COVID-19 Metro Recovery Watch: A Framework for a Racially Inclusive Recovery
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SEPTEMBER 28, 2020

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Rebuild better
A framework to support an equitable recovery from COVID-19
A vision for equitable recovery

“In the wake of the COVID-19 crisis, local leaders will rebuild better, generating higher-quality jobs and wealth creation opportunities in their local economies that advance racial inclusion.”

— Rebuild Better Better
Brookings, 2020
COVID-19 has wiped out a decade’s worth of employment growth

Total U.S. nonfarm employees (in thousands)
April 2010 - April 2020

Black and Hispanic workers are feeling the brunt of the recession while facing higher health risks on the frontlines.

**Share of households affected by job loss in U.S., by race**

<table>
<thead>
<tr>
<th>Race</th>
<th>March 13 – Sept 14, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>41%</td>
</tr>
<tr>
<td>Black</td>
<td>51%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>58%</td>
</tr>
</tbody>
</table>

**Share of frontline workers in U.S., by race**

<table>
<thead>
<tr>
<th>Race</th>
<th>2014-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>19%</td>
</tr>
<tr>
<td>Black</td>
<td>30%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: Census Household Pulse Survey, week ending July 21; Brookings analysis of Center for Economic and Policy Research data, April 2020
Principles for action

- Set goals to increase prosperity and racial equity
- Adopt a three-part framework to pursue these goals
- Build new institutional capacity
Principles for action

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Principles for action

- Set goals to increase prosperity and racial equity
- Build new institutional capacity
- Invest in the drivers of inclusive growth
A robust, comprehensive recovery requires a set of actions that invest in three key regional components:

- **Firms and industries**
- **Skills and talent**
- **Connected communities**
COVID-19
Metro Recovery Watch

For more insights, visit https://www.brookings.edu/interactives/metro-recovery-watch/

Actionable Ideas for Economic Recovery in American Cities

This series of essays offers promising recovery responses for local and state leaders to support job creation and quality business growth, advance job preparation and wage gains, and invest in vibrant, connected communities—all while advancing racial inclusion.

View the ideas here »

Spotlight on Local Recovery Efforts

This series of case studies, informed by our local partners, lifts up and provides detailed information on novel or promising approaches, practices, and policies that can set the stage for a more equitable COVID-19 economic recovery and for longer-run inclusive economic growth.

View the recovery efforts here »

Metro Recovery Index

This interactive dataset presents a variety of recent, updated data to provide a picture of the impact of the COVID-19 crisis for large and midized metropolitan areas across the country. The Index’s data tracks the labor market, the real estate market, and other areas of economic activity.

View the Index here »
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Andy Reed, Project Manager, Prosper Portland
Andrea Gall, Project Manager, Prosper Portland
Inclusive Economic Development Programming
Program Components

Living Wage
Pay a minimum living wage of $15 per hour.

Take Action
Create work experiences for underrepresented youth & young professionals of color.
Support local businesses by purchasing goods and services from businesses owned by People of Color.
Create culture change by providing Diversity, Equity, & Inclusion training for your staff and leadership.
Portland Means People

A home-grown, diverse workforce.

Youth need more opportunities

30,000
local youth are disengaged from school and work in the Portland metro area.

16%
rate gain of higher educational engagement for SummerWorks interns after just one summer of placement.

67%
of interns receive job offers after internship completion (national rate).

only 14%
of applicants in the Emerging Leaders Internship program are placed.
Portland Means Business

Thriving, diverse small businesses.

Wealth Creation Opportunities

12,000
City of Portland businesses are owned by people of color

560+
Mercatus Business Members
Culture change: Innovative, diverse, equitable, and inclusive businesses.

Portland Means Innovation

Workforce diversity and the bottom line

47% of Portlanders between the ages of 15 and 19 are People of Color.

30% higher revenue per employee for employers with inclusive talent practices.
2020 Programming

Culture Change Road Map Roll Out

Transition Work Experiences to Remote

How to be an Inclusive & Effective Manager Training, 4-part series

Centering Our Values during the Pandemic, 4-part online series

PPE Distribution to BIPOC-Owned Biz

Connections to Mercatus Businesses

Accountability in Racial Equity Series for Businesses
Be a Portland Means Progress Business.
Sign up, commit, and spread the word.

portlandmeansprogress.com

Mean It With Us
It’s been wonderful to be a part of Portland Means Progress. We're excited to be a part of it and to know that we're in a community that's also trying to do this.
PGE Project Zero

Empowering the next generation to create cleaner, greener communities

September 2020
Why PGE Project Zero?

