Developing the Green Collar Workforce
LIFE 2014
LOW-INCOME FORUM ON ENERGY
STATEWIDE CONFERENCE

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Green City Force Overview

I. PROBLEM
II. SOLUTION
III. RESULTS
350,000 NYC young people ages 18-24 are neither working nor attending school\(^1\).

Without successful work experience before 26, the odds of economic independence plummet.

NYC’s sustainability policy goals target outdated infrastructure and poor usage habits contributing to $750M+ in annual energy waste and unnecessary pollution\(^2\).

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\(^1\) Social Science Research Council (2012)
\(^2\) PLANYC (2011)
Green City Force addresses the dual imperatives of unemployment among low-income young adults and city climate action goals. Through its Clean Energy Corps, GCF engages young public housing residents for rigorous training and service as AmeriCorps members.

GCF’s innovative model has been recognized locally and nationally as a breakthrough approach to creating economic opportunity while enlisting young people to improve energy efficiency, healthy food access, and resiliency in public housing communities and beyond.

**RESULTS:** Recruitment from public housing developments city-wide; 78% of Corps Members graduate from program; 75% placement in work or college 12 months later.

**IMPACT:** Corps Members work in teams on innovative sustainability and resiliency projects. *Proven impact on reducing energy consumption in homes; launched first urban farm in public housing*
GCF catalyzes change

GCF engages unemployed young adults...

...in a comprehensive program...

...empowering them to attend college or launch careers related to the clean energy economy.

- 18-24 year olds
- HS graduates or GED-holders
- Residents of public housing
- <$2k average annual wages

- 6 months of rigorous service pursuing city sustainability goals
- Essential skills training in teamwork and communication
- Technical certifications and academic support

- Placement assistance into career track jobs, a path into the middle class
- AmeriCorps stipend and a scholarship towards college
Real World Experience, Real Impact

Corps Members earn a stipend while accruing 900 hours of real-world experience and making real impact in sustainable sectors, including:

**Energy Services**
- Consumer education programs, reducing energy usage in select public housing buildings by 11% (Opportunity = $535M in annual utilities spending at housing authority)
- Home energy audits and services, saving >$1M in utility costs
- Solar panel installation and training (Thanks GRID!)
- Marketing and outreach to sign NYC residents up for energy efficiency services.

**Urban Agriculture**
- First urban farm in public housing in NYC, inspired city to pledge 4 more; 1,000+ residents educated, 3+ tons of produce grown
- Hundreds of tons of compost generated
Example Project: Changing Behaviors through a Resident-to-Resident Engagement Model

GCF Corps Members partnered with NYC public housing to create the “Love Where You Live” campaign, educating and motivating residents to help **decrease energy costs and greenhouse gas emissions**.

**Project Outcomes**

- Residents from three neighboring buildings competed to save energy
- 75% average resident participation
- 11% average electricity usage reduction over three months, with the winning development saving 20%
- 154,160 kWh in estimated energy savings
- 25+ metric tons of CO$_2$ emissions avoided
Deep Investment Yields Top-Tier Results

Completion and placement rates rank among best-in-class:

78% of Corps Members graduate, having developed self-confidence, a strong work ethic and a suite of technical skills.

75% of graduates are employed full-time or enrolled in college 12 months later.
An alumna of Green City Force, Tykeisha Youmans is GCUS Representative at Bloomberg LLP. On her training at GCF she remarked:

“Green City Force helped me understand how to communicate effectively with my peers and with management as well as how to take and apply constructive feedback which has helped me to be continuously successful at Bloomberg. GCF encourages its corps members to be innovative and assist with business planning, such as the NYCHA Challenge project I took part in.

I think GCF would benefit from an intern and or mentoring program with BLP employees to help build on what is already being taught to corps members. Another useful tool would be to add additional finance and business classes.”
Academics were not easy for Waliek Juneol, a resident of Red Hook Houses in Brooklyn, and he struggled to get his GED. Having achieved that milestone, Waliek faced the reality of not having a viable next step or means to support his 3-year old. He became a GCF Corps Member. Over the next six months, Waliek helped construct a sustainable park, learned composting and discovered a passion for getting his hands dirty while demonstrating reliability.

As the program ended, GCF connected Waliek with Future Green Studio. The company offered him a job building green roofs. “I wish all my employees had the qualities GCF graduates display,” says employer David Seiter. Waliek, a young father, has been working with Future Green Studio for over two years.
RESULTS

Profile: High Return on Human Capital

Terrell Fulwood, a resident of Bed-Stuy’s infamous Marcy Projects, lacked the guidance and support necessary to successfully transition from high school to work, and found himself doing little with his life besides eating, sleeping and wasting time. That all changed when he joined GCF. Reflecting on his experience as a Corps Member, Terrell remarked, “Green City Force was not only a way to sustain my family and me financially, but it also helped me engage my passion. I like helping others.”

Upon graduating last August, Terrell secured a full-time position as a Field Technician at the Association for Energy Affordability, performing energy audits and outreach as part of Con Edison’s Green Team—skills he learned during his GCF service term; he has been working there for nine months.
Recognition at the Highest Levels

“[Green City Force] has a proven record of improving lives, helping set New Yorkers on a path toward greater economic mobility.”
- Former NYC Mayor Michael Bloomberg

“This is a huge deal. You can do this in every city in America.”
- Former President Bill Clinton

“[Green City Force] is national service at its best.”
- Asim Mishra
Corporation for National Service

“[Green City Force] has a proven record of improving lives, helping set New Yorkers on a path toward greater economic mobility”
- Former NYC Mayor Michael Bloomberg
"I've visited organizations around the country and Green City Force is a stand-out. They are a national model for engaging opportunity youth through national service. Meeting with the Corps Members inspired me to strengthen my commitment to scaling national service with opportunity youth at the center of our strategy."
- General Stanley McChrystal
On Par With the Country’s Best Programs

Though much younger, GCF achieves the same graduation and placement rates - in some cases at a lower cost - as the country’s premier job corps.

<table>
<thead>
<tr>
<th>Graduation Rate</th>
<th>Placement Rate</th>
<th>Total Cost per Corps Member</th>
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<tbody>
<tr>
<td>70%</td>
<td>84%</td>
<td>$38,333</td>
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<tr>
<td>74%</td>
<td>82%</td>
<td>Undisclosed</td>
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<tr>
<td>78%</td>
<td>75%</td>
<td>$25,214</td>
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</table>

No publicly disclosed completion rates or cost figures available for peer corps such as Mile High Youth, LA Conservation and Washington Conservation.

* YearUp 2012 Annual Report, CiviCorps website
Approach Aligns with National Priorities

GCF models national service as jobs strategy that benefits disconnected youth:

GCF recognized as **White House Youth Jobs Champion of Change**

One of nine organizations highlighted for answering the President’s call to action to help develop the discipline and skills associated with youth employment.

GCF is a member of the **21st Century Conservation Corps**

Secretary of the Interior Sally Jewell's initiative to put thousands of young people to work protecting, restoring and enhancing America’s great outdoors.

GCF’s mission dovetails with the President’s nascent **My Brother's Keeper** initiative.

By building ladders of opportunity and unlocking the potential of young men of color, GCF is positioned well for increased federal support.
Green City Force Graduation Message from Philadelphia Mayor Michael Nutter