

# **Alas, the Long-Awaited Union of Green Building and Good Jobs!**

*America's 21<sup>st</sup> Century  
Movement for Economic and  
Environmental Sustainability*

*Traditional wisdom says...*

Good Jobs???

**OR...**

Clean Environment???



Meanwhile ...  
somewhere in a  
town not unlike  
Gary, Indiana, the  
murder capitol of  
the world...



### Public Opinion Poll Reveals Top Concerns in the "Hood" ...

- 1) Getting shot in the middle of the night in their sleep 65 percent
- 2) Getting mugged/robbed, youth and violence, and drugs 12 percent
- 3) The disappearance of polar bears and other vulnerable animal species, global warming, pollution, the melting ice caps, traffic congestion 0.2 percent\*
- 4) Refused or Don't Know 11 percent

*\*Respondent indicated that he would like to own a car and would welcome more cars because having cars mean you have money*

## What Exactly Is a Good Job?



... and What Exactly Is Environmental Sustainability?



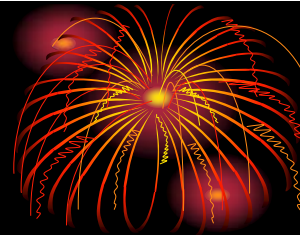
**The New York Times**

*“In Portland,  
Cultivating a Culture of  
Two Wheels”*

*November 5, 2007*

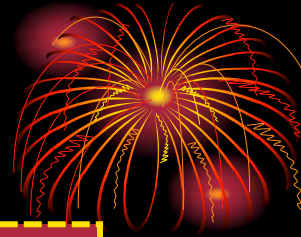


*“Cyclists have long revered Portland for its bicycle-friendly culture and infrastructure, including the network of bike lanes that the city began planning in the early 1970s. Now, riders are helping the city build a cycling economy.”*



*“Yet in a city often uncomfortable with corporate gloss, what is most distinctive about the emerging cycling industry here is the growing number of smaller businesses, whether bike frame builders or clothing makers, that often extol recycling as much as cycling, sustainability as much as success.”*

**Sam Adams  
Portland City  
Commissioner:**



*“That means socially, that means environmentally and that means economically. The bike is great on all three of those factors. You just can’t get a better transportation return on your investment than you get with promoting bicycling.”*

## Green day dawning for electrical workers!

Alternative energy sparks union's interest  
By Joanne Kelley, Rocky Mountain News  
October 19, 2007



*“Blades are attached before a wind turbine is lifted into place Thursday on the International Brotherhood of Electricians Local 68 parking lot at 5660 Logan St.”*

*Economists and environmentalists  
now say...*



Good Jobs Principles

+

Environmental Preservation Principles

=

*"Green Jobs"*



## Why Now?

- Fertile ground in transit-oriented development projects
- Cumulative grassroots environmental activism in past decades
- "Green" is cool and hip
- Healthy life style choices
- Decline in US manufacturing and production industries – no replacement for lost jobs
- Competitiveness with global market
- Decline of the middle class – rebuild the middle class using natural energy as the new technology
- The incredible wealth gap as result of human and environmental exploitation
- What else?

## Changing Public Opinion & Emergent Polices/Practices



- Green Jobs Act of 2007
- The Ella Baker Center for Human Rights
- The Apollo Alliance
- US Conference of Mayors
- Local Green Ordinances and Resolutions
- International Brotherhood of Electrical Workers Union, Local 68 in Denver, CO
- Others?

## Changing Public Opinion & Emergent Challenges



- Political will
- Federal versus local funding
- Changing public mindsets, behaviors, practices, etc.
- Resistance from developers or business community
- What else?

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“Let us grow the economy by  
protecting the environment.”

Congresswoman Hilda Solis  
on the Green Jobs Act of 2007



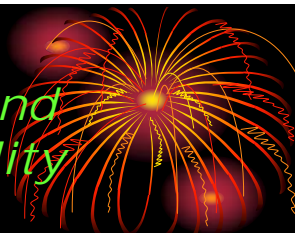
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“We can make what’s good for poor  
black kids good for the polar bears  
and good for the country.”

Van Jones, director of the Ella Baker Center for Human Rights and co-founder of the Apollo Alliance, on creation of green-collar jobs.

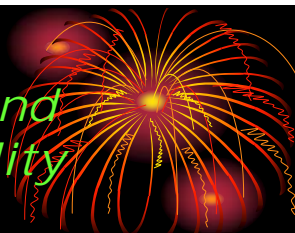
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## LOCALITIES WITH GREEN-COLLAR JOBS ORDINANCES OR RESOLUTIONS

Oakland, CA  
Cook County, IL  
San Francisco  
Dublin, Ireland  
Livermore, UK  
Berkeley, CA  
Portland, OR  
Eugene, OR  
Seattle, WA  
Austin, TX  
San Mateo County, CA  
San Jose, CA  
Frisco, TX  
Pleasanton, CA  
Denver, CO???

# America's 21<sup>st</sup> Century Movement for Economic and Environmental Sustainability



- ◆ Comments?
- ◆ Questions?
- ◆ Can I count on your support for good green job creation in upcoming TODs?





Information and Involvement:

The Apollo Alliance –

[www.apollo.org](http://www.apollo.org)

“Green Cities, Green Jobs” –

CIPHER/SCOPE

[www.scopela.org](http://www.scopela.org)

*“Cities have the capability of providing something for everybody,  
only because, and only when, they are created by everybody.”*

Jane Jacobs