

The Golden State and the Future of Green Growth and Green Labor

*Convened by the Pat Brown Institute,
CSU Los Angeles*

*at Sony Pictures,
Rita Hayworth Dining Room
10202 W. Washington Blvd.
Culver City CA 90232*

April 23, 2009



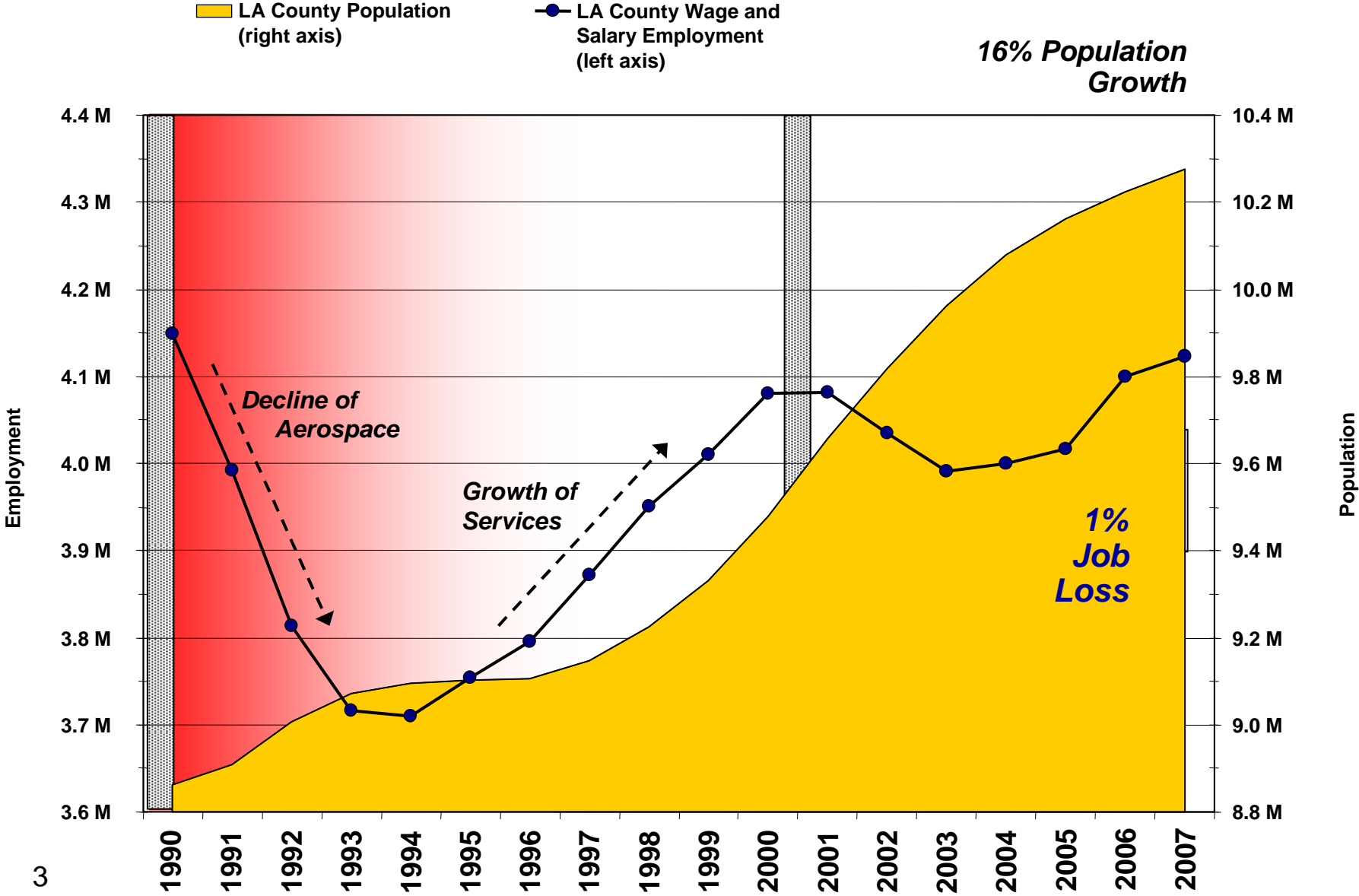
Economic Roundtable

L.A.'s Economic Context for Pursuing Growth in Green Sector



Economic Roundtable

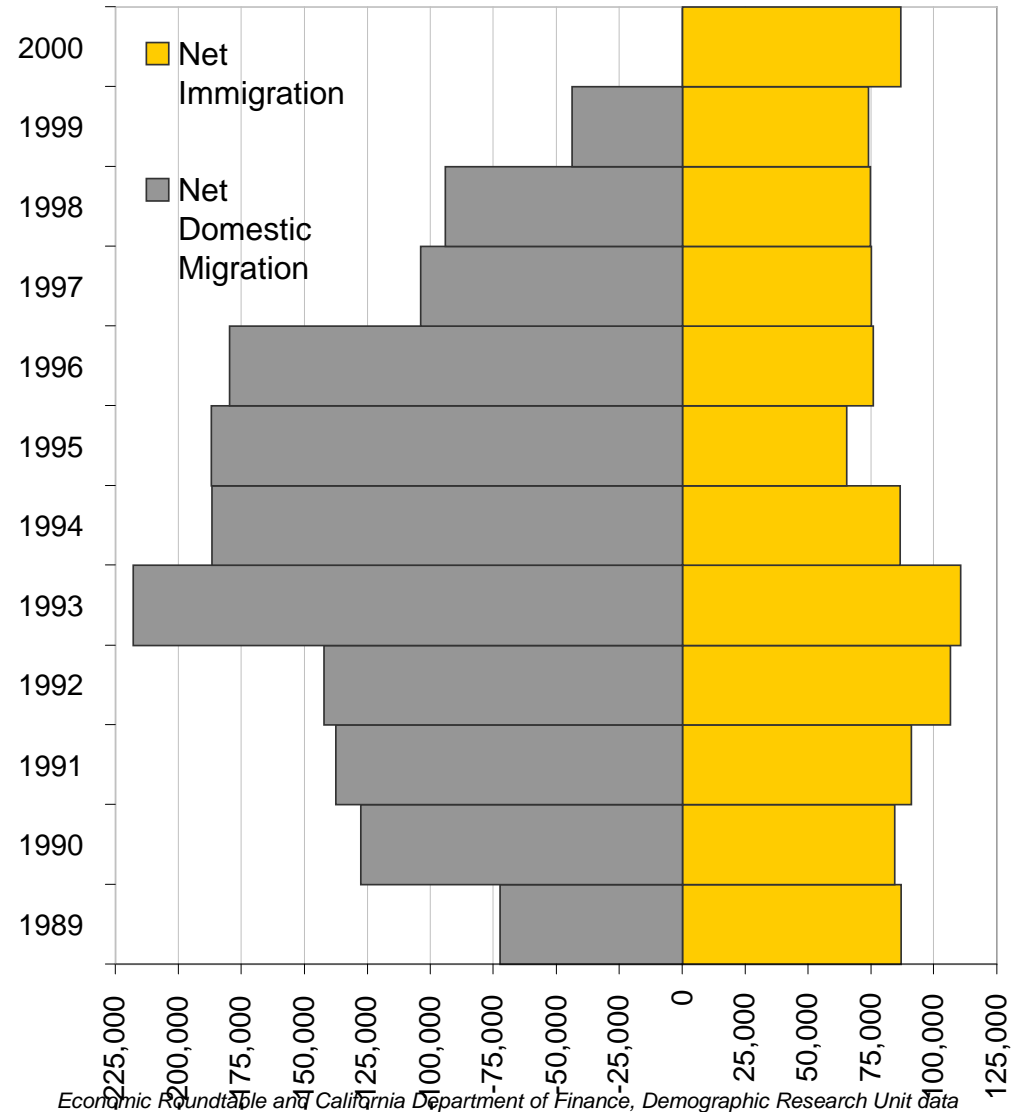
LA County Jobs and Population 1990 - 2007



