



BALTIMORE

CENTER FOR

GREEN CAREERS

A CIVIC WORKS VENTURE

John Mello
Project Director





Civic Works

Civic Works, a 501 (c) 3 and Baltimore's service corps, was founded in Baltimore in 1993.

We operate a variety of community development, education, service learning, and workforce development programming.

www.civicworks.com

The Baltimore Center for Green Careers is a Civic Works project committed to the creation & implementation of business & employment development initiatives that contribute to environmental sustainability & create pathways out of poverty for Baltimore residents.




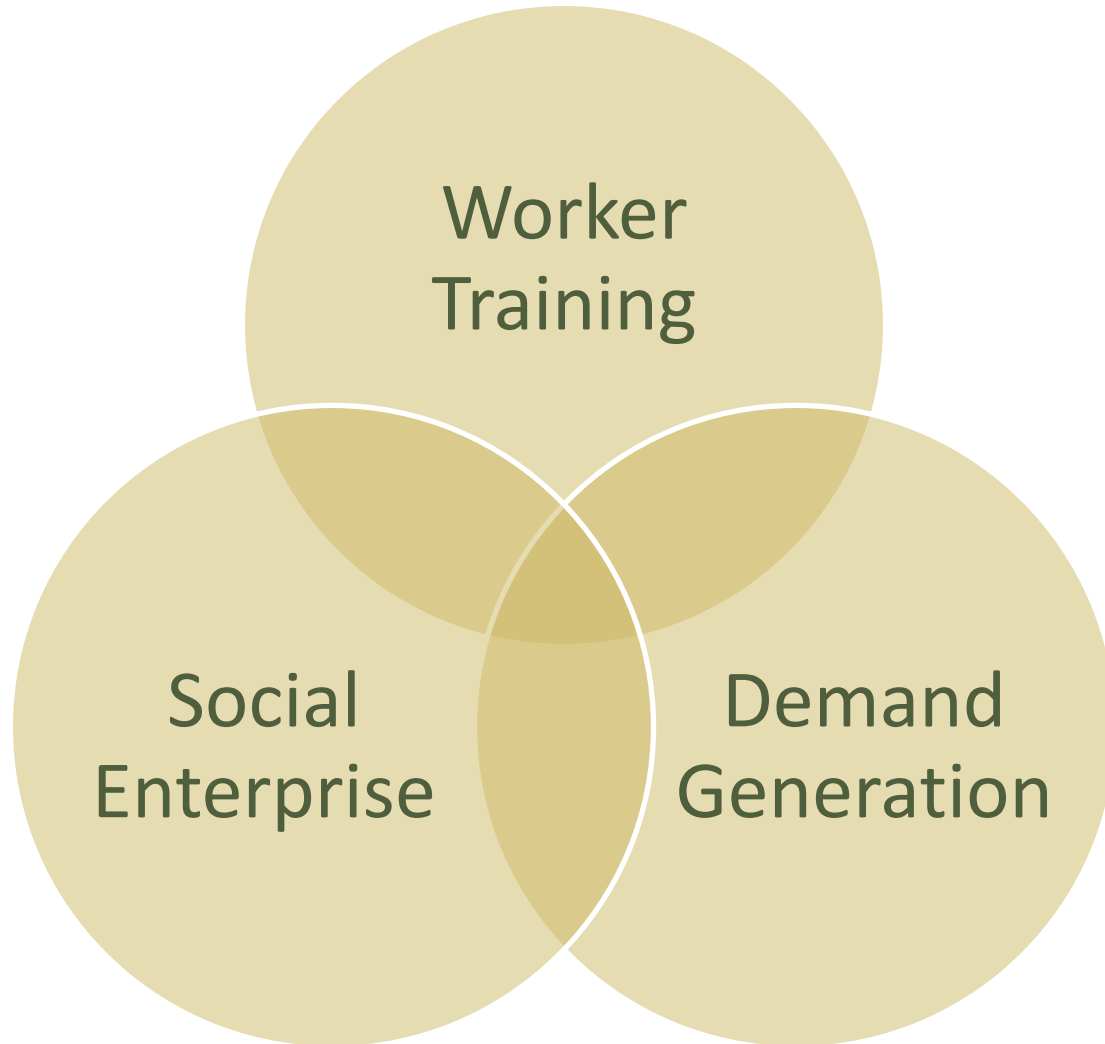
CivicWorks
Baltimore's Service Corps
BALTIMORE'S SERVICE CORPS
CIVICWORKS





