

Date: November 21, 2008

To: Pedro Arce, Veritas Bank
Thomas Casey, International Union of Painters and Allied Trades
Dennis DiZoglio, Merrimack Valley Planning Commission
Robert Halpin, Merrimack Valley Economic Development Council
Heather McMann, Groundwork Lawrence
Andrew Mente, Youthbuild Lawrence
Thomas Schiavone, City of Lawrence, Office of the Mayor

From: Jeff Beam and Eric Mackres, MIT@Lawrence

Re: **Lawrence Green Jobs Initiative Launch Meeting**

Lawrence is already home to many green activities, additionally the City has an opportunity to reinvent itself as a center of green innovation. The objective of the Green Jobs Initiative working group is to enable these diverse opportunities to together build a strong green economy in Lawrence.

Each of you have generously agreed to make this initiative a priority, therefore we have taken the liberty to suggest an action-oriented agenda for the first meeting to be held from **1 to 3 p.m. on Thursday, December 4, 2008** at the offices of the Merrimack Valley Economic Development Council (Heritage Place, 439 South Union Street, Suite 211, Lawrence, MA, Phone: 978-975-8787).

Agenda:

1. **Introductions** (5 minutes)
2. **Review Progress and Actors in Lawrence** (20 minutes)
What is happening in Lawrence's green economy? Who is involved and who needs to be?
3. **Values/Vision** (30 minutes)
*What values do we share as a community? What do we want Lawrence to be like in ten years?
What roles can different sectors of the community play?*
4. **Break** (10 minutes)
5. **Goals** (25 minutes)
How do we build on existing opportunities to achieve our vision? What should we aim to accomplish in the short-term and the longer-term?
6. **Leadership** (15 minutes)
How do we build responsibility, accomplishment and staying power into this initiative?
7. **Next Steps** (15 minutes)
What near-term deliverables do we need to accomplish? Who will take action on what? When will we meet next?

Cc: Jim Barnes, Lawrence Community Development Department; Mike Sweeney, Lawrence Planning Department

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1. MEETING BACKGROUND

1.1 MEETING PURPOSE

The initial meeting of the Green Jobs Working Group will focus on developing common values and establishing initial goals for green jobs in Lawrence. These goals should include some short-term deliverables as well as longer term goals. Picking the “low-hanging fruit” would be an effective, momentum-building launch for the Initiative. Whatever the goals, the Initiative should serve to build an overarching vision and new narrative for the city of an economic revival through leadership in the green economy. This meeting, as well as the larger initiative, will have three focuses:

- 1. Action-oriented** – Other groups have already done much to identify the opportunities for green economic development in Lawrence. The Green Jobs Initiative will instead take strategic action to implement policies and practices that will lead to the creation of green jobs and provide the needed training.
- 2. Collaborative** – A diverse group of community interests working together to establish common values and goals will create a more robust and achievable agenda while also establishing a lasting coalition.
- 3. Building on Lawrence’s Assets** – This initiative will focus in particular on ensuring that Lawrence’s local assets receive the necessary investment—green jobs for Lawrence residents, revitalization of the City, and community asset-building.

1.2 WHY GREEN JOBS?

The growing efforts around the country to create green jobs and prepare a workforce to fill them is based on a set of converging economic, social, and environmental concerns. America’s energy crisis continues to grow from high fuel prices and dependence on foreign oil. Climate change is seen as more serious threat everyday. The economic downturn and housing crisis make the creation of new jobs even more urgent. Renewable energy, distributed generation, and energy efficiency technologies provide new opportunities to create income and save money locally. Policy-makers and business practices are beginning to recognize these advantages and are looking for opportunities to go green. This convergence will require an expanded workforce with a new set of skills to fill the increased demand for these green investments.

1.3 WHY LAWRENCE?

Lawrence is an ideal candidate for a green-collar jobs campaign. The city has a strong industrial history and capital assets; a young and disadvantaged workforce; leading non-profit community development and youth organizations; new development hoping to incorporate green building; community leaders who are willing to think out of the box; and a large number of diverse, but not yet connected, green activities.

1.4 SPECIFIC OPPORTUNITIES

Green Communities Act: Passed by the Massachusetts Legislature in the summer of 2008, the Act provides new loans and grants to municipalities to finance energy efficiency improvements and expedited permitting for clean energy generation facilities.

New Federal Administration: With a new president and a heavy political focus on energy and the economy new programs are expected in workforce development and energy. Many other programs have already been passed and are just waiting to be funded, like the Green Jobs Act of 2007, a \$125 million per year program to create an Energy Efficiency and Renewable Energy Worker Training Program.

Local Businesses and Foundations: Many successful green jobs programs have been launched through private funding from local partners.

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2. LAWRENCE'S GREEN ECONOMY

2.1 INTRODUCTION

In October 2008, the City of Lawrence Community Development Department released the MIT@Lawrence produced "Green Commons" brochure as part of a collective marketing campaign for the range of sustainable initiatives currently underway throughout the City. The firms, programs and projects listed below are a partial list of these initiatives that are forming Lawrence's emerging "green economy."

