

A Prepared Workforce for Sustainability

2015 U.S. EPA

COMMUNITY INVOLVEMENT CONFERENCE





- ▶ The Green Door Initiative (GDI) works to ensure that every person is environmentally literate capable of practicing and promoting a sustainable lifestyle.
 - ▶ 501c3 Non Profit
 - ▶ Established 2010



Greater Public Demand for Environmental Protection

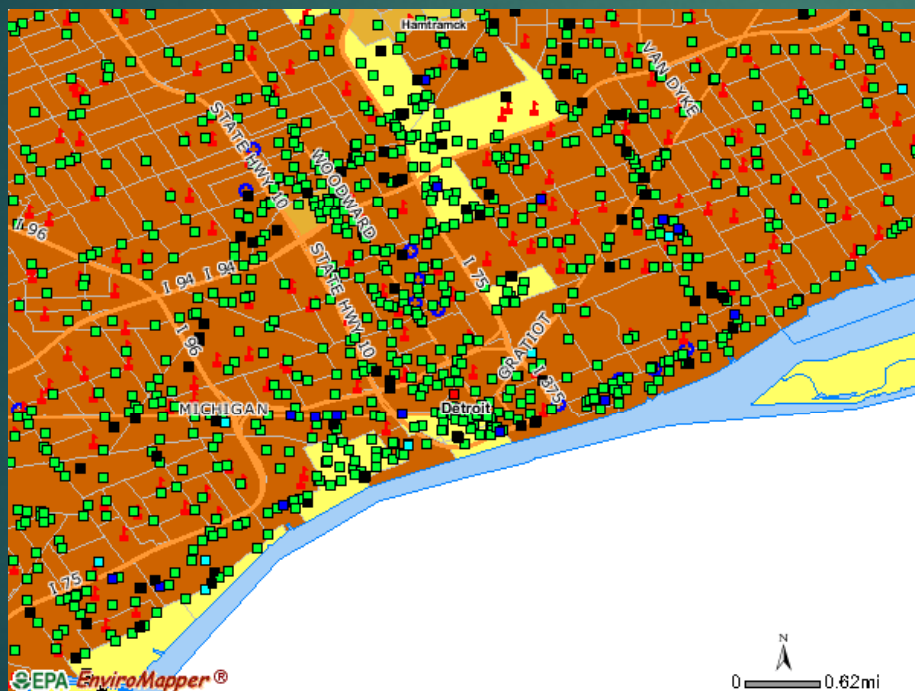
- ▶ Climate Change/Global Warming
- ▶ Air Quality
- ▶ Drinking Water
- ▶ Industrial Legacy
- ▶ Built Environment



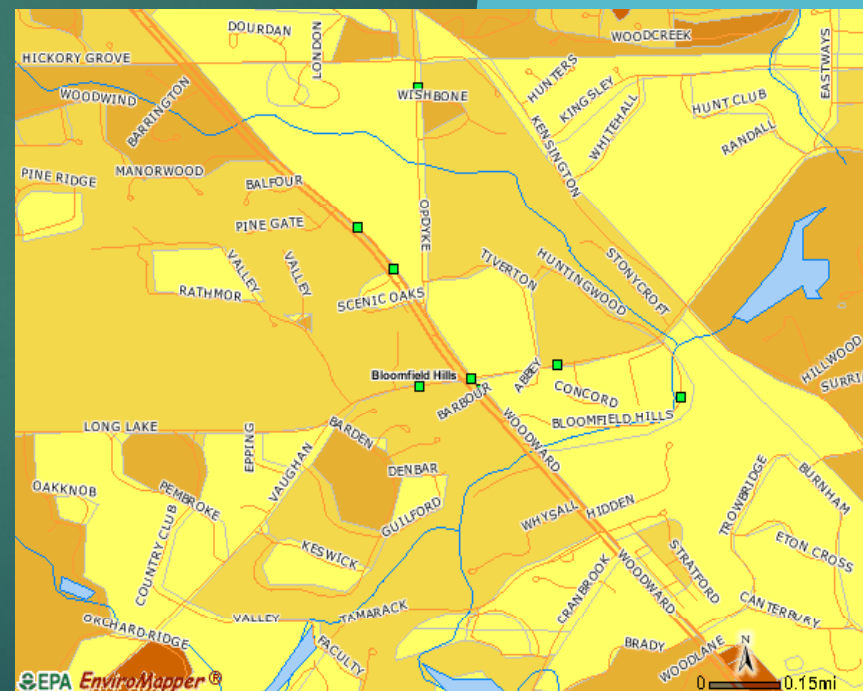
Industry pursuit for the triple bottom line