Changing of the Guard

- The end of the Cold War and the collapse of Aerospace triggered massive out-migration by LA residents
- Between 1989 and 2000:
 - 1,494,000 more residents moved out of LA than moved here from other parts of the US
 - 1,018,000 immigrants from other countries moved into Los Angeles County
- Immigrants saved LA from a shrinking labor force and economy

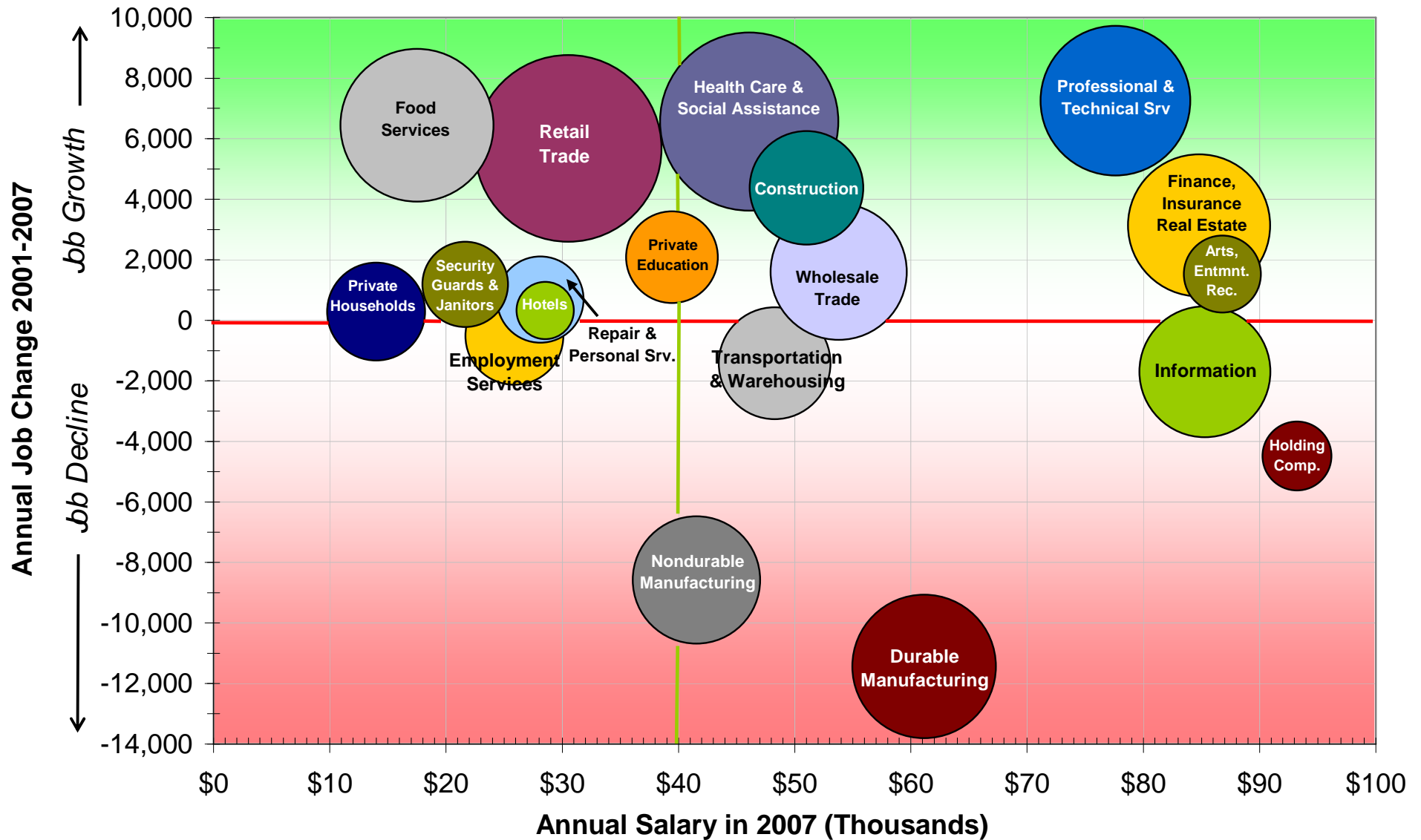
Population Movement Accelerated in LA County After Aerospace Collapsed



1.5 MILLION PEOPLE LEFT LA

Jobs & Wages by Industry, Los Angeles Co. 2001-07

(●●● Number of Jobs Represented by Size of Circle)



Defining the Green Economy



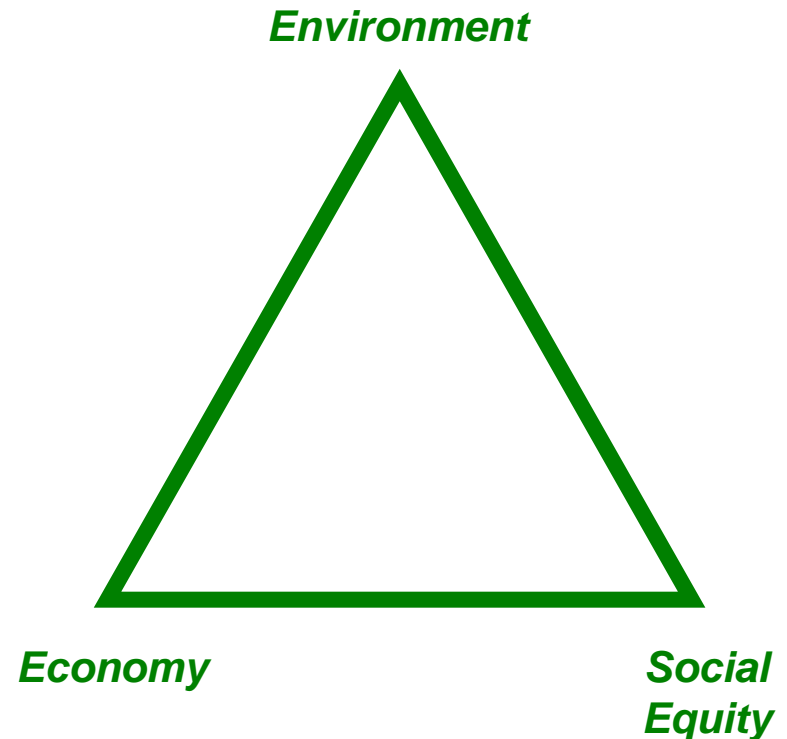
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Green Sustainability

Green technology must contribute to all three pillars of sustainable development in LA:

1. Environmental sustainability
2. Economic sustainability – beneficial industrial growth
3. Social sustainability – jobs for LA residents, including residents struggling to support their families

Three Pillars of Sustainable Development



"Humanity has the ability to make development sustainable—to ensure that it meets the needs of the present without compromising the ability of future generations to meet their own needs."

