal and looking at microenterprise and small business opportunities
- For example, the Marin Helpers (day laborers program) is helping to develop a site for those who need additional support to get employment opportunities
- Possibilities include having a network of legal supporters for people that have issues with social security numbers

#### **Robert Eyler, Interim CEO, Marin Economic Forum**

- Continued real recession through Spring 2010
  - North Bay will lag behind national economy due to
    - Residential and commercial real estate issues
    - Wealth which drives lack of rapid job creation
- Why will recession end
  - Expanded fiscal stimulus: where will it go? Investments vs. recovery of costs – what is the best use of ARRA funds?
  - Need job creation through innovation, not through consumption
- Monetary policy at a policy endpoint
  - Do we need credit to move forward again?

#### California's future

- 2010-11 likely to be worse
  - No change in core budget process or tax code
  - Issues exacerbated by continued, real recession
- Federal spending may stimulate CA economy for now
  - Need to link funding to businesses
  - Cannot rely on current model
- Entrepreneurs and innovators start in CA
  - Climate change, technology and economic development must be linked

#### Real Estate

- Residential real estate needs labor market recovery
  - Need to recognize where labor will live in five years
  - Working poor affected by larger commutes
- Economic development must link commercial real estate to business opportunities

- Who will demand North Bay real estate through 2015?

#### Economic Development Concept

- Workforce development linking skill-building to business opportunities – the businesses will come if the trained workforce is here
  - Need to have a regional development plan
  - Need to think beyond city and county borders
- Economic gardening
- Three “E’s” the current mantra
  - **E**conomic Vitality
  - **S**ocial **E**quity
  - **E**nvironmental Balance
- MEF provides a study to local municipality for a water/energy independence program
  - Used in lobbying for federal grant \$
  - Money is received and used to provide jobs to construction and trades workers to install water and energy efficient equipment
  - Local WIB used to find, place and train new hires

#### Conclusion

- Federal stimulus will provide short-term support
- Concerns over stimulus:
  - Who receives the money
  - How it is used
- California still a place of innovation
  - Need to recognize constraints
  - Need to consider economic development as community development
- Economic Development needs to be more forward thinking – it needs to be more proactive rather than reactive

#### Questions and Comments:

Q: Can you offer any contrasting strategies we should consider when we’re thinking about different levels of jobs, for example, office versus administrative?

- Looking at which areas Marin is best set up to move forward in and train workers in these areas
- The key is to attract businesses who wants to hire these employees
- Federal stimulus is pointed to job training, but should be pointed toward job retention – we don’t want to end up training people in industries that won’t provide jobs in the long term

because what will eventually happen is that those individuals will leave Marin to find jobs in other regions that are still open

Q: What are your thoughts regarding job retraining for older workers?

- Depends on workers original training
- Is there going to be a demand to retrain older workers? We have to be mindful of the type of demographic population that is aging right now and what skills base this group may have years from now
- There are also still barriers including racism, gender discrimination, and age discrimination
- But there is currently no program in place that targets ages 55+ population because the skill set has not yet been identified in mass

**Zakiya Harris, Executive Director, Grind For The Green, Green For All Fellow**

- Founded Grind For The Green in 2007
- Grind For The Green Mission: moving youth of color from the margins to the epicenter of the environmental movement
- “We are a culturally relevant entry point into what ‘Green’ is for youth”
- Emphasis on environmental education and ecoliteracy through hip-hop
- Uses hip-hop as a cultural vehicle to engage youth with the green movement
- “Unless we’re giving young people and all of our constituents information that relates to their food and their jobs as it relates to the world, climate justice, and so on, [our efforts] mean nothing”
- Video presentation: “Green Profile Series: Edreana” (source: [www.youtube.com](http://www.youtube.com))
- For youth like E’dreana, the reality of pollution, lack of fresh food, and other environmental issues are an everyday struggle
- Problems like asthma and lack of grocery stores or other places to buy fresh foods are common
- The future possibilities for youth in a green cultural movement are endless
- Three main strategies:
  1. Cultural relevancy – making this movement relevant to our youth and communities
  2. Utilizing technology – social networking sites – facebook, twitter
- Raquel Pinderhughes – professor who instructs a course on ecoliteracy at San Francisco State University
- Emphasis on inspiring youth and working in collaboration
- Many green programs are primarily focused on policy issues and employment, but the importance of green culture is often overlooked
- For example, within a 3 week campaign for job training – recruited 50 youth
- Other current work in San Francisco includes assisting Good Will in doing private sector placement and case management in Sacramento
- “[The Green Economy] is beyond what job I get. It is about how I think about and support efforts to causes like bringing in fresh produce to my community”
- Let’s move beyond the modifier “green” – all jobs should be green – we should be conscious of the Earth in all we do