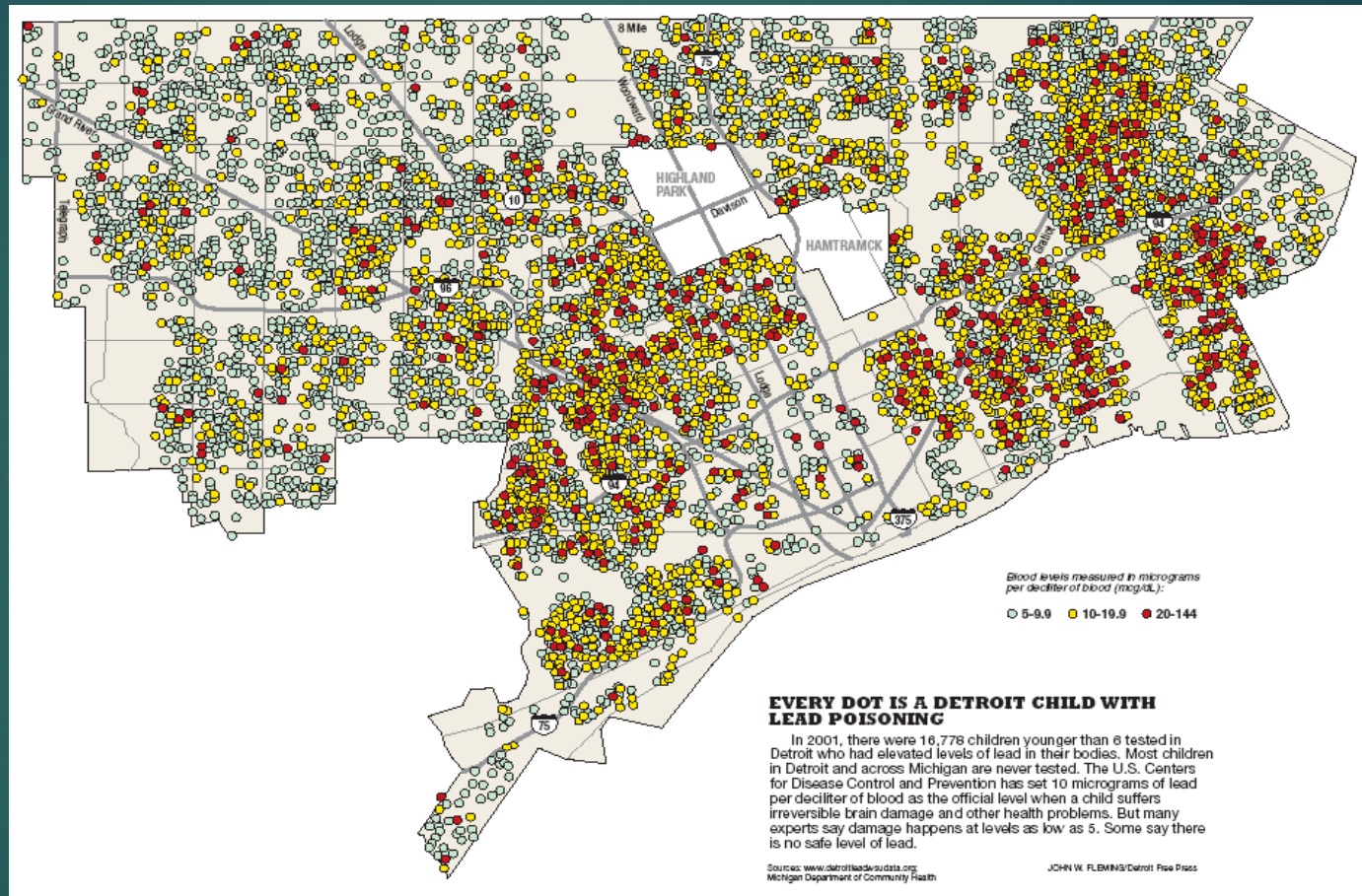
Complications of Industrial Legacy

Detroit



West Bloomfield





Every dot represents a child with lead poisoning in Detroit!