Brundtland Commission

Green Product Continuum



- **Overall Footprint** - environmental sustainability requires:

- Energy Efficient, Low-Impact Products
- Clean Manufacturing
- Safe & Sustaining Jobs
- Correct Installation & Use

- Relies on Third Party **Certifications**:



Green Building

WHAT IS IT?

- 1) Buildings and sites that use energy, water and materials more efficiently, and
- 2) reduced impact on the environment

LEED

(Leadership in Energy and Environmental Design)

Developed and administered by the U.S. Green Building Council
Most widely accepted green building certification program

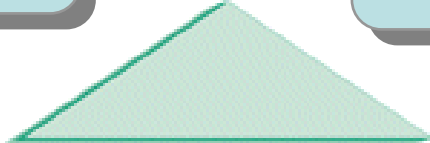


Green Building Elements

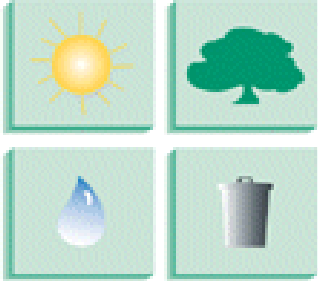


Building Envelope

HVAC



Finishes

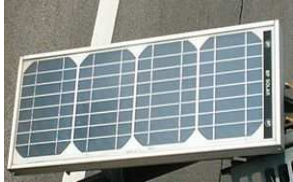


Lighting



Renewable Energy

Water Conservation



The Outlook for Green Manufacturing in LA County

Is there Potential for more Green Mfg. in LA County?

YES

Why?

- Existing manufacturing **infrastructure**
- There's already a growing **demand**
- A favorable **political climate**
- An **increasing public awareness** about the benefits of being green
- Strong **local/regional market**
- New **legislation and programs**



Federal stimulus funds include broad support for green initiatives

- Energy efficient vehicles
- Home weatherization
- Transportation infrastructure construction
- Hospitals
- Scientific R&D
- Scientific instrument mfg.
- Social services
- Public education
- Local government