Baltimore: What we're working with

- 11.1% unemployment (compared with 9.7% nationally)
 - 13% of AA men unemployed (pre-recession)
 - 34.1% between 16 & 64 not currently in the labor force (i.e. not counted – pre-recession)
 - Only 29.4% between the ages of 25 & 64 have a High School Diploma
 - High school dropout rate is 14.8%
 - An estimated 30,000 vacant houses
 - 74.5% of the housing stock built before 1959,
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Worker Training



Career Tracks

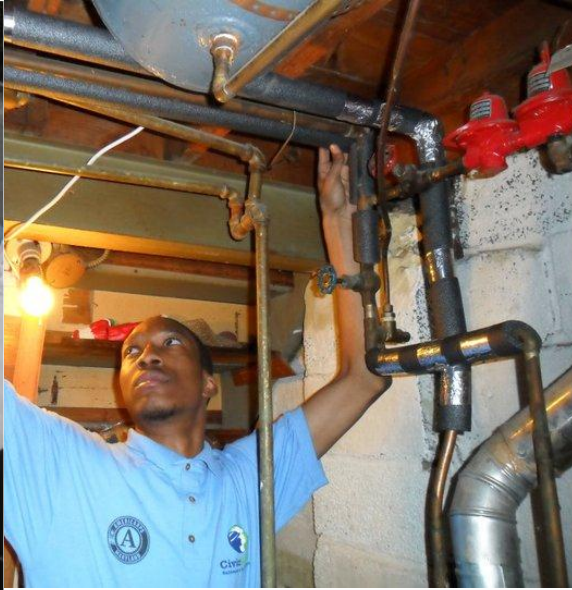
Home Perform / WX

- Installers
 - 1 month in the classroom
 - State WX Cert
 - BPI
 - EPA RRP & OSHA 10
 - 2 months on-the job
- Crew Leaders
 - In development
- Building Analysts
 - BPI

Brownfields & Abatement

- Environmental Field Technicians
- Lead & Asbestos Abatement Workers
- 5 – 9 Industry Recognized Certifications
- 6 weeks of training





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Social Enterprise





eenergyready

conserving energy • preserving community





The Mission

At EnergyReady our mission is to:

- Make homes healthier, more comfortable, & more energy efficient
- Create “green” jobs in Baltimore that are accessible to all
- Shape Baltimore’s green economy as one that is inclusive and equitable



What We Do

- Home Energy Analysis (BPI)
- Envelope Improvements
 - Air Sealing
 - Sealing the building envelope
 - Reducing air infiltration
 - Insulation
 - Cellulose Insulation
 - Recycled Cotton
- Cool Roofs
 - Energy Star approved heat reflective roofing system
 - 10 year warranty against leaks





Demand Generation



Home Performance in MD

- MD Home Energy Loan Program
 - 6.99% APR is for an energy audit and installing insulation and duct sealing measures.
 - 9.99% APR for equipment upgrades only, such as a furnace or HVAC unit that meet MCEC and ENERGY STAR standards.
- Utility Rebates
 - \$100 Energy Audits
 - 50% up to \$2,000 rebates on home performance contracts



Marketing through Trusted Messengers

Traditional EE Marketing

- Radio and TV spots (Home performance in 30 seconds)
- Bus ads & Billboards
- Bill inserts
- Generally utility funded (rate payer funded)
- Expensive

Trusted Messengers

- Neighborhood canvas
 - Farmer's Markets
 - Faith Based Outreach
 - Neighborhood Energy Meetings
 - House Parties
 - Cost Effective
- 



The Baltimore Center for Green Careers provides a comprehensive three month training to Baltimore residents with barriers to employment. The program includes job readiness training, one month of certification-based classroom instruction and two months of on-the-job training.