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HOUSEHOLD LEAD SOURCES

A child can be exposed to lead from a variety of sources besides lead paint. And because lead poisoning is cumulative, each exposure builds on the next. Here are some government guidelines for how much lead can safely be in soil, dust, water and air around a home.

AIR: 1.5
micrograms
per cubic
meter

**SOIL WHERE
CHILDREN PLAY:**
400 parts per
million (Canada:
140 ppm)

TAP WATER:
15 micrograms
per liter (Canada:
10 mg per liter)

WINDOWSILL DUST:
250 micrograms
per square foot

FLOOR DUST:
40 micrograms
per square foot

OTHER SOIL:
1,200 ppm (Canada:
140 ppm)

Source: U.S. EPA and Canadian guidelines

KOFI MYLER/Detroit Free Press



Meeting Employment Needs

- ▶ Unemployment in the region is at 8.9%
 - ▶ City of Detroit 17.7%
 - ▶ Among Young African American men estimated at 47%

Addressing Innovation in the Environment

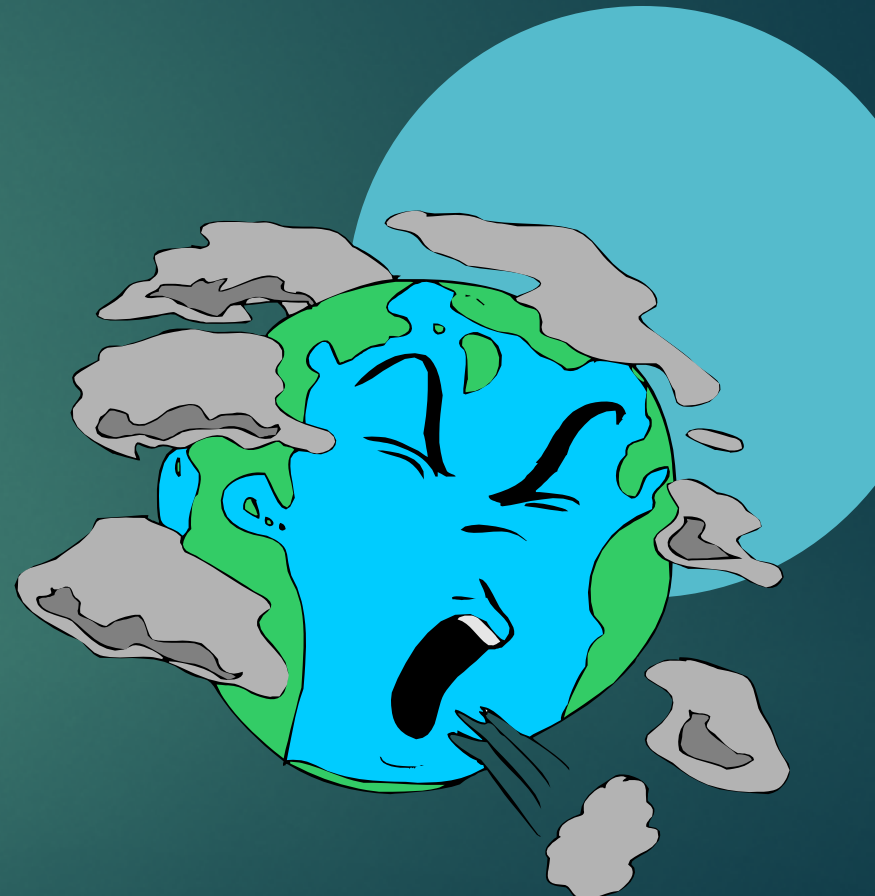


Preparing for GreenCollar Jobs

IT IS THE ANSWER

OpportunityProviding Help for the Planet

- ▶ Climate Change/Global Warming
- ▶ Air Quality
- ▶ Clean Water
- ▶ Industrial Legacy
- ▶ Built Environment
- ▶ Alternative Energy
- ▶ Food Security
- ▶ Resiliency



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Restoring Hope for a People...