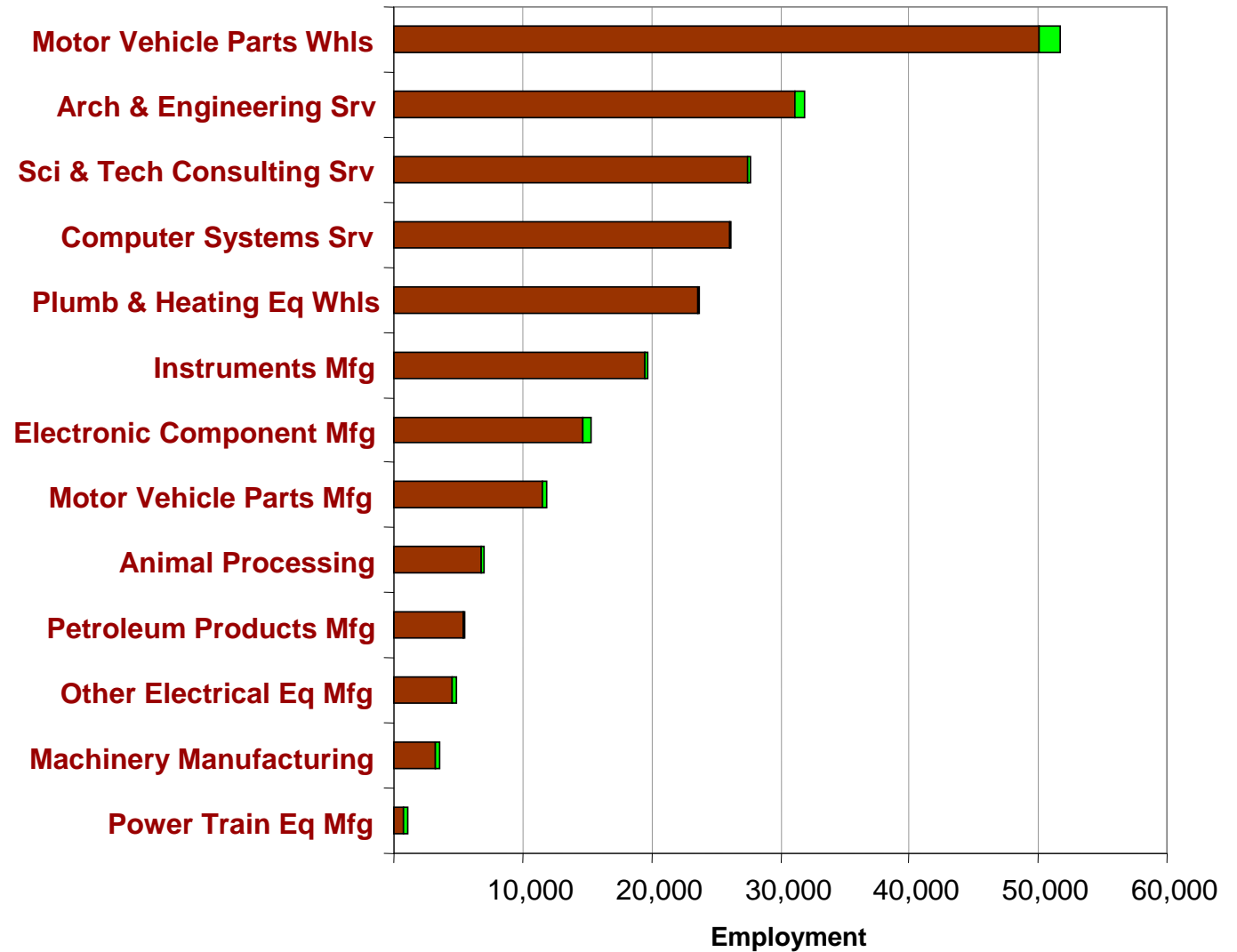
Opportunities for Green Growth

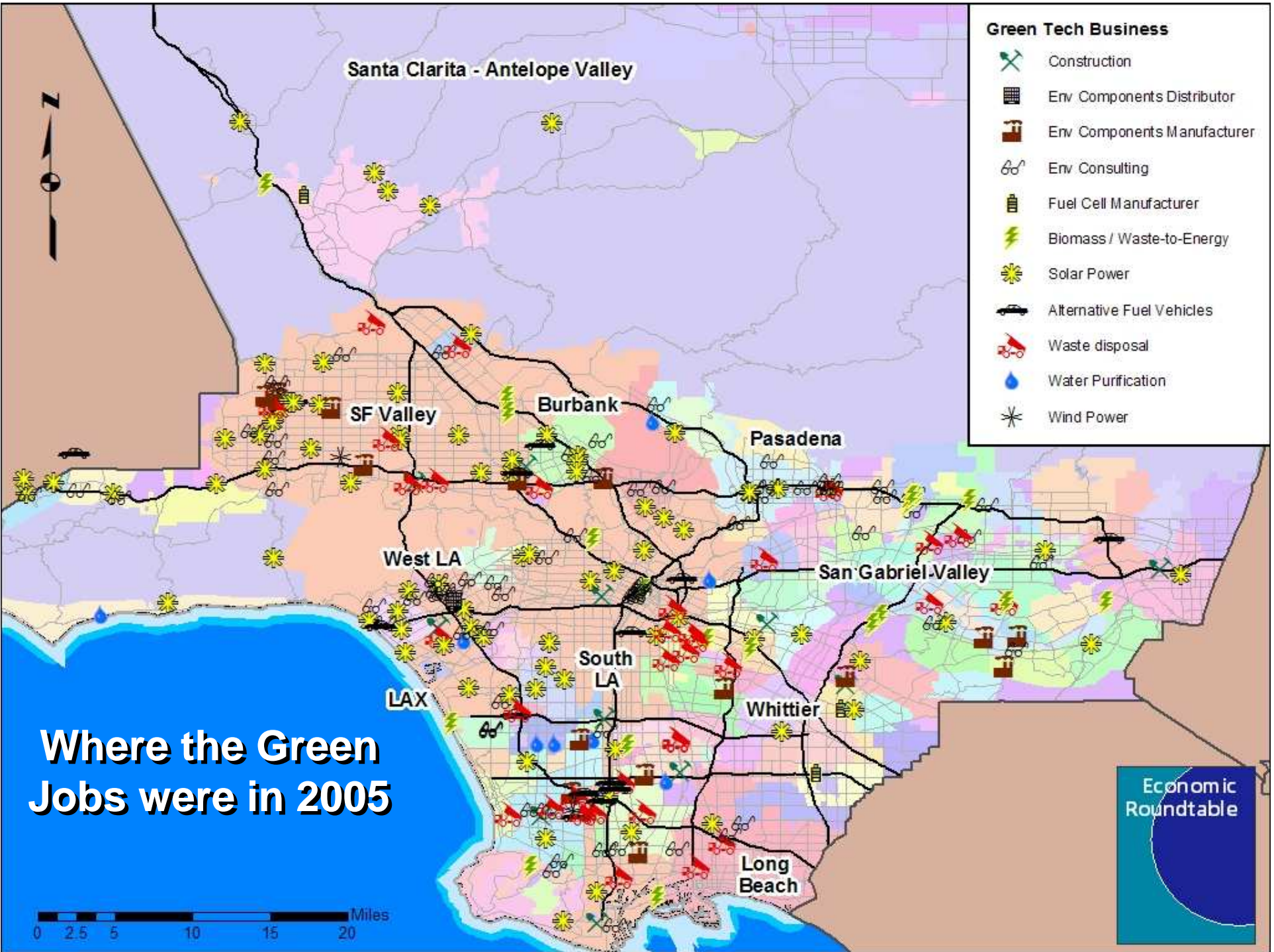


Economic Roundtable

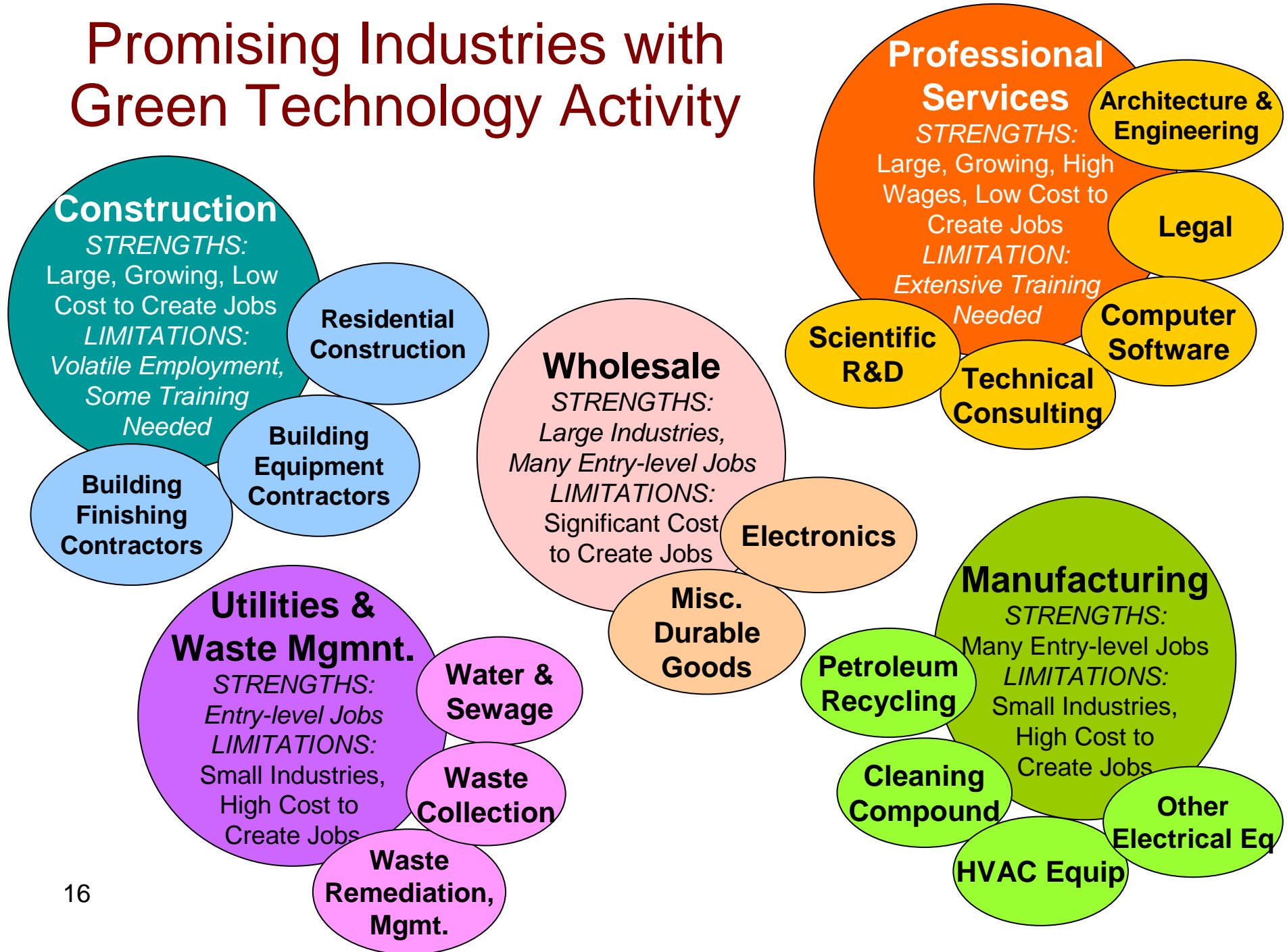
What Share of Jobs in LA Co. Industries are Green?