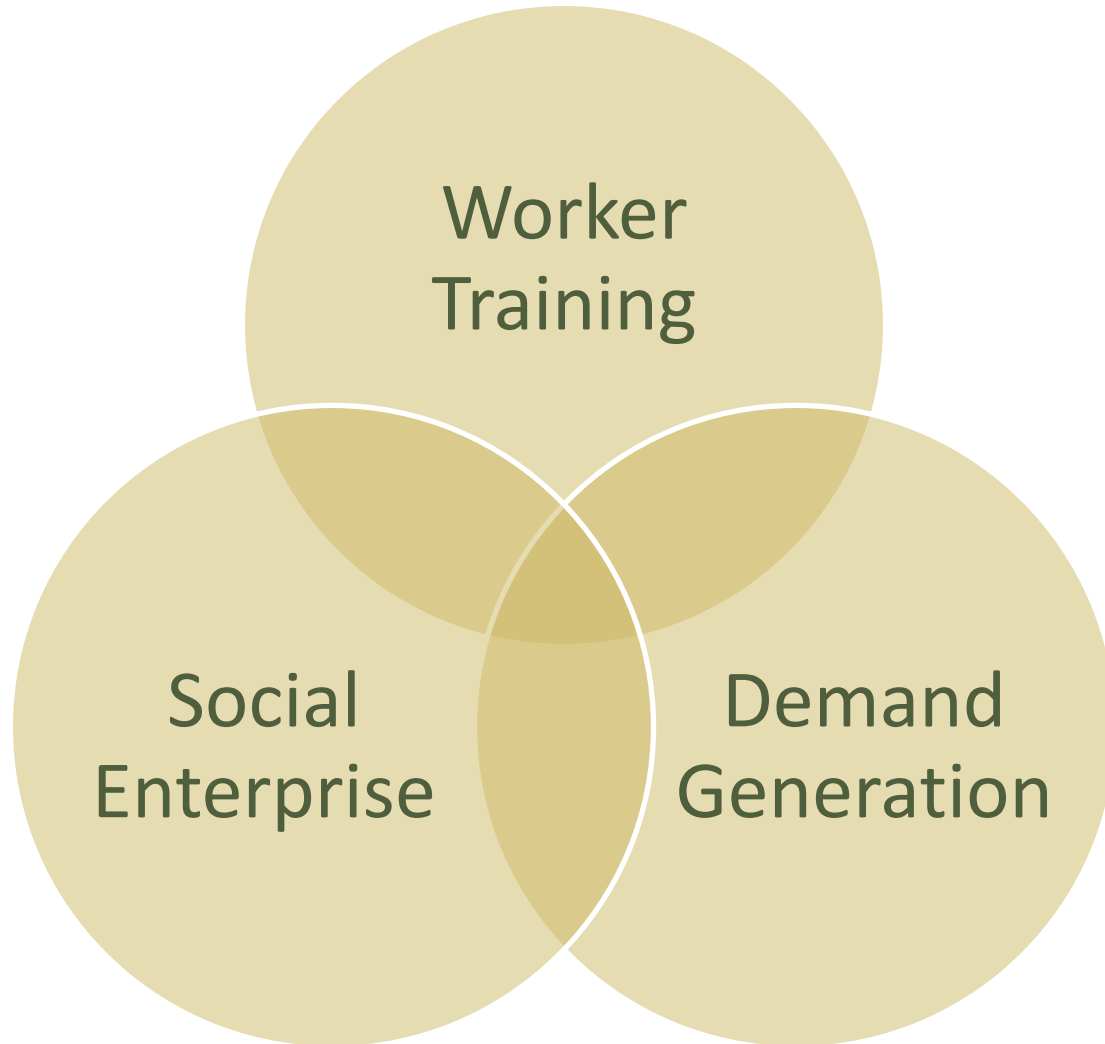
By helping homeowners realize the benefits of home energy efficiency, Retrofit Baltimore creates family sustaining jobs for Baltimore residents with barriers to employment. Retrofit Baltimore also ensures that contractors uphold equitable hiring and employment standards.