- ▶ *Workforce Development...Creating Pathways Out of Poverty*



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Workforce Development



- ▶ Producing a Prepared Workforce
 - ▶ Alternative Energy Resources
 - ▶ Climate Change (Mitigation, Resiliency & Response)
 - ▶ Disaster Preparedness (Short & Long Term Recovery)
 - ▶ Pollution Prevention and Clean Up
 - ▶ Eco System Protection

Meeting Employment Needs

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What Are Green Jobs?

- ▶ Jobs in businesses that produce goods or provide services that benefit the environment
- ▶ Jobs in which workers' duties contribute to a better environment

Where Are the Green Jobs

Sector	Number of Jobs
▶ Manufacturing	▶ 461,847
▶ Construction	▶ 372,077
▶ Professional/Scientific ▶ & Technical Services	▶ 349,024
▶ Administrative & Waste Services	▶ 319,915
▶ Transportation and Warehousing	
▶ Trade	▶ 245,057
	▶ 202,370



Training Makes the Difference

- ▶ 2011 Launched Green Jobs Training
 - ▶ Trained 150 individuals with barriers to employment
 - ▶ Nearly 50% are Returning Citizens
 - ▶ 95% African American Men (average ages between 22 & 36)
- ▶ 90% Retention Rate
- ▶ 95% Job Placement Rate
- ▶ 2% Created own business and have hired some trainees



Neighborhood BUG



Neighborhood- Building Urban ardens (BUG)

