



The Chesapeake Bay Program Diversity Workgroup Presents:

Green Re-Entry: How Environmental Jobs Help
System Involved People



REMINDERS

- All participants are muted.
- If you would like to ask a question, please type it in the Q&A box located at the bottom of Zoom and it will be answered during the Q&A portion of the webinar.
- This webinar is being recorded and will be posted on the Chesapeake Bay Program's YouTube page within 48 hours:
<https://www.youtube.com/c/chesbayprogram>



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PRESENTERS

Expanding Access to Family-Sustaining Careers: Advancing Equity and Job Quality

Wellington Bruce Ashe



Center for Sustainable Careers

A venture of the non-profit Civic Works

- CSC is expanding access to family-sustaining careers for Baltimore residents facing systemic inequity. We support Baltimore residents in building the skills needed to secure quality employment, and employers around investing in their workers and advancing equity across their practices.
- Sector-based Training Tracks:
 - Residential Energy Efficiency / Weatherization (2010)
 - Solar Energy Installation (2016)
 - Environmental Remediation (2003)

The Challenge – Job Access

- 33% of Americans have a criminal record
(Increase from 22% in 1965)
- 49% of Black men are arrested by age 23
- 87% of employers conduct background checks
(Increase from 34% in 1994)
- 60-70% of formerly incarcerated individuals are unemployed
- 70% of residents without a GED report difficulty finding a family-supporting job
 - 77% of those without a GED are Black

