October 13, 2009
3pm EDT
Grassroots involvement and community organizing

Moderators:
Joel Rogers, Director of Center on Wisconsin Strategy (COWS)
Satya Rhodes-Conway, Administrator of Efficiency Cities Network (ECN)
Agenda

- Welcome and intro (5 min)
- Presenters (35 min)
  - Elsa Barboza, SCOPE, LA
  - John Lauer, The DC Project
  - Lisa Clauson, Community Labor United, Boston
- Questions and discussion (45 min)
- Next call and other items (5 min)
WEATHERIZE DC
Together we will reenergize our nation’s economy
The DC Project
Mobilizing Communities Toward a Clean and Just Future

MISSION: The DC Project advances economic and environmental justice by creating green career opportunities for people in need.

VISION: A model green city for people, businesses and the environment.
WeatherizeDC

- WeatherizeDC: Grassroots field program building a community driven market in home energy efficiency
- WeatherizeDC fills a gap by providing coordinated outreach and mobilization
- Work within with existing social and environmental networks
- Campus outreach and empowerment
Weatherize DC

Pilot Program runs from September to March

GOALS:
• Weatherize 200 homes in D.C.
  – $60,000 - $120,000 in savings
  – Create 7 green career opportunities
  – Offset 3,645 tons of carbon (equivalent to)
    • 600 cars off the road or
    • 84,000 trees planted or
    • 7,292 barrels of oil
### WeatherizeDC

**Community Mobilization Model**

<table>
<thead>
<tr>
<th>TARGET</th>
<th>OUTREACH</th>
<th>INTEREST CAPTURE</th>
<th>COMMUNITY ENERGY MTGs</th>
<th>IMPLEMENT</th>
<th>FEEDBACK</th>
</tr>
</thead>
</table>
| GEN PUBLIC | - Homeowners  
- Geography  
- Home age  
- Income | Canvass Events  
Lit Press  
N’hood - Blogs  
- Listservs | DATABASE  
A (INT)  
WX (INT)  
VOL (INT)  
HM (INT)  
CM (INT)  
HMH (INT) | MTG ASK  
- email  
- phone | COMMUNITY MEETING  
- Homeowners / Neighbors  
- Validators (Past WXers)  
- Home Performance Specialists | A / WX | Ensure quality and satisfaction  
- Ensure work Standards  
- Carry community to next steps  
- Past WXers validate at MTGs |

| NETWORKS | Leaders ID Personal Contacts | MTG ASK  
- email  
- phone  
- in person | HOUSE MEETING  
- Homeowners  
- WXDC energy Captain | Document  
- video  
- photo | Track  
- WX impact  
- energy/CO2 reduced  
- $ invested | Promotional, community-building media | Progress / impact data visualization |

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*Image Source: the dc project*
EDUCATION and ACTION
How does WeatherizeDC differ from educational outreach efforts?

Small Business Partnerships
Addressing challenges faced by local home performance small businesses

WeatherizeDC:
• Aggregates demand and bundles weatherization leads
• Increases scheduling and purchasing efficiency and lowers cost for home performance businesses
• Partners with local HIGH ROAD home performance contractors
EDUCATION and ACTION

Labor Partnerships

WeatherizeDC:
• Facilitates relationship between organized labor and local home performance businesses
• Guarantees wage standards and benefits
• Provides career mobility
• Drives certifiable, standardized worker training, and high-quality work standards
PROGRESS TO DATE:

- Active Volunteers: 103 (composed of campus and neighborhood volunteers)
- Campus Fellows (Field Internship Program): 6
- Campuses Represented: 5
- Doors: 2,176
- Contacts: 599
- Weatherization Interests: 241
- Community Energy Meetings Held: 2
- Community Energy Meetings Scheduled: 6
- % of meeting attendees transferred to partner home performance business for weatherization work: 80%
What is Community Labor United?

- A long-term strategic partnership between Boston-area labor unions and the region’s progressive community organizations working in different sectors.
- United to mobilize our community members and unions to win concrete improvements and to build power for working class families in the Greater Boston region.
- Dedicated to a combined program of coalition building, research, policy development and grassroots mobilization.
The Green Justice Coalition

Broader Coalition

Steering Committee
Base building community orgs, environmental groups, unions

Other community orgs, other unions, other environmental organizations
The Green Justice Solution: Sustainable Economic Recovery

- Create local “green collar” jobs that pay good wages, offer career opportunities and are accessible to local residents
- Keep money in the local economy rather than using it for imported fuels
- Save money for consumers by reducing heating costs helping residents to stay in their homes and helping businesses to stay competitive.
- Reduce Green House Gas Emissions, with the potential to shrink Greater Boston’s carbon footprint more quickly than any other strategy
- Improve air quality in our homes and communities, reducing asthma and other respiratory diseases
Making Existing Legislation Work

Green Communities Act 2008

EEAC 2009

Our demands
- Outreach through community mobilization
- Up Front Financing
- Job quality standards
- Equity oversight

Pilots 2010

- Working Class communities targeted for retrofits
- CBO contracted for outreach
- Units bundled
- Responsible contractor bids
- Local workers trained & hired
Tactics

- **Inside Strategy**: Mtgs with EEAC members, one of our people on the EEAC, regular mtgs with Dept. of Energy Resources & allied EEAC members

- **Outside Strategy**: Public hearings, community surveys, 2500+ post cards sent to the utilities, mtgs and negotiations with the utilities

- **Research**: released a Green Justice/Jobs report, an Issue Brief with our policy recommendations for the utilities, responded to each utility proposal
Contact Information

ECN:
ADMINISTRATOR: ecn@efficiencycities.us
LISTSERV: ecnmembers@efficiencycities.us
WEBSITE: www.efficiencycities.us

Presenters

- **Elsa Barboza**, SCOPE - ebarboza@scopela.org
- **John Lauer**, DC Project - john.lauer@thedcproject.org
- **Lisa Clauson**, Community Labor United - lisa@massclu.org