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## Stronger Together: Diversity and the Energy Efficiency Workforce



ENERGY EFFICIENCY PROGRAMS



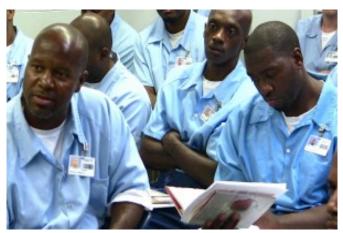
#### THE FACES OF DIVERSITY: WHO ARE THE UNDERREPRESENTED?

#### Gender: Women

Race-Ethnicity: African American, Latino/a

- Ability: People with Disabilities
- Income: Low-Income
- Age: Early Adulthood/Adulthood
- Incarceration Status: Formerly Incarcerated











# THE PLACES OF UNDERREPRESENTATION

#### Rural Communities: "Forgotten Places"







#### Urban Communities "Disinvested Places"





## Childcare

- Accessibility
- Affordability
- Flexibility

"I don't trust just anyone watching my daughter, I don't have family around here and don't live in a good part of town where I can ask a neighbor."





## **Childhood Experiences**

- Generational Poverty
- Trauma



"Poverty is kind of intractable. In many communities people are kind of locked in, kind of like a hamster wheel, they just cannot escape it."





## Health

- Asthma
- Diabetes
- Obesity
- Substance Usage

"We have chronic health issues in our poor communities. Poor nutrition, diabetes....impact one's ability to get and keep a job."







## **Perceptions of Energy Efficiency Jobs**

- Manual Labor
- Dirty Work

"That's always been the stereotype, that people look down on somebody that works with their hands. They don't wear a suit."







#### **Perceptions of Wages**

- Low Pay
- Lack of a Living Wage





"Local agencies that provide weatherization don't often pay a wage that's competitive with the trades."



#### **The Role of Education**

- Loss of Shop Classes
- Lack of Exposure
- Stress on College

"I blame a lot of the high school counselors. Everybody gets beat into their head, they need to go to college"





## **Group Stereotypes**

- Dependability
- Work Ethic
- Work and Gender





"There is a lot of physicality."

"The stereotype of minority and poor populations: Is this young [person] going to be able to show up every day?"



## **Training Expenses**

• Affordability: Time and

## Money



"If the hours that you are doing your training is taking you away from a paying job, even if the training is free, it's costly."

> Free job training OR pay from my regular job??



## Transportation

- Accessibility
- Affordability

"Transportation: That's huge!"

"No driver's license: That's a deal breaker!"







#### SOLUTIONS: THE POWER OF SOCIAL SUPPORT

## **Key Elements of Social Support:**

- Long-term, ongoing
- Includes multiple, wrap around services
- Group specific
- Provided by caring, supportive mentors

"I was like a mother with two little boys and with kid gloves....."