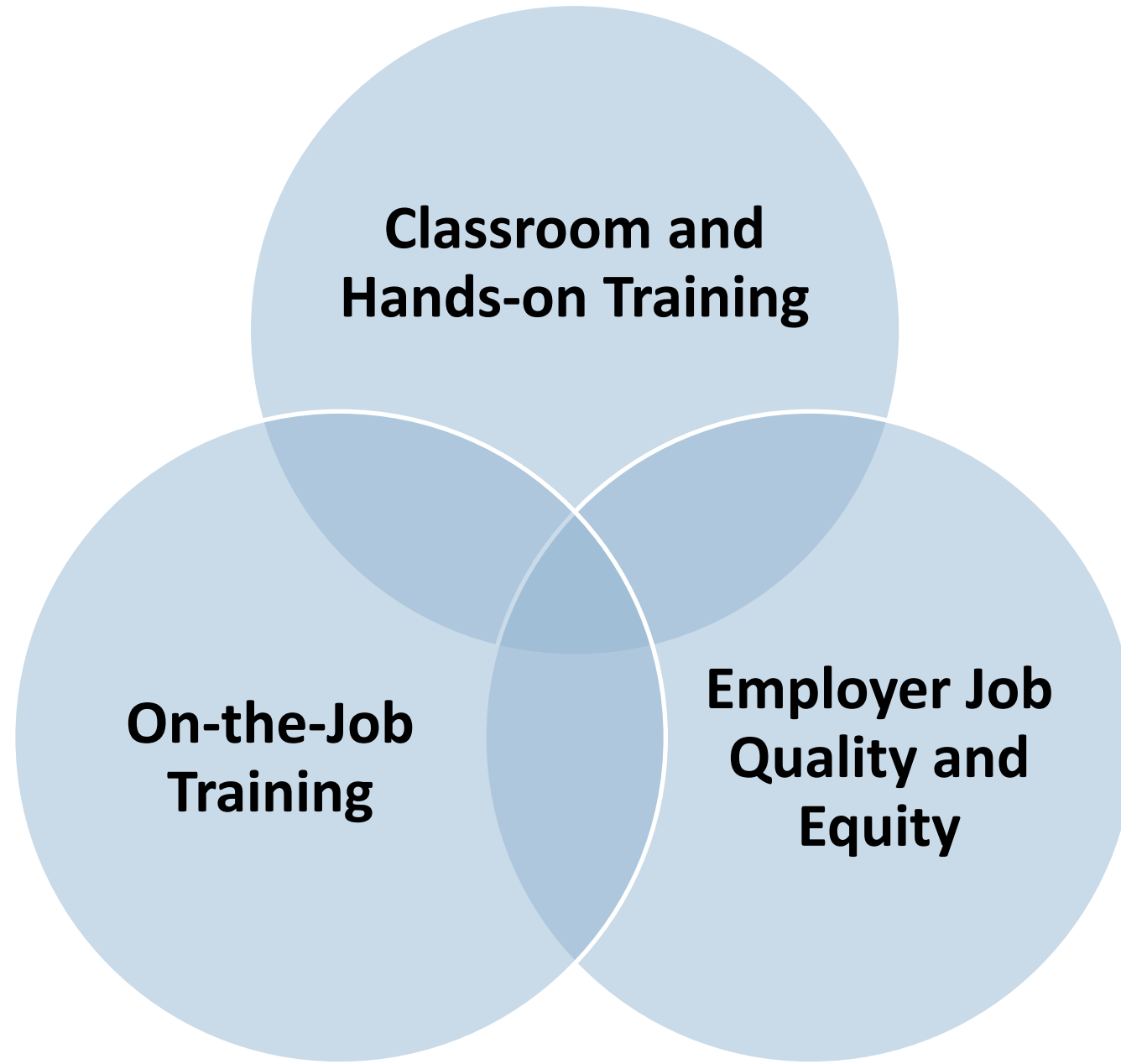
JOB **APPLICATION**

- Have you been convicted of a criminal offense?

Baltimore's Environmental Challenges

- Our buildings leak huge amounts of energy
 - 74.5% of the housing stock built before 1959
- Fossil fuels generate most of our electricity
 - 40% of MD's energy portfolio is coal, renewables are 8%
- Contaminated properties harm our health and neighborhoods
 - Baltimore has at least 1,000 contaminated brownfields sites, encompassing 2,500 acres of land
- The Chesapeake Bay is severely impaired by pollution
 - 30% of Baltimore's land is impervious and drains directly into the Bay