2.2 GREEN PROGRAMS AND INITIATIVES

GREEN BUSINESS

Solectria Renewables

Founded in 2005 as a spin-off from Solectria Corporation; 100% focus and dedication to renewable energy for a sustainable future; parent company develops and manufactures a wide range of energy management components for automotive, power generation, and other industrial applications (James Worden, Chief Executive Officer, (978) 683-9700 or www.solren.com)

Powerhouse/ Powerpod

Design, engineering and marketing services for green modular housing; incorporating green materials, energy conservation and renewable energy production (Quincy Vale, President, Vale@PowerHouse-Enterprises.com)

Clivus Multrum, Inc. Composting Toilets/ Greywater Irrigation

Designs, manufactures, and sells composting toilets and greywater irrigation systems with the aim of conserving water and keeping nutrients in human waste from becoming a source of pollution (Clivus Multrum NE Representative, (978) 794-9400 or forinfo@clivusmultrum.com)

Enel North America Hydroelectric

15 MW project located along the Merrimack River at the south end of the Great Stone Dam; placed into operation in 1981 for \$28M; plant generates enough power to electrify over 10,000 average New England households annually; owned by the Essex Company and Lawrence Hydroelectric Associates, Inc., subsidiaries of Enel North America ((978) 681-1900 or www.enel.it/northamerica/)

PROGRAMS AND INITIATIVES

Mayor's Green Building Initiative (Green Team)

A mission to promote and advocate for green design, construction, and development practices through research, identification, and implementation of policies, programs, and education that will increase sustainability and reduce environmental impacts of building activity (Planning Department, (978) 620-3500)

Building Materials Reuse Center

A pilot program focused on construction and demolition waste diversion; partially built on the model used by the successful Boston Building Materials Resource Center (BMRC) in Roxbury, MA; Lawrence and surrounding communities donated materials to the center (reducing their waste stream), and homeowners from regional communities who could benefit from the unique and reduced cost supplies (Community Development Department, (978) 620-3510)

Merrimack Valley "Green Technology and Clean Energy" Campaign

A public relations campaign by the Merrimack Valley Economic Development Council to promote the renewable energy and "green technology" companies that have found a home in the Merrimack Valley, highlighting the region's highly-skilled workforce, customized training resources, availability of affordable housing and reasonably priced commercial real estate (MVEDC, (978) 975-8787 or www.merrimackvalley.info)

Oxford Mills EPA Cleanup Grant

EPA brownfields cleanup grant (\$200k for hazardous substances). Grant funds will be used to clean up the 2.8-acre former Oxford Mill property at 21 Canal Street. The site is known to have been contaminated with heavy metals and PCBs. Funds also will be used to conduct community outreach (Planning Department, (978) 620-3500)

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Green Industry Career Pathways Project

Project focused on building sustainable construction knowledge and techniques in YouthBuild participants to prepare them to take advantage of emerging green construction industry and to add sustainable features to GreenBuild constructed houses (YouthBuild Lawrence, www.lawrenceyouth.com)

Groundwork Green Team

A group of Lawrence teens who are engaged in the environment and taking a leadership role in their community to help change the way residents of the City look at and interact with their environment; year-round program integrates service-learning projects, leadership training, classroom and field-based environmental studies, and mentorship with younger students (Groundwork Lawrence, www.groundworklawrence.com or (978) 974-0770)

Innovation Valley Initiative

A visioning initiative focused on showcasing innovation in the Merrimack Valley as a model of economic development (www.ivalley.org)

GREEN BUILDING PROJECTS

Completed Projects

Riverwalk Properties

Adaptive reuse of complex of mill buildings, including installation of 121 kilowatt, 92 solar panel PV array funded partly by a \$500,000 grant from MTC's Renewable Energy Trust (Tom Parker, Chief Operating Officer, (978) 691-7777)

Scarito Homes

Ten units of affordable housing, available by lottery to low income residents that are Energy Star certified and powered with solar photo voltaic panels (Lawrence Community Works, www.lcworks.org)

Our House

A 10,700 s.f. rehabilitation project creating a Center for Design and Technology as a community educational and economic development resource center with programs for families; aiming for LEED Gold Certification; includes 8 kW of photovoltaics, providing 16.5% of its electricity supply, with energy efficiency measures reducing heating needs by 86% and overall energy needs by 47% (Lawrence Community Works, www.lcworks.org)



In Progress

Monarch on the Merrimack

Three phase adaptive reuse of 1.3M square foot 1906 Wood Mill building into residential loft units and office space; marketed as "New England's largest eco-friendly residential development"; incorporates geothermal heat exchange system, energy-efficient fixtures and appliances, renewable materials, roof garden, and is across the street from commuter rail connection to Boston (Shaw Rosen, Chief Operating Officer, (978) 683-2901)

Union Crossing

Redevelopment project that will transform a complex of mills into a new neighborhood, bringing investment, housing, and jobs to the city's historic center; utilizes an array of green building techniques, asset-building strategies for residents, opportunities for local businesses, and partnerships to increase affordability, sustainability, health, and economic development (Lawrence Community Works, www.lcworks.org)

