



EMERALD CITIES SAN FRANCISCO

Presentation to

Select Committee on Workforce and Vocational Development

April 2, 2013



Emerald Cities San Francisco: Who We Are

- Coalition of labor, city governments, community groups, workforce training programs, affordable housing developers/advocates and business investors
- 10 Emerald Cities chapters across US include Atlanta, Cleveland, Los Angeles, Milwaukee, New York, Oakland, Portland, Providence, San Francisco & Seattle
- 29 member organizations in SF constitute our diverse stakeholders
- ECSF joined hands with EC Oakland in November 2012 to create a regional Emerald Cities Bay Area

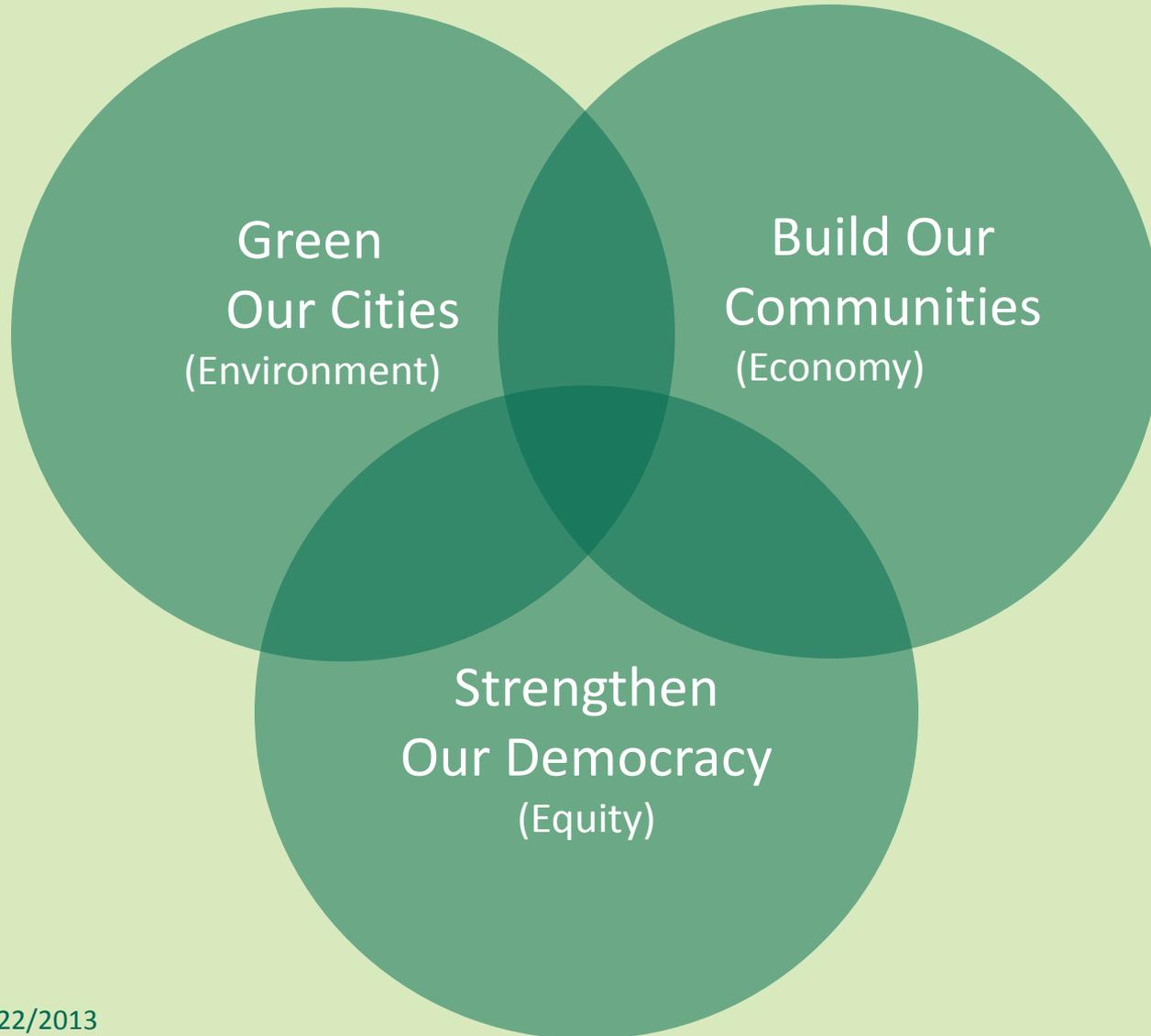


Emerald Cities SF: What We Do

- Increase energy efficiency of citywide building stock while prioritizing low-income and environmental justice communities for reduced energy costs
- Support creation of high quality union jobs in construction & energy efficiency sector
- Strengthen pathways to new union jobs for low-income disadvantaged residents through Community Workforce Agreements
- Support development of equitable retrofit finance strategies in MUSH+ Sector



ECC Goals





Green Our Cities:

ECC Investment Brand & Service

Incubate innovative, market-leading investment strategies & models.

Facilitate placement of large-scale private & institutional capital in EE & RE projects

Develop asset management systems & infrastructure

- Asset Tracking,
- Investment Models,
- Investor Tracking,
- Communications



Build Our Communities:

Increase Job Access/Quality & Contracting for Low Income Communities.

Execute Community Workforce Agreements – *Job Creation*

Expand Minority Contracting – *Increase Business Opportunities*

Workforce Development – *Expand Skills Training*



Strengthen Our Democracy:

Build a Stronger Constituency and Policy Environment

Sustain federal commitment to Energy Efficiency and ECC mission

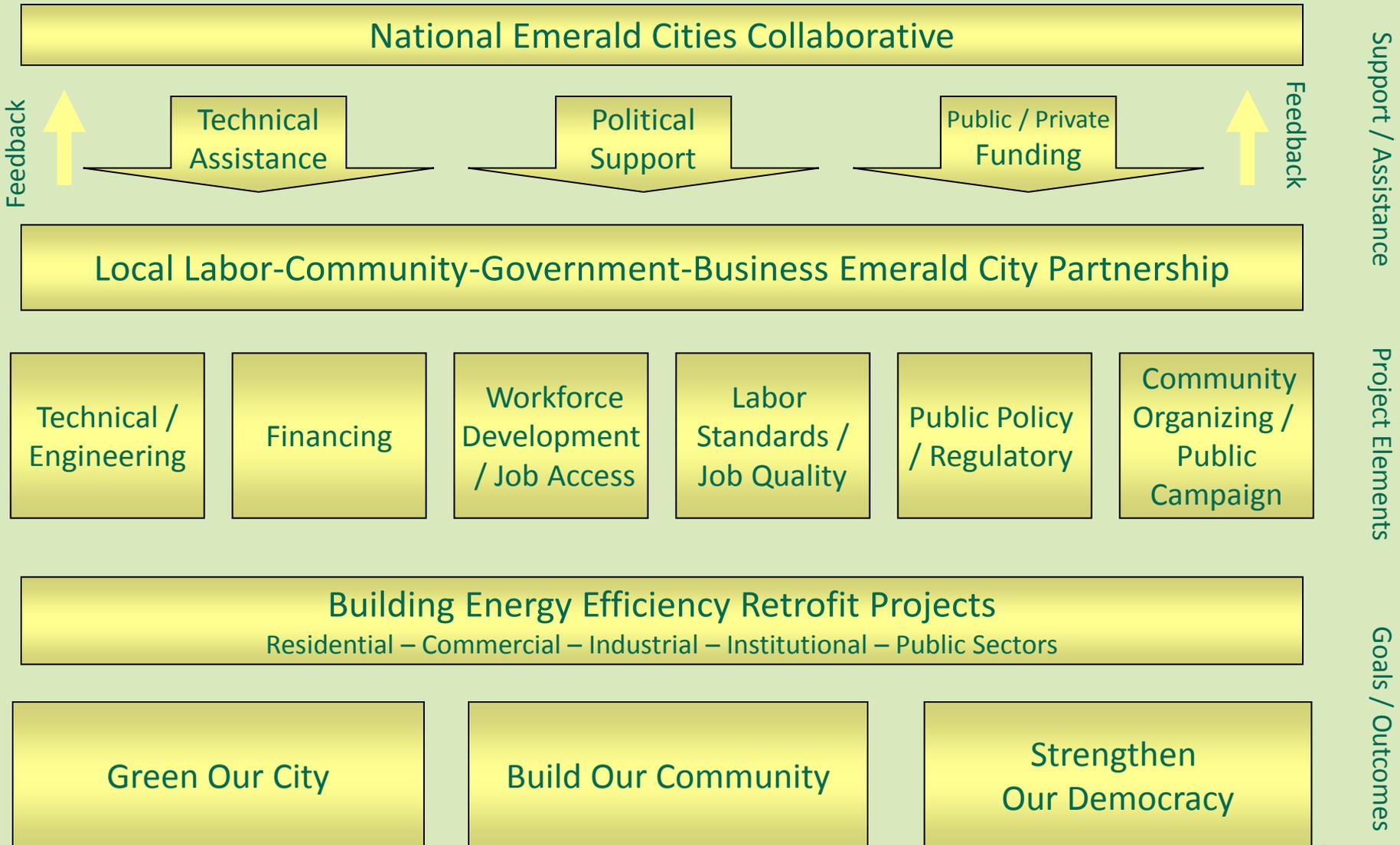
Strengthen local policy environment

Build a grassroots constituency

Strengthen our Multi-stakeholder coalition



Strategic Framework





Mission Housing Pilot

- **Completed pilot energy retrofit project with MHDC**
- **Funded by a \$700K Stimulus Bill grant from SF Mayor's Office of Housing to retrofit 4 buildings**
- **Facilitated negotiation of *Community Workforce Agreement (CWA)* between SF Building Trades and MHDC, including Community and workforce partners**



Mission Housing CWA Highlights

- **SF Building Trades Council negotiated with community representatives**
- **Trades and Community take a step towards working together in the EE sector**
- **Trades and Contractor utilize the maximum allowable number of apprentices on a trade-by-trade basis.**
- **“Community Apprentice” (second apprentice called to jobsite) ensures at least 50% of apprentices are disadvantaged SF residents, from CityBuild or other trade-certified pre-apprenticeship programs in SF**
- **Goal of at least 33% of all work to be performed by disadvantaged SF residents.**
- **Emerald Cities SF has standing to grieve on certain clauses in CWA and empowered to monitor outcomes**
- **Trades and Contractor agree to joint outreach efforts to Disadvantaged Business Enterprise (DBE) subcontractors**



MHDC CWA Outcomes

- **Met commitments made by the trade unions, contractors, and MHDC in the *Community Workforce Agreement***
- **Ensured CWA compliance with weekly certified payroll data from City**
- **As a result of the project, eight journey-level jobs and two apprentice jobs were created; of whom six were local SF residents**



Mission Housing Phase II Project

- **Expanding the project to MHDC Phase 2**
- **43 affordable housing buildings, 1,800 units for low-income families**
- **Partnering with Bronze Investments to leverage financing**
- **CWA scope will apply to larger project scope**
- **Implementing Resident Engagement Training and train-the-trainer program**



Community College Initiative

- **In Nov 2012, launch of Community College Initiative**
- **Bay Area partnership with Peralta CCD and City College of San Francisco to retrofit their campuses**
- **Signed a Letter of Commitment with City College of SF to scope energy retrofit work**