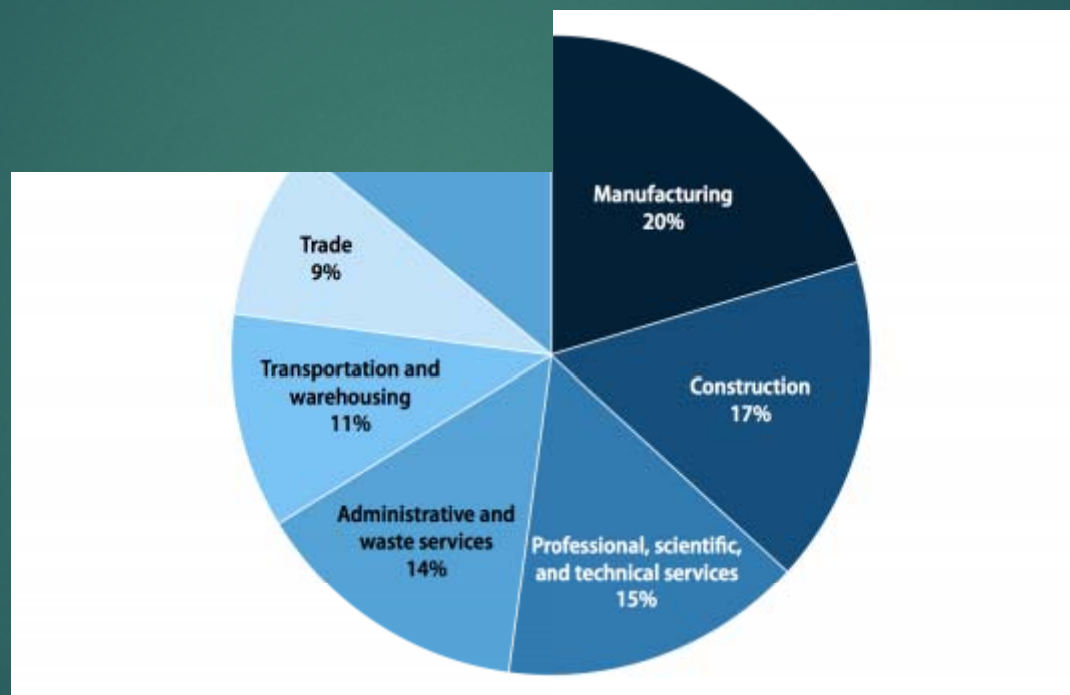




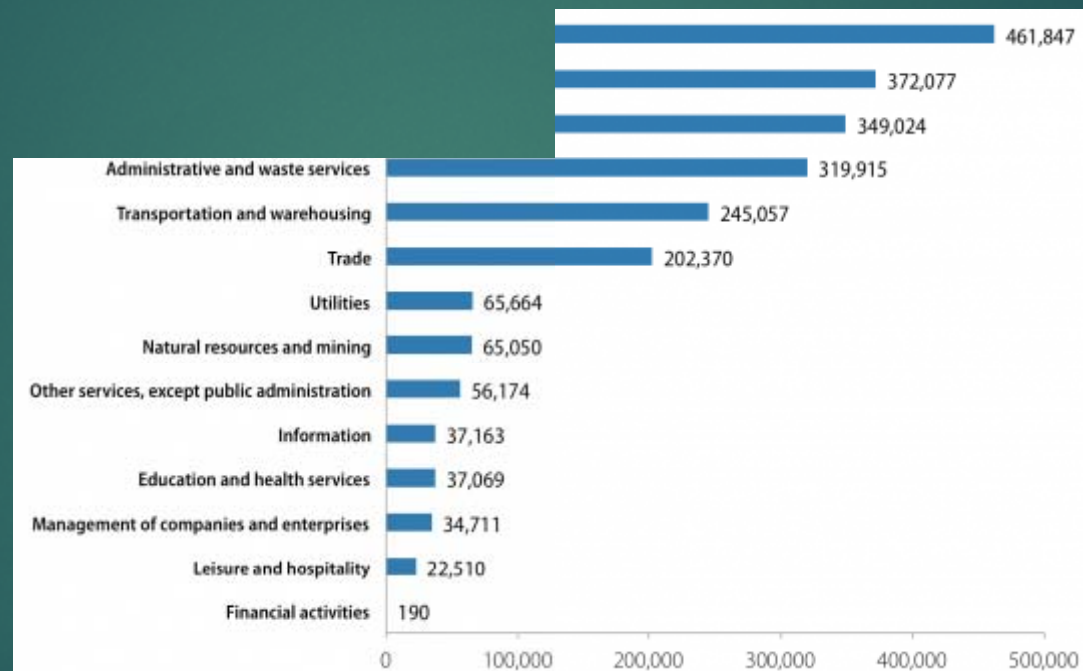
Environmental Technician

- ▶ GDI delivers a comprehensive training program designed to prepare a workforce for the green economy. Training is approved by the National Institute for Environmental Health Sciences, US Environmental Protection Agency and the State of Michigan
 - ▶ Course Offerings Include:
 - ▶ HAZMAT
 - ▶ Lead (Worker/ Contractor-Supervisor)
 - ▶ Asbestos (Worker/ Contractor-Supervisor)
 - ▶ Lead Renovation, Repair, Paint (RRP)
 - ▶ Waste Water Treatment, Storm Water Management
 - ▶ Construction, Weatherization, Energy Auditing
 - ▶ Phase 1 and 2 Environmental Assessments
 - ▶ Apprenticeship Readiness

