

# weatherize DC

Mission Statement: *To advance economic and environmental justice by creating clean energy career opportunities for people who need them most.*

# Local Challenges: Environmental

- **250 deaths per year** in the DC area linked to the particle matter in our air from the 5 coal plants in our area.
- The Clean Air Task Force reported that the polluted air in the District is responsible for **20,000 Asthma attacks, 4,000 emergency room visits and 300 hospitalizations** every year.



# Local Challenges: Economic

- District Poverty Rate = 18.9%
- District Unemployment Rate = 11.9%  
Ward 8: almost 30%
- Many jobs within DC are low-wage and provide few benefits.  
14% of workers earned incomes less than \$25,000 in 2009 and  
36% earned less than \$50,000
- 36% of adult DC residents have a 6<sup>th</sup> grade or lower reading/math comprehension level
- 70% of the District's 700,000 jobs go to Maryland and Virginia residents.
- Given the high employment rate and poor public education system, District of Columbia residents need sustainable, long-term employment with decent benefits as career pathways out of poverty

# Solution: Green Collar Jobs

What is a Green Collar Job?

*“A family supporting, career track job that directly contributes to preserving or enhancing environmental quality.”*

– Van Jones, *Green Collar Economy*

The federal stimulus, championed by progressive leaders, authorized millions of dollars into building weatherization, energy efficiency projects, and green job development.



*Combining its goals of environmental, social, and economic justice, the DC Project seeks to ensure that this investment will not only save homeowners thousands of dollars on energy bills, but also provide sustainable employment to local, low-income residents on the District.*

*Reduced energy use will also diminish the dangerously high levels of smog and pollution in surrounding regions.*



# How Weatherize DC Works

Workforce Development + Organizing =  
Sustainable Careers

- ▶ The **Workforce Development** team brings together non profits, community leaders, and local small business in order to employ residents in sustainable, green jobs.
- ▶ The **Organizing** team ensures that residents can find employment once they complete the apprenticeship program, facilitating outreach efforts to encourage upper-income residents to save thousands of dollars on energy bills by weatherizing their home.