Questions and Comments:

Q: Have you done any collaborative work with organizations outside of San Francisco?

- No, not yet. That could be a possibility in the future
- Environmentalist curriculum on Ella Baker center site
- Aide for Supervisor Kinsey is working on huge initiatives and efforts for environmental justice
- The kind of work that [Grind For The Green] is involved in is so needed to inspire youth and adults in all areas, not just green jobs and environmental justice. For example, even as people are connected with new green jobs, there is inspiration missing. There isn't anything that invokes passion for many people yet.
- In Marin City, we don't have a shopping center. We have a burger king and other little places like this, but we don't have a healthy place to purchase food, not even a market.
- Farmers Market in Marin City this summer for the first time – huge success

**Chris Reyes, Green-Collar Jobs Campaign Statewide Organizer, Ella Baker Center**

- Working in areas impacted by the economic recession and issues such as high incarceration rates
- Van Jones, Founder of Green For All coined the following terms:
  1. "Eco-apartheid" (profit + planet) –only the wealthy have access to green resources (jobs, products, spaces, foods)
  2. "Eco-apocalypse" – end of existence
  3. "Eco-equity" (profit + planet + people) – balancing profit with the needs of our planet
- Green Collar Jobs Campaign – to facilitate the process (not job training process – are facilitators and educators)
- Green collar jobs should provide opportunities for career ladders, living wages and Quality, Quantity, & Access (QQA)
- Oakland Green Jobs Corps is a partnership between city of Oakland, Cypress Mandela, hiring agencies
- Oakland Climate Action Coalition – a collaborative comprised of labor unions, activities, environmentalist, social justice organizations that propose policies to create green collar jobs and reduce green house gas emissions in Oakland. If the Coalition is successful in implementing effective strategies, the larger goal is to have Oakland be a model for other communities

Ella Baker Center's statewide policy advocacy work:

- AB32 – global warming solutions act – Assemblymember Dan Logue wants to postpone the implementation of AB32 – we need to work for implementation now
- AB1415 – community benefits fund stems off of AB32 – requires at least 30 percent of revenue of AB32 to be put into community benefits fund to go to all the constituents in our communities (if AB32 implementation is postponed, AB1415 will either be postponed or cancelled)
- SB31 – carbon trust fund – idea to create revenues from carbon based economy
- California green stimulus coalition – 57 advocacy orgs – push transparency in ARRA funds distribution
- Coalition works closely with California Energy Commission

- Green collar job toolkit – report called “making green work” – case studies of successful green training programs
- Use this as a vehicle to take to Sacramento to demand policy change

### **Assessing Advocacy Capacity & Leveraging Resources**

- Thank you to all those who participated and completed the Advocacy Capacity Assessment. The assessment tool, which was developed by our partners at Alliance for Justice, will help assess the capacity of each member organization to support advocacy efforts and will inform our strategy as we work together to influence public policy here in Marin.
- Based on the data gathered, Grassroots Leadership Network of Marin will generate an advocacy capacity assessment report
- Member organizations will be notified as soon as the report is available

### **Closing: Moving Forward Together & Announcements**

- Preferred methods of communication: e-mail
- Preferred convening schedule: quarterly

**Next Meeting: month of June (specified date and further details TBA)**