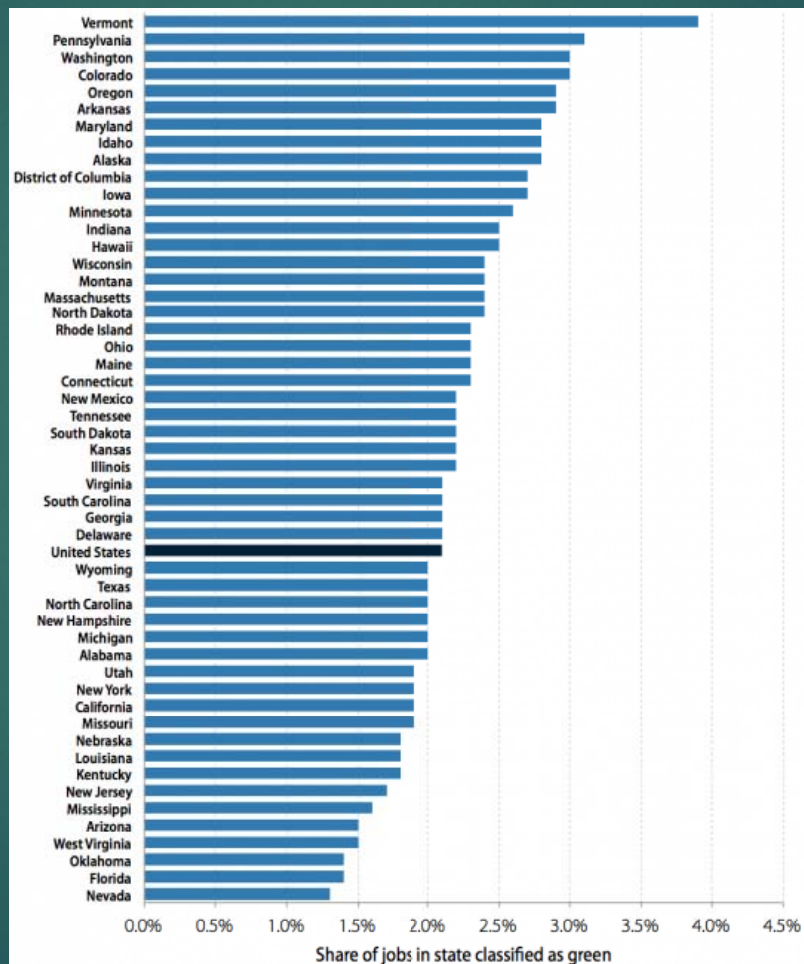
Share of total private green jobs by sector, 2010



Green Intensity of Private-Economy jobs, by sector 2010



Green Jobs by state 2010



Marketing Strategy- Goals

Start Up Support

- Office space
- Computer
- Admin



(Created in 2014 by graduates of the training program)

▶ Limited Liability Corporation (LLC)

- ▶ Expand and Market Training to Broader Audience
- ▶ Develop Incubator Space for Trainees and Offer Back Office Support once Operational
- ▶ Provide Environmental Services & Consulting
- ▶ Provide Staffing and HR Assistance



Staffing Agency : Create Jobs, Support Emerging Businesses and Supply Sustainable Solutions



Restoring Hope for A People and Help for the Planet

‘ Mission:
*To create a brighter future for
people and the planet through
staffing, training, business
support and consultation*

”

Hope for A People and Help for the Planet

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Why A Staffing Agency?

- ▶ BLS reports that Temporary Employment Agencies are Among Fastest Growing Industries and is projected to create 631,300 jobs annually and grow to 3.1 million by 2020.
- ▶ Currently Temporary Employment Agencies are predicted to be among the fastest growing sectors increasing annually at \$71.6 billion to reach 229.3 billion by 2020
- ▶ Temporary Agencies represent 2.1% of the job market and is expected to reach 3.8% by 2020

Executive Summary

- ▶ New Legal Structure- Low-Profit Limited Liability Company (L3C)
 - ▶ Green Door Staffing Agency, Inc. (GDI-S)
- ▶ Business Need
 - ▶ Planet In Crises
 - ▶ High Unemployment
- ▶ Service
 - ▶ Training
 - ▶ Contingency Employment Agency
 - ▶ Incubator
 - ▶ Environmental Consultation



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Business Description

- ▶ Workforce Development & Training for the Environmental Sector
- ▶ Create a Contingency Staffing Agency
- ▶ Set-Up Incubator Space
- ▶ Provide Technical Assistance & Consultation

Target Market

- ▶ Laborers
- ▶ Small and medium sized contractors
- ▶ Municipalities
- ▶ Manufacturers
- ▶ Retail
- ▶ Utility Companies
- ▶ Non-Profits (Urban Agriculture & Other Food System Entities)



Market Summary

- ▶ The Green Collar & Temporary Employment sectors are among the fastest growing for job creation
- ▶ Greener Industries grow faster than the overall economy
- ▶ Green jobs are accessible to workers without a college degree
- ▶ Manufacturing plays a strong role
- ▶ Green Jobs crosses many sectors