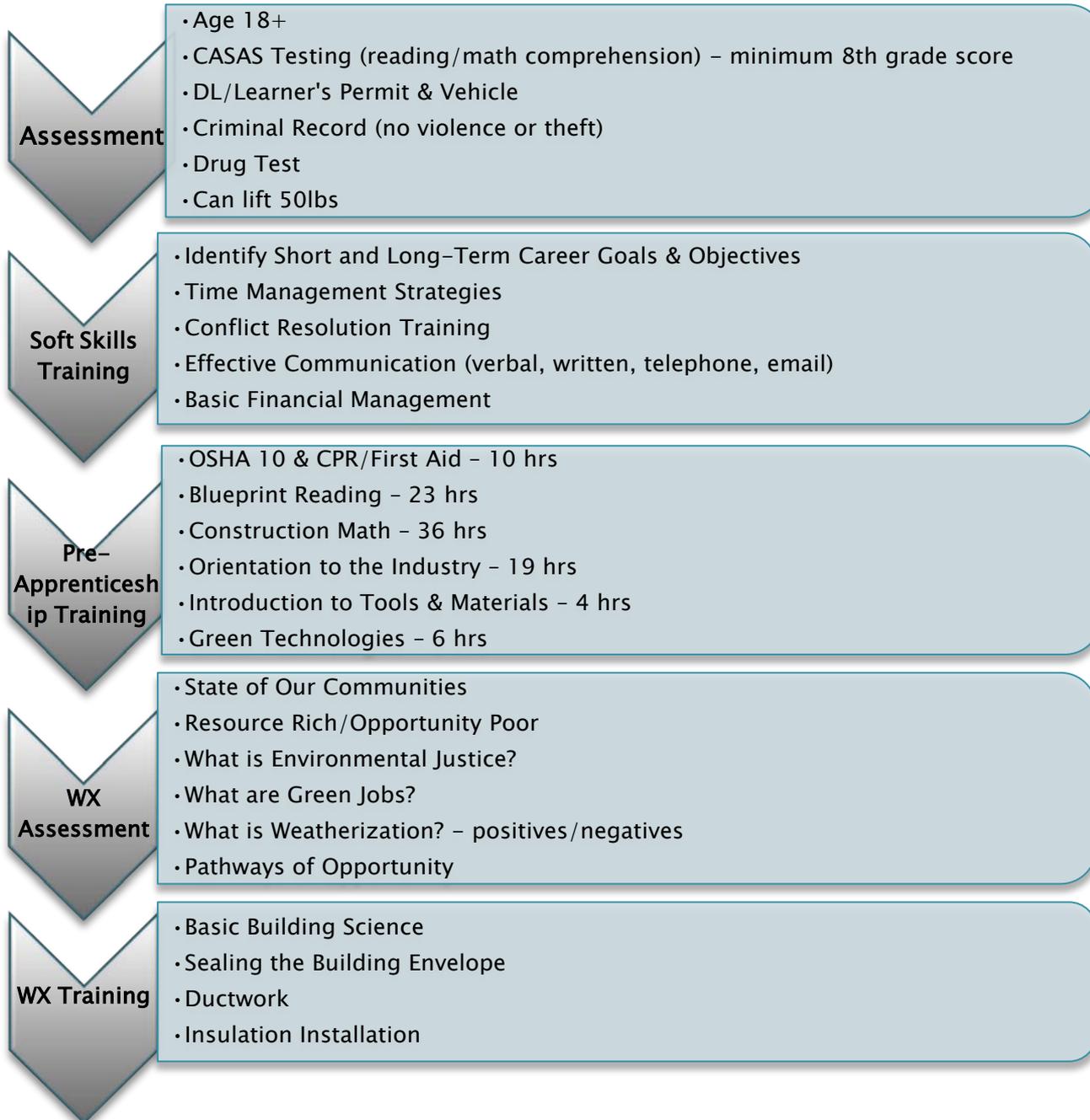
# Pathways out of Poverty

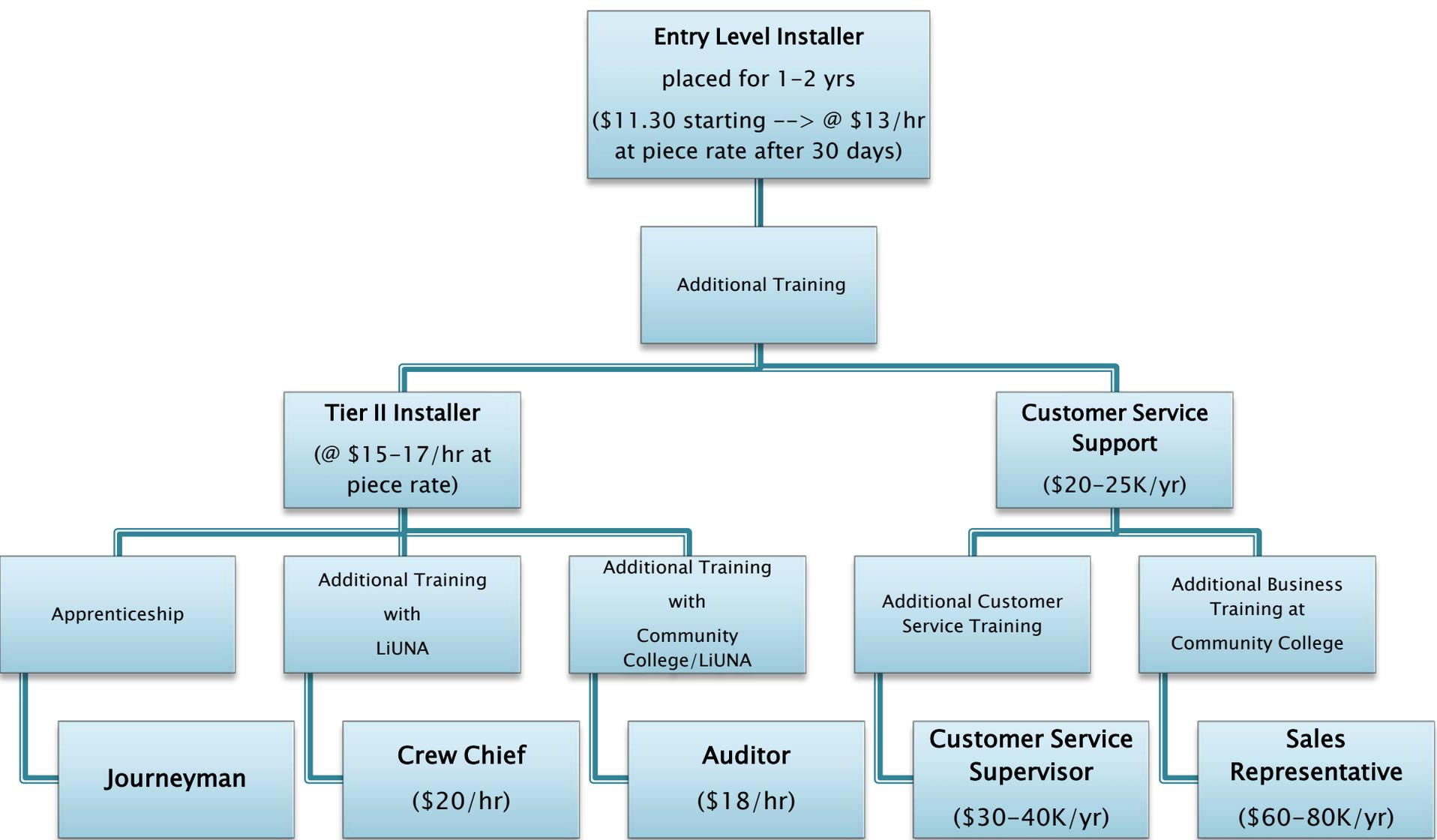
- ▶ Green Jobs range from low-skill, entry-level positions to high skill professions.
- ▶ Green jobs can also provide pathways for advancement and career development.
- ▶ Weatherize DC aims to provide entry-level, green jobs to local residents who need them the most. In particular, the organization targets District residents:
  - earning an income 200% below the federal poverty line
  - single parents
  - on public assistance programs
  - chronically unemployed

# Criteria to Enter Program:

- ▶ 18+ Years of Age
  - ▶ GED or High School Diploma
  - ▶ Drug Free
  - ▶ Minimum 8<sup>th</sup> Grade Reading & Math
  - ▶ Valid Driver's License or Learner's Permit
  - ▶ Vehicle strongly preferred in order to enter Weatherization Training component
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# Weatherize DC Intermediary Pipeline





# Field Organizing: Driving Demand

- ▶ Consumer Advocacy
  - ▶ Volunteer Leadership
- Development and Education

# Consumer Advocacy

## ▶ Contractor Vetting

- Certification (BPI, RESNET, etc)
- Quality Assurance/Good Service
- Equity minded
- Capacity

## ▶ Customer Advocate

- Customer Story: Everything that could go wrong, went wrong  glowing reviews

# Volunteer Leadership Development and Education

- ▶ Community Canvassing Engagement
  - ▶ Community, Congregation, Neighborhood, School Team Model
  - ▶ Home/Community Energy Meetings
  - ▶ Home Performance 101
  - ▶ Volunteer Energy Assessments/Trainings
  - ▶ Do-It-Yourself Opportunities
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