- Small green “slivers”
- On the periphery of existing industries
- Potential for far greater **greening** of LA’s economy





Promising Industries with Green Technology Activity



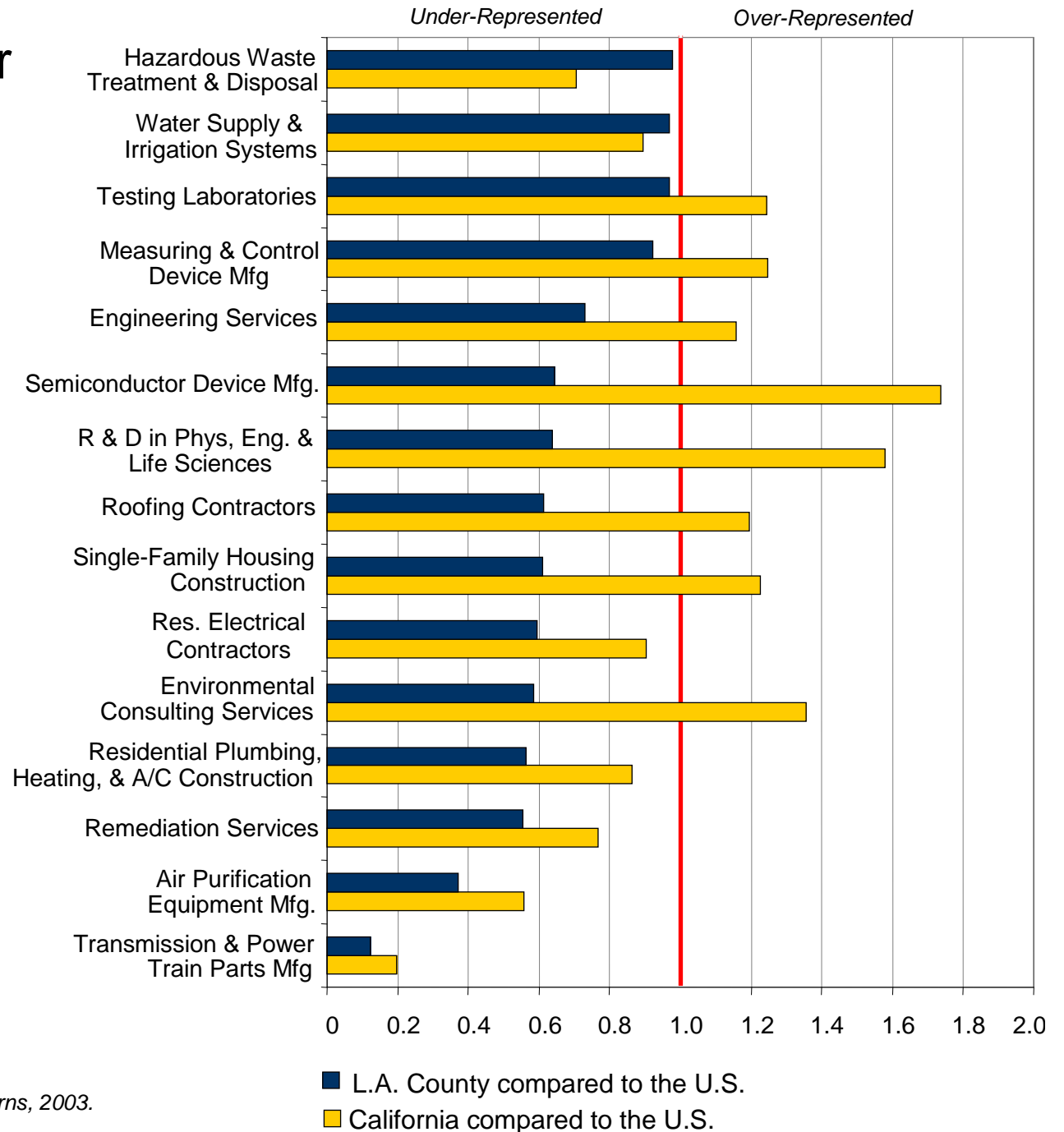
Defining the Green Economy and its Labor Force



Economic Roundtable

Location Quotient for Green Technology Industries

- Los Angeles has had a below-average share of its jobs in every significant Green Tech Industry.
- California has had a high location quotient in several Green Tech Industries.



Occupations Used in Green Technology Industries & Job Opportunities for LA Residents