COMPREHENSIVE
TRAINING

JOB
CREATION








Deconstruction Project

Partnership Driven


- ECSM / Jericho
- Civic Works
- People's Homesteading Group
- Safe & Sound
- TRF Development

Employment Pipeline

- 10 Baltimore people returning from incarceration
 - 35 Vacant row-homes
 - PAID On-the-job training leading to full time permanent employment
 - Public Safety Compact
- 



Deconstruction Project

- Initial assessment (Barriers /Math & reading)
 - Soft skills / job readiness
 - Certification training
 - OSHA 10-hr Construction Safety
 - Lead Abatement Worker
 - EPA AHERA Worker
 - Confined Space Operations
 - OJT for 17.5 weeks
 - Permanent Placement
 - Project Assessment & Replication
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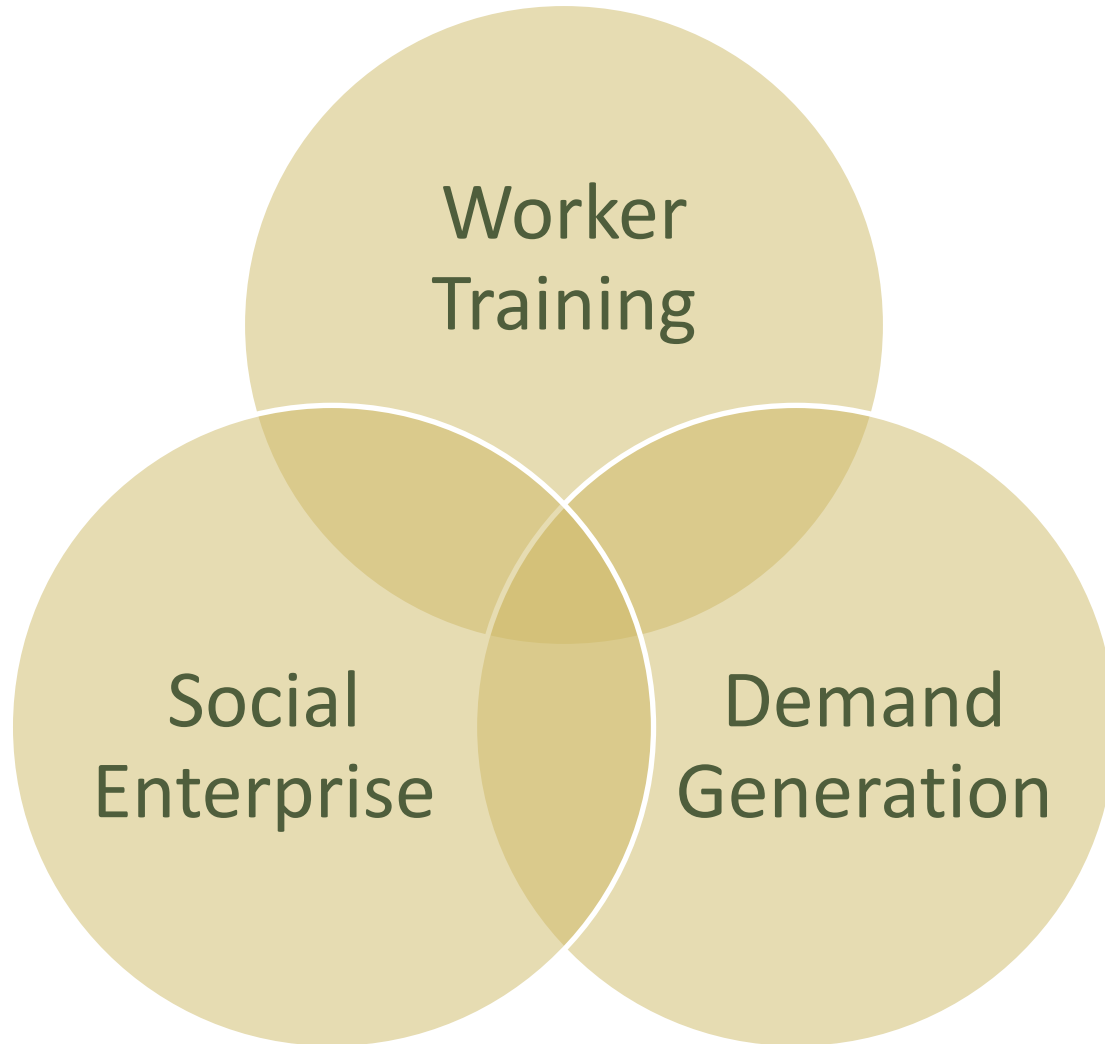


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www.energyreadynow.com



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