An Integrated Approach



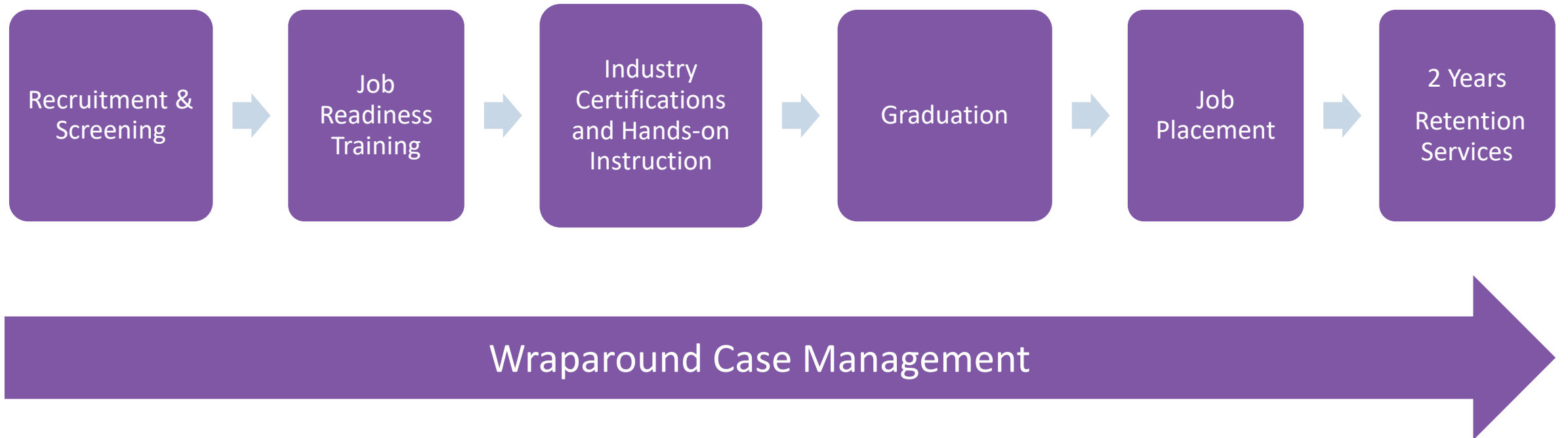
Addressing Systemic Employment Barriers

- **Legal:** People of color are disproportionately impacted by the criminal justice system and subjected to the resulting collateral consequences
- **Skills Gap:** Underinvestment in residents of color, and inadequate opportunities to obtain employer-recognized marketable job skills
- **Hiring:** Closed recruitment networks, employer biases in hiring, and the use on non-job-relevant screening proxies
- **Transportation:** Most high quality employment opportunities are not public transit accessible
- **Financial:** The persistent racial wealth and income gap denies people of color the stability to retain employment
- **Workplace:** Workplace biases that impede employment retention and advancement

Benefits of the Green Construction Sector

- No formal education requirements
- Knowledge, skill and certification barriers for entry-level workers
- Graduates qualify for mid-skill positions earning family-sustaining wages
- Growing industry with sufficient need for trained workers
- We can provide participants with a competitive advantage during the training period

Program Structure





Enrollment Criteria

- Screen for drive, motivation, and commitment to the career field
- Avoid numeracy, literacy, or educational attainment requirements
- Require a driver's license by graduation, but provide support in obtaining one
- Focus on serving individuals with criminal records

Classroom and Hands-on Training



BALTIMORE

CENTER FOR

GREEN CAREERS

A CIVIC WORKS VENTURE



Essential Skills

- Build work habits that will lead to long-term career success
- Develop an understanding of one's role within the company
- Conflict resolution
- Resume writing
- Interview skills
- Punctuality
- Goal setting

Case Management

- Benefits Screening: Health insurance, SNAP, cell phone, etc.
- Legal and expungement services
- Housing stability
- Drivers' license attainment
- Vehicle purchase car match program
- Structure life responsibilities to minimize interference with work
- Two yrs of post-placement case management support

Financial Stability Services

Building financial resilience through coaching, access to mainstream financial products, and asset development

- Financial coaching & education
- Banking and direct deposit
 - 30% to 95% adoption
- Matched savings
 - Behavioral economics approach
- Credit building



Certifications

Brownfields

- Asbestos Abatement, HAZWOPER

Weatherization

- Wx Tactics, OSHA 30 Hr, EPA RRP

Solar Installer

- OSHA 30 Hr

Hands-on Training

- Participants learn best by doing
- Use contextualized learning to cover key math and science concepts
- Use hands-on assessments to measure competency



On-the-Job Training: Social Enterprise

About OJT

- Part of the Center for Sustainable Careers
- Makes homes healthier, more comfortable, and more energy efficient
- **Provides two months of paid on-the-job training**
- Creates green jobs in Baltimore that are accessible to all



What we do

- Home Energy Audit (BPI)
- Energy efficiency installation measured and education
- Weatherization Envelope Improvements
 - Air Sealing
 - Insulation
- Solar

**YOUR ROOF IS
TRYING TO TELL
YOU SOMETHING**

What we work on

- Home Performance with ENERGY STAR
- Low-income weatherization
 - DHCD Weatherization Assistance Program (WAP)
 - MEA Grant funded
- Energy Efficiency Direct Installation Measures and Education



Impact of On-the-Job Training

- Only installer training program with OJT in Maryland
- The unparalleled level of skills and experience make trainees highly valuable as entry-level employees
- Allows staff to strongly vouch for a student's skills, trustworthiness and professionalism
- Creates a supportive work environment

Direct Job Placement

Structure the interview process to focus on employer valued skills

- First source hiring with core employer partners
- Hold traditional interviews at training location
- Encourage employers to hold second round on-the-job interviews at their worksites
- Civic Works' on-the-job training supervisor shares evaluations of participant performance and makes hiring recommendations
- Share attendance record