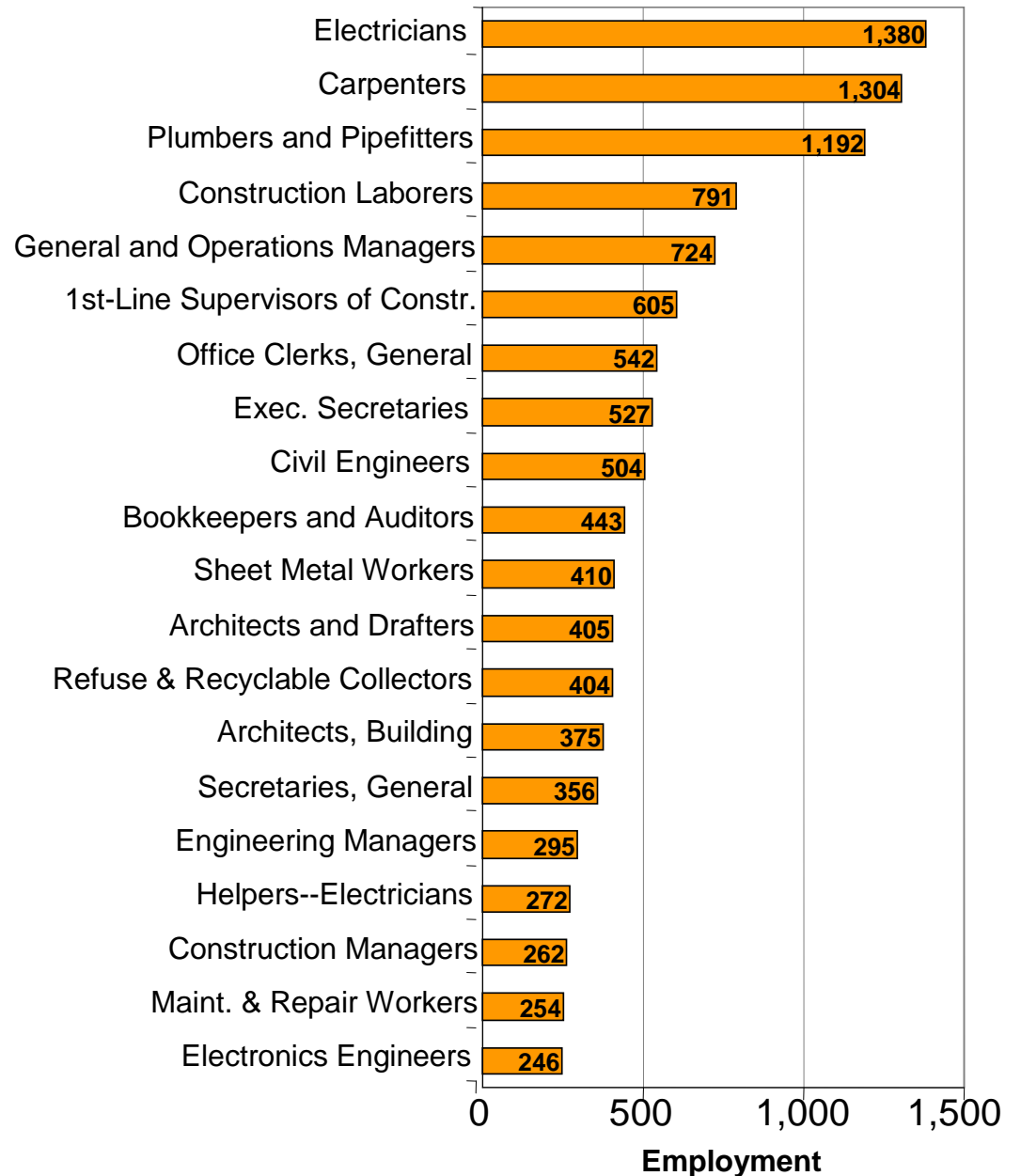


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What are LA's most Numerous Green Tech Occupations?

- Six of the top 20 occupations are in construction, accounting for 25% of jobs in Green Technology Industries
- Professional occupations provide a significant share of jobs:
 - Civil Engineers 2.1%
 - Architects and Drafters 1.7%
 - Building Architects 1.6%
- Other large occupations are office-based jobs:
 - Gen. & Operations Mgrs 3.0%
 - Office Clerks 2.3%
 - Exec. Secretaries 2.2%

Largest Occupations in LA's Green Tech Industries, 2002



Sample Pathways into **Green** Jobs

Occupations with re-skilling potential

Construction Managers
Loan Officers
Loan Interviewers and Clerks
Management Analysts
Real Estate Brokers



Potential Green Jobs (transferrable skills)

Energy Auditors, Commercial and Residential

Carpenters
Construction Trades, Helpers
Glaziers



Insulation and Weatherization Workers

Carpenters
Electricians
Heating and Air Conditioning Technicians/Installers
Plumbers
Roofers
Sheet Metal Workers

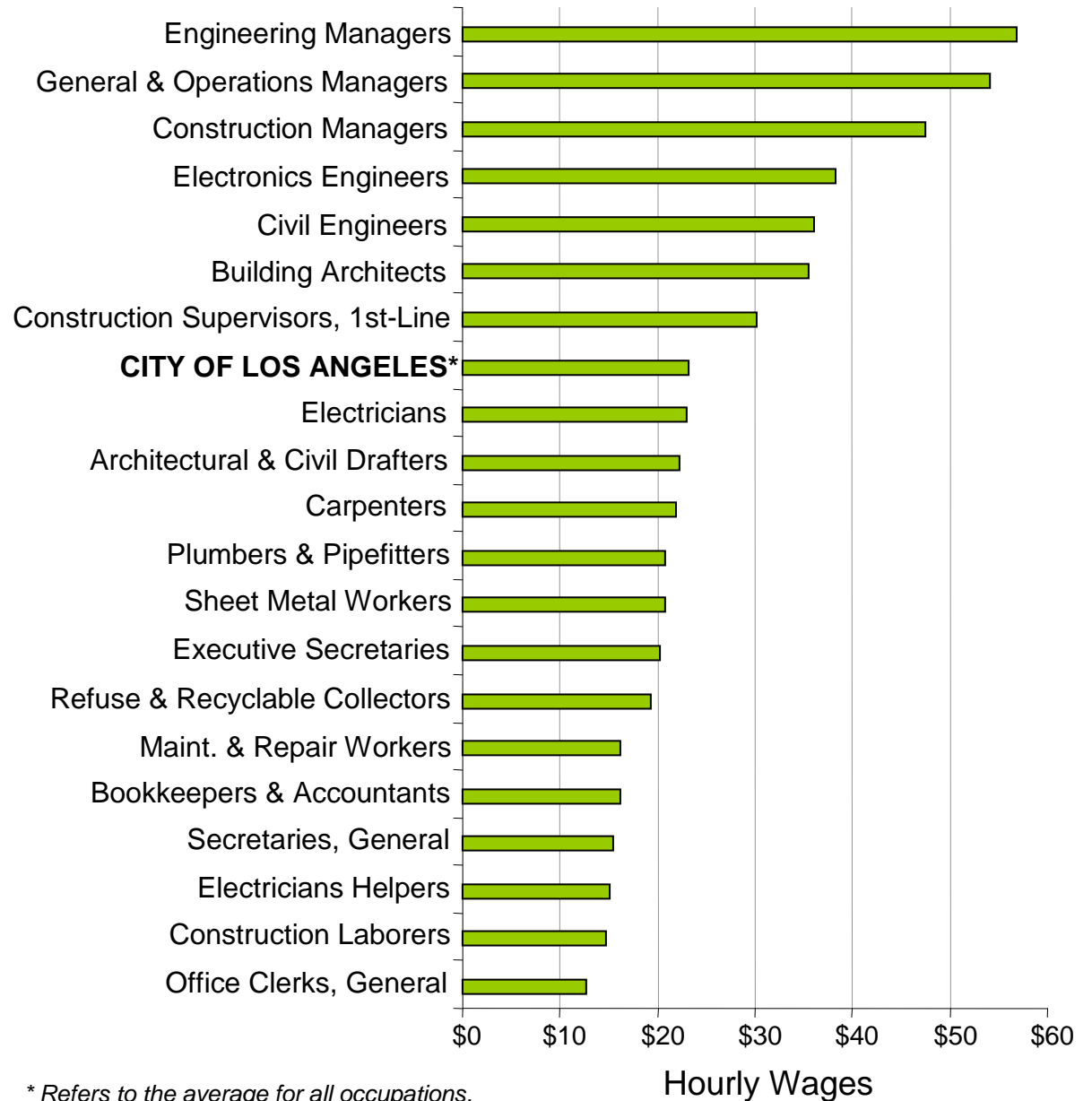


Solar PV Panel Installers and Technicians

What wages are paid in LA's Biggest Green Technology Occupations?

- Top wages belong to managerial occupations
- Trades workers have similar wages to the LA City Avg.
- Majority of occupations have living wages, although these include non-green workers...

