LOCAL GOVERNMENT GREEN JOBS PLEDGE

BUILDING A GREEN ECONOMY FROM THE BOTTOM UP

Something remarkable is happening in communities across America. A new future is being built–one in which a strong green economy provides opportunity and security for all. Local governments are leading the charge, using green redevelopment strategies to make impressive strides in job creation that strengthens both our economy and environment. This groundswell is forging partnerships with community groups, nonprofit organizations, climate change experts, businesses, unions and schools to rebuild our country, one community at a time.

Our green future will be invented at the local level and crafted by visionary public officials who are taking action to provide new models for states and the federal government. The first step towards building this green economy from the bottom up is to sign the Local Government Green Jobs Pledge to promote economic development that creates good jobs, restores communities, and improves our environment. It's not too late to secure a just, healthy, and sustainable future.

Please sign the attached pledge and return it to the address listed below so that your commitment can be recorded and acknowledged. As non-partisan, non-profit organizations working to create good jobs while creating vibrant, livable communities, we are proud to support this effort and champion your leadership. Thank you for joining this growing movement and taking action on green jobs!

– The Apollo Alliance, the Center for American Progress, Green for All, and ICLEI-Local Governments for Sustainability.

5 STEP PROCESS: Creating green-collar jobs through local government initiatives

1: Commit to Action

The first step is to affirm your community's commitment to green-collar jobs. This will build public will and raise the visibility of this crucial issue. To accomplish this, sign the Local Government Green Jobs Pledge and pass a County or City Council resolution detailing the next steps for implementation.

2: Create a Green-collar Jobs Taskforce

A successful green-collar jobs initiative requires the expertise, political capital, and resources of a wide variety of partners. Make sure to identify key leaders in your community and consult, develop, reinvigorate or realign partnerships with potential leaders and organizations such as: community organizations, unions, businesses, workforce development programs, schools, and advocates.

3: Identify Goals and Assess Opportunities

Build your successful strategies around local priorities, business conditions, and economic strengths. Ensure that overarching economic and environmental goals are integrated with job development. For example, when engaging in a comprehensive plan to reduce energy use and greenhouse gas emissions (such as ICLEI's 5 Milestone process - www.icleiusa.org), consider how energy conservation programs or renewable energy development will provide opportunities for local job creation.

4: Create a Local Action Plan

A local action plan should address two essential areas: creating demand for green-collar jobs (job creation) and preparing a workforce to meet that demand (job training). This plan must build off of opportunities and partnerships, and align with your economic development and environmental strategies. Create demand for green-collar jobs with policies, investment, and incentives that expand the market for green products and services. Prepare a green-collar workforce by building on existing training programs that provide job seekers with "pathways out of poverty" and family-supporting, career-track jobs.

5: Evaluate, Leverage and Grow

A successful local strategy for green-collar job creation must be sustained over years. To ensure the longevity of your plan: track progress and quantify your achievements, and build on partnerships and successes to enhance public support and develop new resources!

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What Are Green-Collar Jobs?

Green-collar jobs address two crucial concerns facing our survival—restoring the environment and making a living. Green-collar jobs consist of work within the growing industries that are helping us kick the oil habit, curb greenhouse-gas emissions, eliminate toxins, and protect natural systems. Green-collar workers are installing solar panels, retrofitting buildings to make them more efficient, constructing transit lines, refining waste oil into biodiesel, erecting wind farms, repairing hybrid cars, building green rooftops, planting trees, and so much more. These green jobs connect a person's commitment to their work with a commitment to the planet, while building a vibrant, restorative economy. A job that does something for the planet, and little to nothing for the people or the economy, however, does not qualify.

Green-collar Jobs Rebuild a Strong Middle Class

- Green-collar jobs are good jobs. Green-collar jobs pay family wages and provide opportunities for advancement for a career with increasing skills and wages. Because the work of building a green economy is broadly spread across the economy, these jobs already exist in many sectors and industries—from manufacturing to construction and high skill service jobs. These jobs also provide opportunities for training and career advancement in communities across the nation.

Green-collar Jobs Provide Pathways Out of Poverty

- While some green jobs require advanced technical skills, most are middle-skill jobs requiring more education than high school, but less than a four-year degree. New opportunities and access to good jobs enable low-income people to take the first step toward economic self-sufficiency. These jobs are well within reach of many workers as long as they are accompanied by effective training and support programs.

Green-collar Jobs Strengthen Local Economies

- Much of the work to green our economy involves transforming the places that we live and work, and the way we travel. From installing solar panels to planting trees, many green jobs are difficult or impossible to outsource. In addition, these jobs build on the capacities of existing local businesses and workers, and can be increased by expanding and retooling existing training programs to meet the new demands of a green economy.

Green-collar Jobs Can Rebuild Both Urban and Rural Communities

- Both urban and rural America have been negatively impacted over the past decades by underinvestment in workforce development and neglected physical infrastructure. Green economic development strategies can drive reinvestment in these areas while benefiting local residents. From new transit spending and energy audits in inner cities to windmills and biomass in our nation's heartland, green jobs represent a reinvestment in America's people and communities.

Our green future will be implemented at the local level and crafted by local leaders, Please join us in making this change a reality in your community!

To find examples of draft legislation, opportunities for technical support, and more information about the five steps to creating green collar jobs, please visit: www.greenforall.org and the report "Green-Collar Jobs in America's Cities" at: http://www.greenforall.org/resources/green-collar-jobs-in-america2019s-cities

If you have any questions please reach our partnership at:
414 13th St., Ste. 600, Oakland, CA 94612
510-663-6500 / 510-663-6510 (fax) / greenjobspledge@greenforall.org

GREEN FOR ALL Center for American Progress APOLLO ICLEI