Promotion Plan 2015 Budget

- ▶ Total Budget Estimated at
 - ▶ \$18,200

Category	Cost	Notes
Research	2,500	Factsheets, Professional Journals, etc.
Communications	4,135	Website Development, Social Media Updates, Paid Advertisements, Public Relations
Events/Direct Marketing	6,515	Events, Consultants, Trade Show fees, etc.
Promotions	5,050	Brochures, Give-A-Ways, etc.

promotion

- ▶ Sponsorships
- ▶ Scholarships
- ▶ Give A Ways
- ▶ Discounts
- ▶ Collaborations



Place/Distribution

- ▶ Key channels of distribution commonly used in the market are done through the:
 - ▶ Social media (Facebook, Twitter, Instagram, etc.)
 - ▶ Email (Constant Contact, etc.)
 - ▶ Participation in Trade, Governmental and Professional Organizations
 - ▶ Contribute Literature, Research and information pertinent to the industry via Academic Journals, Forums and Presentations
 - ▶ Online

- ▶ Direct Mail

GDI will use a combination of channels of distribution

Key Assumptions

- ❑ Expansion
 - ❑ October, 2015 (Market Expanded Course Offerings)
 - ❑ April 2016 (Launch Staffing Arm)
 - ❑ October 2016 (Launch Consulting/Incubator Services)
 - ❑ April 2017 (Open Second Office in Michigan)

Target Market

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Competition

- ▶ Summarize the competition.
- ▶ Outline your company's competitive advantage.



Major Competitors

Company	Strength	Weakness
Strategic Staffing Solutions	Temporary Agency. Recognized Women Business Leader. Has garnered a big share of the market earning over \$300 m annually	Has limited focus on environmental sector. Does not provide technical training. Targets college educated
Green Garage	Incubator and is entirely focused on the Green/Environmental Sector Support Green Entrepreneurs	Focus on Professional/College Educated
AeroTek	Temporary Agency/Long History/Recruit Entry Level for Environmental Remediation/general labor/non college educated	Does not serve the Green Sector exclusively. Not well regarded by peers in the industry
Tech Town	Incubator. Focused on High Tech Industry/Highly Resourced/Well Known	Narrowly focused on Tech Industry