Average Hourly Wages of the Largest Occupations in Los Angeles' Green Technology Industries





CREATING GREEN JOBS IN LOS ANGELES

Connecting Inner-City Communities &
Incumbent Workers to the Green Economy



Joanna Lee, SCOPE
Pat Brown Institute - April 2009

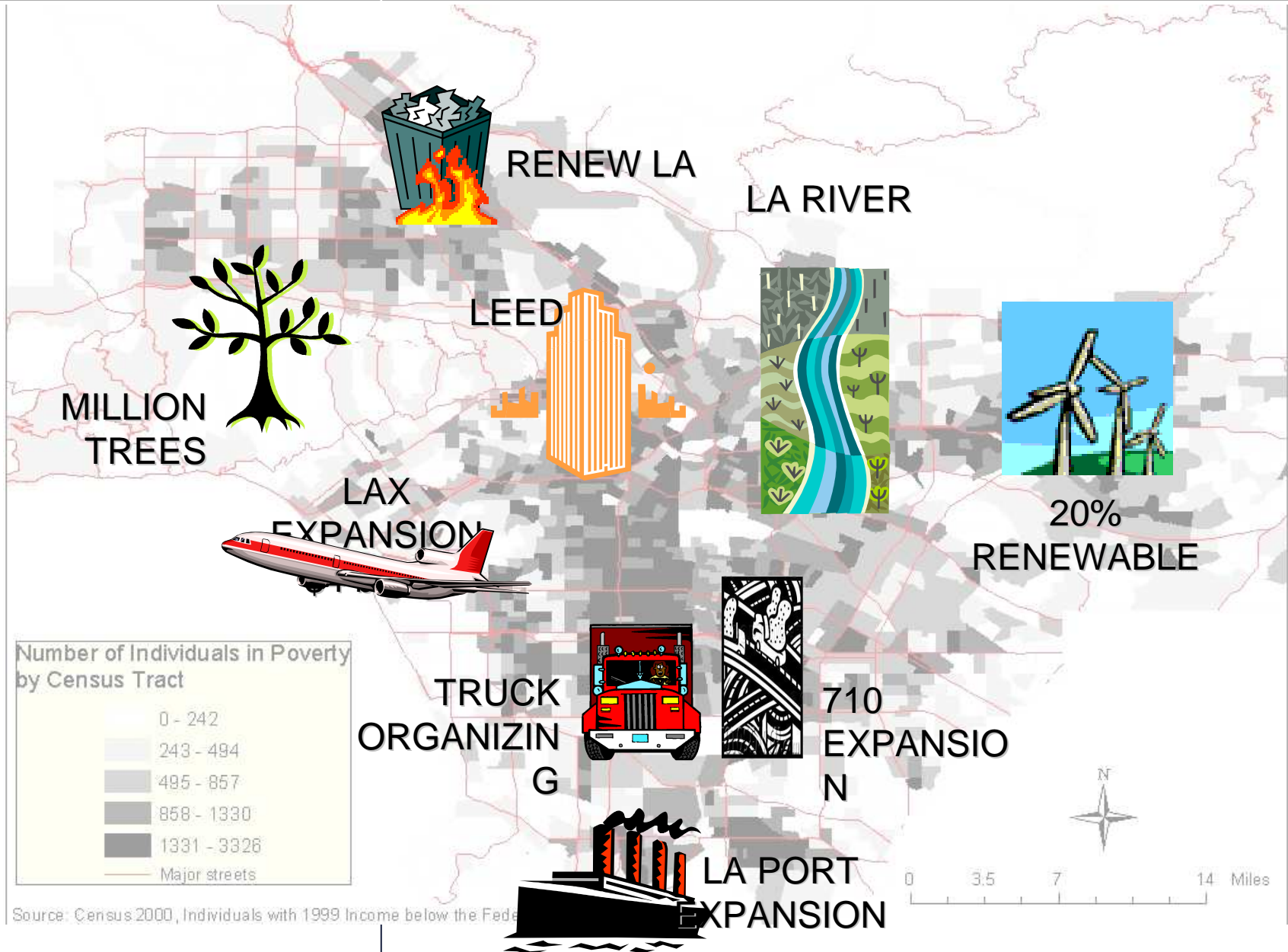
STRATEGIC CONCEPTS IN ORGANIZING AND POLICY EDUCATION



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



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

Denise Fairchild

Dan Flaming

Andy Lipkis

Mary Luevano

Jerilyn Lopez-Mendoza

Victor Narro

Manuel Pastor

Bharat Patel

Alex Paxton

Teresa Sanchez

David Sickler

Bruce Stenslie

Anthony Thigpenn

Jennifer Wolch

Goetz Wolff

AUGUST 16, 2006 LA APOLLO LAUNCH



CITY RETROFIT & WORKFORCE DEVELOPMENT PROGRAM

Policy Objectives

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

Green City Buildings: Ensure holistic greening of existing buildings

Invest in the Inner city: Prioritize greening in historically disinvested inner city communities & provide employment opportunities for hiring inner city communities for jobs

Training Pipeline: Ensure pathways to jobs through training and placement & pathways toward career ladders

Green purchasing: Ensure quality green products are being used & purchased locally

Sustainable funding: Creating a funding mechanism and sources

Broad governance: Ensure diverse stakeholders from city & community maintain accountability & oversight

WHY GREEN BUILDING?

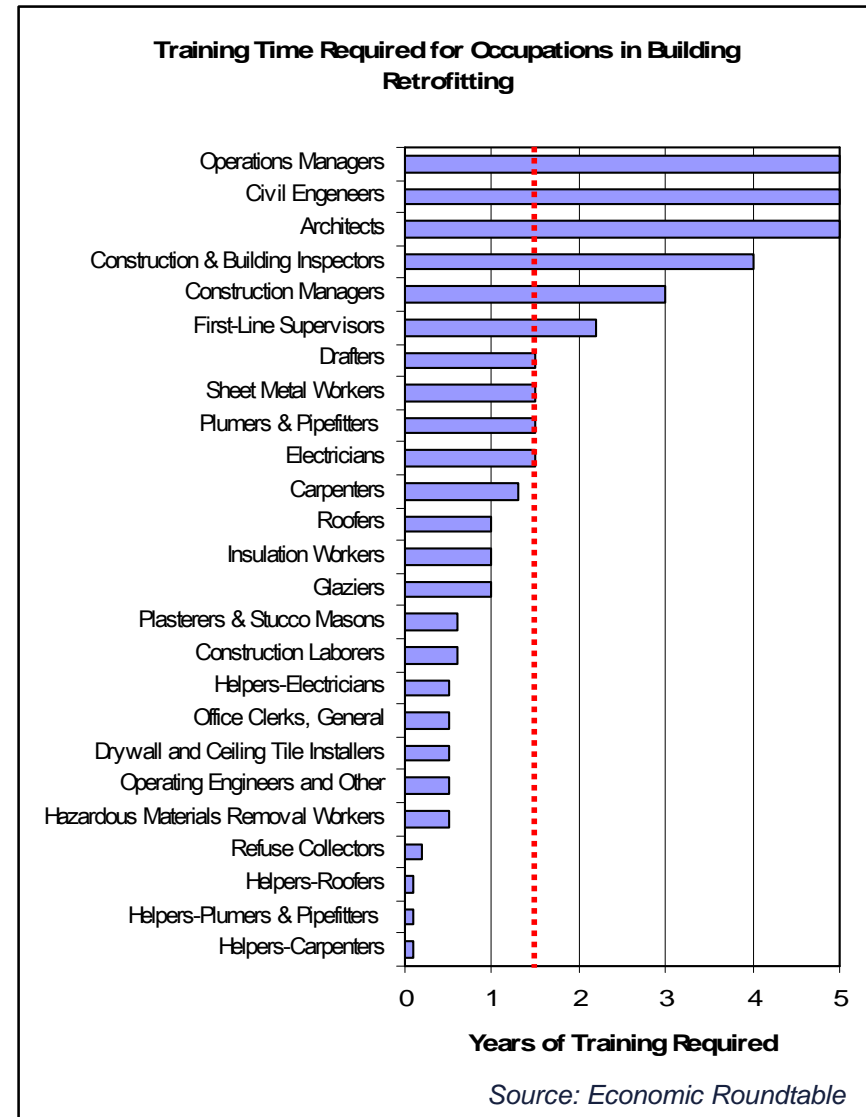
Green Building is gaining **momentum** in Los Angeles and the nation through standards and incentives