Funding Partners

Federal

- U.S. Environmental Protection Agency (Brownfields Job Training)
- U.S. Department of Agriculture (SNAP Employment and Training)

State

- Maryland Department of Labor
- Maryland Energy Administration

Local Foundation and Corporate Sponsors

Program Results

2020

- **75** participants enrolled
- **87%** completed the program
- **85%** placed or have pending job offers
- **\$16.30** average wage at placement
- **30** obtained drivers' licenses
- **30** cars purchased through the program
- **76%** 1-year retention rate



Opportunity Development: A Pipeline to Success

Alex Smith



WHAT IS OPPORTUNITY DEVELOPMENT?

Opportunity Development is creating the entire pipeline by which you empower people with barriers to employment. It's not asking for a seat at the table. It's building your own table.

First Point

Whether you are formerly incarcerated or have aged out of foster care, there will be a lot of obstacles that you have to maneuver through on the pathway to success.

One of the biggest obstacles is finding employment.

Even more than that, it's finding employment that provides a foundation and room for growth both personally and professionally.

Second Point

Oftentimes,
finding a job is the
easy part.

Finding a job that
you can grow with
is more difficult.

This is where opportunity development comes in.
Opportunity Development is where people with barriers to employment create their own opportunities thru exposure, education, employment and entrepreneurship.



Finally....

No one is more capable of hiring people with barriers to employment than those who have barriers themselves.

The background is a solid teal color. It features several decorative elements: a cluster of white dots in the top-left corner, a larger, irregularly shaped area of white dots in the top-center, a solid teal organic shape on the right side, a smaller solid teal organic shape on the left side, and another cluster of white dots in the bottom-left corner.

Build it and they will come...

Sometimes my vision is clouded by my passion. Let me be clear with this one final point...empowerment is better than charity. When you arm people with the tools to success instead of creating systems where their success comes through you it is a much more impactful and meaningful way of helping people.



Thanks!

Long Way from Equity and Inclusion

BeKura W. Shabazz



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Questions?

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Resources

SPEAKER INFORMATION

- Civic Works: <http://civicworks.com/>
- Division Street Landscaping: <https://www.divisionstlandscaping.com/>
- First Alliance Consulting: <https://firstalliance8.wixsite.com/consultant>

GENERAL INFORMATION

- Re-entry: https://www.prisonpolicy.org/research/recidivism_and_reentry/
- Best Practices in Green Re-entry by the Dream Corps:
<https://www.thedreamcorps.org/wp-content/uploads/2019/11/GFA-Reentry-Paper.pdf>
- Chesapeake Bay Program Diversity Workgroup:
https://www.chesapeakebay.net/who/group/diversity_workgroup

Resources

GREEN RE-ENTRY PROGRAMS AROUND THE USA

- The Dream Corps' Green for All Program: <https://www.thedreamcorps.org/our-programs/green-for-all/>
- Inner-City Muslim Action Network 's Green Reentry program: <https://www.imancentral.org/chicago/project-green-reentry/>
- Sweet Beginnings: <https://www.nlen.org/sweetbeginnings>
- Hualapai Green Reentry Program: <https://hualapai-nsn.gov/government/juvenile-detention-and-rehabilitation-center/hualapai-green-reentry-program/>

PRISON POLICY

- Collateral Consequences Resource Center Annual Report: https://ccresourcecenter.org/wp-content/uploads/2022/01/2022_CCRC_Annual-Report.pdf
- Office of Disease Prevention and Health Promotion Social Determinants of Health—**Incarceration**: <https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-health/interventions-resources/incarceration>
- Pre-Employment Inquiries and Arrest & Conviction: <https://www.eeoc.gov/pre-employment-inquiries-and-arrest-conviction>

Continue the Discussion!

<https://umces.webex.com/umces/j.php?MTID=mb9ec83d4da400c1d301269f4901b1a4b>

Meeting number (access code): 2621 112 9286

Meeting password: DWGmarch2022

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