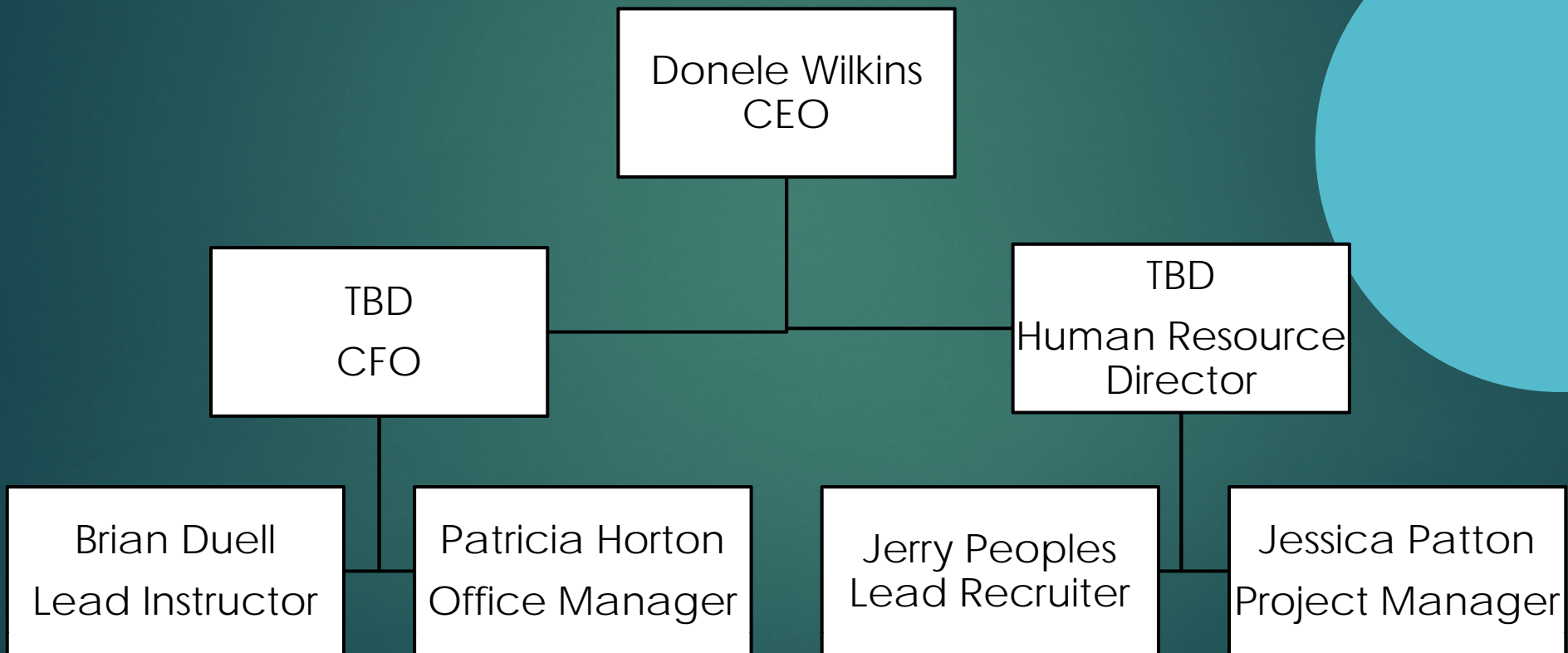
Goals and Objectives

- ▶ List five-year goals
- ▶ State specific, measurable objectives for achieving your five-year goals.
 - ▶ List market-share objectives.
 - ▶ List revenue/profitability objectives.

Management/Organization Plan

- ▶ Will add the following key staff:
 - ▶ Chief Fiscal Officer
 - ▶ Human Resource Director
 - ▶ Recruiters (Lead and 2 Assistant Recruiters)
 - ▶ Business Manager
 - ▶ Consultants
- ▶ Will increase office- training space from 10,000 square feet to 12,000 square feet and add additional 2,000 square feet for warehouse space.

ne Team



Financial Plan

- ▶ 2016 Projected Year End Earnings:
- ▶ Net \$2.8 million
 - ▶ Annual sales
 - ▶ Use several slides to cover this material appropriately.



Ratio Analysis

Total Annual Revenue \$2,836,800

Staffing

- ▶ Estimated annual sales \$2,496,000
- ▶ (based on placing 150 employees at \$8 an hour for 40 hours weekly on an annual basis)
- ▶ Assumption also based on 20 Clients requiring minimally 7.5 FTE's

Consultation/Services

- ▶ Annual Sales estimated @\$30,000
- ▶ (Assumption of 4 contracts at \$5,000 per client or \$150 hourly at an average of 40 hrs)

▶ Training

- ▶ Estimated annual sales \$294,000
- ▶ (based on 150 trainees paying market rate for courses across training continuum)

▶ Incubators

- ▶ Annual sales \$16,800
- ▶ (assumption based on hosting 4 start ups a year paying average of \$350 monthly for one year)

Pricing (2015-16)

Course Fees

- ▶ (Consistent with market rates)
 - ▶ Current rates range between \$85 for an eight hour refresher course to \$650 for a 40 Hr HAZMAT Course

Staffing Fees (Are based on an hourly rate ranging between \$27 to \$150 hourly)

- ▶ Professional
- ▶ Laborer
- ▶ Construction
- ▶ Back Office Support
 - ▶ Human Resources

▶ Incubator Fees

- ▶ Subsidies will be applied based on company/organization annual budget
 - ▶ Once entity is able to operate independent of GDI- Market rates will apply for Office Space, Communications, Bookkeeping, etc...
- ▶ Consultation and Service Fees (pricing structure includes an annual retainers fee of \$5,000 and bidding based on job requirements)
 - ▶ Environmental Assessments
 - ▶ Environmental Remediation
 - ▶ Green Construction/Sub-contracting
 - ▶ Green Transitional Support

Appendix

- ▶ Financial Documents (Cash Flow Statement, Income Statement, Balance Sheet)
- ▶ Resumes (key staff)