Portland General Electric is committed to working with our community partners to address the climate emergency and build a clean energy future for everyone.

Building on our 130 years of innovation and community engagement, PGE Project Zero is a powerful new initiative focused on education, green workforce, and environmental stewardship.

PROJECT ZERO is a registered trademark of International Design Corporation
Acting on our Purpose

PGE Project Zero is designed to empower youth and young adults to create cleaner, greener, more equitable communities.

Through powerful partnerships, we’ll collaborate to provide:

- Climate literacy and clean energy education
- Pathways to green jobs for disconnected young adults
- Environmental projects in frontline communities
Climate Education

Youth are leading the climate action movement, and they are hungry for climate literacy curriculum and programming. PGE Project Zero is answering that call.

In development:
• Open source, comprehensive K-12 climate literacy curriculum with Portland Public Schools

For future launch:
• New Oregon Children’s Theatre show
• PGE comic book featuring clean, green characters
• PGE Project Zero teams “circle a school” in frontline and Muni Strategy communities
• Expand 50-Year Energy Plan to high schools in Muni Strategy key cities
Environmental Impact

Most low-income communities, indigenous populations and communities of color experience firsthand the negative health and environmental impacts of climate change.

*PGE Project Zero will:*

- Engage youth, young adults and families in environmental impact projects
- Collaborate on environmental research + programs centered on growing urban tree canopy and improving air quality
- Strengthen equitable access to parks and greenspaces
Pathways to Green Jobs

Young adults age 20 to 24 who are disconnected from school and work need career pathways. PGE Project Zero provides green job internships and career pathways for young adults with the objective of long-term career investment and success.

- PGE Project Zero Works program goes from August - February
- Mentorship opportunities for PGE employees to be adult allies for interns
- Connect young adults to job opportunities with key customers and other community partners upon completion of internship
Community Partners
Desired Outcomes (5 years)

- Connect 50-60 disconnected young adults to green internships and career pathways
- Reach 150,000 students annually with climate and clean energy education
- Increase tree canopy and enhance greenspaces
- Strengthen communities of color and communities disproportionately impacted by climate change
Meet Ivan

One of the early assignments, given in the first week, was for each intern to make a short 20-second video for social media.

It's one of this generation's primary communication tools.

This is Ivan Perez, PGE Project Zero Cohort 2020.
Where do young adults go after their internship?

The goal of PGE Project Zero Works is work-readiness for young adults in the green job sector.

- Interns receive **six months of on-the-job training**, combined with one-on-one mentoring and socio-emotional skill building.
- Those interns who **demonstrate the core skills necessary** to succeed as full-time employees will receive a letter of recommendation.
Destination Employers start here

Interns who successfully complete the program will be introduced to a **growing pool of employers** in the green job sector who have demonstrated interest and commitment to hiring talented and capable young adults.
Destination Employers

- Arborists
- Forestry/Forest Workers
- Renewable Energy Infrastructure (i.e. solar installers)
- Electrical Trades (Line, Wire and Meter)
- Sustainable waste management
- Sustainable landscaping
- Clean Water Services
- Green Builders/Construction
- Advanced Manufacturing
- Sustainable Agriculture
- Transportation (Electrification)
Next Steps

- Sign the Destination Employer pledge by October 6
- Provide an informational interview opportunity
- Provide a deeper experience through job shadow or other work-experience activity
- Interview one (or more) PGE Project Zero Interns for career-track, full-time work in your company in January
- Hire one (or more) PGE Project Zero interns by February 2021
Q&A Discussion – Please type your questions into the “Questions” box

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UPCOMING WEBINARS

The Economic Revitalization of the Over-the-Rhine Community: A Balanced Perspective

• Monday, October 19 | 3:00 p.m. – 4:30 p.m. ET

View our complete listing of webinars at www.IEDCOnline.org/Webinars. Questions? Please contact webinar@iedconline.org.
THANK YOU

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