Allied Health and Technology Center

Part of Northern Essex Community College's expansion, a design and construction effort that will result in Lawrence's first LEED Silver Certified building by the US Green Building Council upon completion

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3. BUILDING LAWRENCE'S GREEN ECONOMY

3.1 GREEN ACTORS

AHF - Washington Mills
Cambridge College
City of Lawrence
City of Lawrence Community Development Department
City of Lawrence Planning Department
Enel North America/Lawrence Hydroelectric
Groundwork Lawrence
International Union of Painters and Allied Trades
Lawrence CommunityWorks
Lawrence Conservation Commission
MassInnovation, Monarch on the Merrimack
Powerhouse Enterprises
Riverwalk Properties
Solectria Renewables
Union Crossing Development Consultant

Veritas Bank
Youthbuild Lawrence

*Sean McDonnell, Kara Cicchetti
Howard Allen
Thomas Schiavone
James Barnes, Ellen Minzner
Mike Sweeney
Hank Sennott
Kate O'Brien, Heather McMann
Thomas Casey
Bill Traynor, Jess Andors, Tamar Kotelchuck
Tennis Lilly
Robert Ansin
Quincy Vale
Sal Lupoli
Anita Warden
Maggie Super Church, Chet & Gary Sidell,
Lou & Juan Yopez
Pedro Arce
Andrew Mente*

3.2 REGIONAL, INSTITUTIONAL AND STATEWIDE PARTNERS

Merrimack Valley Chamber of Commerce
Merrimack Valley Economic Development Council
Merrimack Valley Planning Commission
Merrimack Valley Workforce Investment Board
Massachusetts Green Jobs Coalition
Massachusetts Smart Growth Alliance
MIT@Lawrence
MIT Community Innovators Lab
Northern Essex Community College
UMass Lowell Center for Sustainable Production
UMass Lowell Center for Family, Work & Community
U.S. Representative Niki Tsongas

*Joseph Bevilacqua
Robert Halpin
Dennis DiZoglio
Fred Carberry
Laurie Leyshon
Andre LeRoux
Eric Mackres, Jeffrey Beam
Dayna Cunningham
Allan MacGregor, Marcy Vozzella
Joel Tickner
David Turcotte
June Black*

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4. ADDITIONAL RESOURCES

4.1 HOW GREEN JOBS HAVE WORKED ELSEWHERE

The successes listed here are only a few examples of the countless ways that communities around the country are preparing their community for the future green economy while also investing in local assets.

Community Energy Efficiency Retrofits – Milwaukee Energy Efficiency & Cambridge Energy Alliance

Milwaukee Energy Efficiency, or Me2 aims to retrofit as many of the city's residential, commercial, and institutional buildings as possible, leading to a significant reduction in overall energy use (and corresponding cost savings). Building occupants will ultimately save more in energy costs than they spend for retrofits. CEA is establishing a similar program in Cambridge. *For more information see:* www.cows.org/me2 and www.cambridgeenergyalliance.org

Public Building Retrofits – Los Angeles Apollo Alliance

In June 2007, the city council established a City Retrofit Jobs Taskforce, including council members, city agencies, community-based organizations, labor unions, and environmental groups to coordinate and lead the retrofit work. Task Force members have begun to identify workforce needs, financing mechanisms for the retrofit work, and funding for the training program, which will begin in 2008. *For more information see:* www.scopela.org

Renewable Energy – Solar Richmond

This program is among the first to “walk the talk” by providing low cost and free solar system installation to low-income homeowners while training low-income residents from the community to do the work. In 2007, a total of 32 Richmond residents completed the special training program. All trainees interviewed with potential employers within several weeks of graduation. As of December 2007, all but five program graduates had been hired by local solar and construction firms. *For more information, see:* www.solarrichmond.org

Greening Local Businesses – Business Alliance for Local Living Economies

BALLE is a nationwide network of businesses in cities and towns of every size working to build community assets like sustainable agriculture, green building, renewable energy, community capital, zero-waste manufacturing and independent retail. *For more information see:* www.livingeconomies.org

Other Opportunities

Ecosystem restoration, urban agriculture, green building codes and sustainable storm water management and many more.

4.2 FURTHER READING

From basic to more in-depth.

Greenhouse, Steven. “Millions of Jobs of a Different Color” The New York Times. 26 March 2008. <http://www.nytimes.com/2008/03/26/business/businessspecial2/26collar.html>

Apollo Alliance, et al. Green Collar Jobs in America's Cities: Building Pathways Out of Poverty and Careers in the Clean Energy Economy and Greener Pathways: Jobs and Workforce Development in the Clean Energy Economy. www.apolloalliance.org/resources/greencollarjobs.php

The United States Conference of Mayors. Green Jobs in U.S. Metro Areas. October 2008 <http://www.usmayors.org/press-releases/uploads/GreenJobsReport.pdf>

Jones, Van. The Green Collar Economy: How One Solution Can Fix Our Two Biggest Problems. New York: HarperOne, 2008.