Green Building stimulates **local manufacturing** of green building-related materials

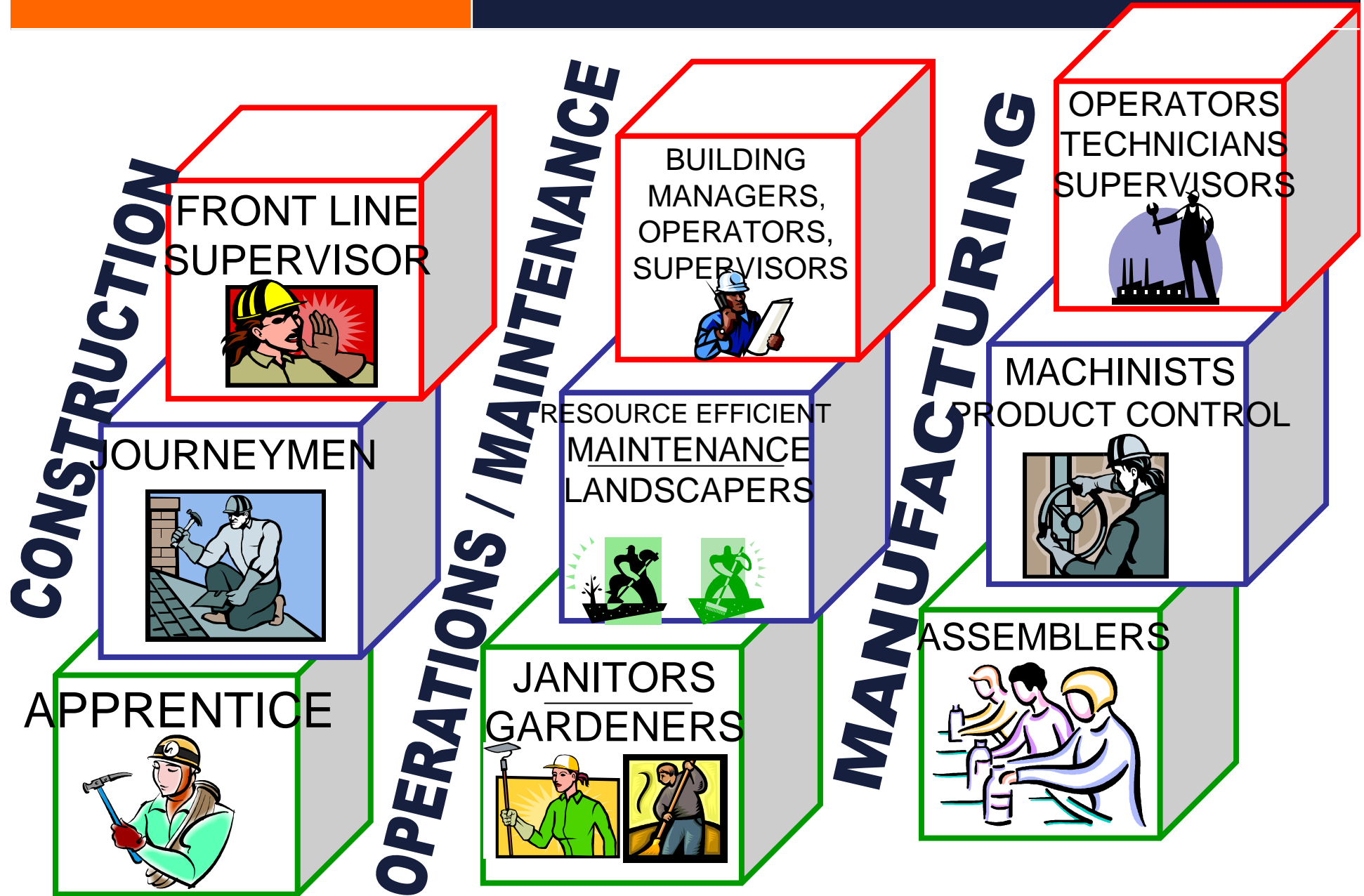
Creates **career jobs** in a broad range of occupations and industries with **entry-level union** occupation opportunities

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



GREEN INDUSTRY SECTORS

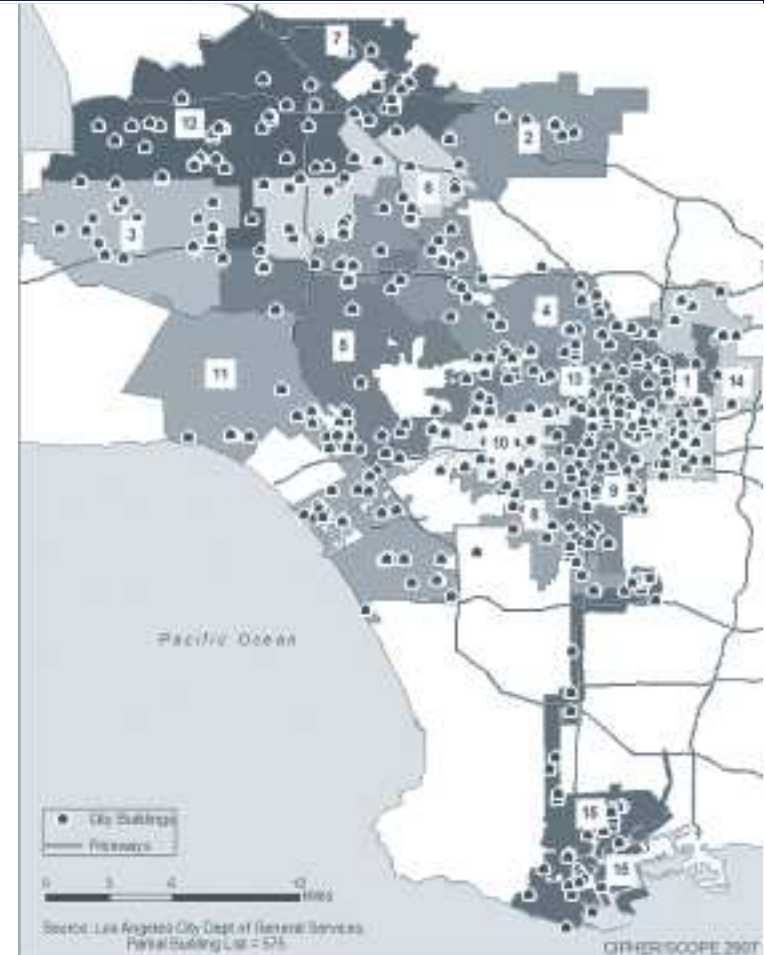


WHY GREEN BUILDING?

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

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