

September 13, 2017



Notes from the Environmental Workforce Professional Learning Community (PLC)—Cycle 17, Session 6

This series of bi-weekly phone calls examines effective EWDJT strategies from experienced grantees. PLC calls share ideas among successful grantees and prepare interested organizations for the next EPA Request for Proposals. Calls will be a mix of open discussion, workforce development news, resources, and presentations from current grantees.

Topics: 1. News from Washington

2. Post-meeting materials and presentations are now available for download
3. Follow-up to the last PLC discussion on job titles and employment opportunities
4. Engaging the community
5. Meetings and workshops
6. Technical assistance for flood and hurricane response and cleanup
7. Tune in to the next PLC

1. NEWS FROM WASHINGTON

If all goes as planned, the 2018 EWDJT Request for Proposals (RFP) should be issued later this fall. RFPs have historically slipped into November or December. In any case, an RFP will be issued in just a few months and the time to begin preparations is now.

2. HMTRI ALL-GRANTEE POST-MEETING MATERIALS AND PRESENTATIONS NOW AVAILABLE FOR DOWNLOAD

The [Brownfields Toolbox](#) website now has [PowerPoints and resource materials from this year's Environmental Job Development All-Grantee Meeting](#) available for download. If you were not able to attend the meeting or missed a specific session, presentation materials provide talking points and reference materials on a variety of EWDJT issues.

The PowerPoints and resources have been organized into the categories below.

- EPA PowerPoints
- Grantee PowerPoints and Resources
- HMTRI Resources
- NIEHS Resources
- OSHA PowerPoints and Resources

Helpful hint in viewing grantee PowerPoints: PowerPoints and resources are titled by grantee name rather than by topic. To better address specific topics of discussion, first open HMTRI resources and download the meeting agenda. Reviewing the agenda, locate the topic of interest and the grantee addressing that topic. Then go to the grantee presenting the topic of interest to download their presentation. EPA, NIEHS, and OSHA PowerPoints are titled by topic areas.

3. FOLLOW-UP TO THE LAST PLC DISCUSSION ON JOB TITLES AND EMPLOYMENT OPPORTUNITIES

Job titles

During the last PLC, we addressed the many titles that employers use when hiring EWDJT graduates. It is important to recognize the wide variety of environmental jobs when conducting labor market assessments and placing graduates. Many jobs requiring environmental training are not identified with environmental titles. They may involve demolition, material handling, construction, painting, welding, transportation, emergency response, medical technician, warehousing, and the list goes on.

The Department of Labor as well as State Merit Systems grappled with this issue for decades. Failing to recognize the diversity of environmental occupations will largely underestimate workforce needs and result in missed opportunities for EWDJT graduates.

A more accurate approach in determining environmental workforce needs is to ask this question: In your organization, are there positions that require environmental or environmental health and safety training? HAZWOPER, OSHA 10, and confined space are just a few examples of training required over a variety of job titles.

Employment opportunities

For those who missed the last PLC, please see the [post-session notes from PLC session 175](#). We had two requests for EWDJT graduates with HAZWOPER training.

4. ENGAGING THE COMMUNITY

Community assessments assist in determining which communities would be best served by an EWDJT program. Labor market assessments help identify opportunities for EWDJT graduates and the training needed to take advantage of those opportunities.

Engaging the community is an additional activity that ensures the EWDJT program will be accepted and that community residents will participate in the program. It confirms that employers and governmental organizations are on-board with the program and that it does not conflict with other programs. It also provides pathways to potential leveraging partners and local employers.

Engaging the community is primarily a marketing, networking, and communication activity. It needs to be conducted concurrently with community and labor market assessments before other EWDJT activities. If the service area selected does not yield stakeholder support, the target community must be reconsidered.

Selling the EWDJT program to government interests, local community groups, informal community leaders, service providers, and employers early in the planning process is essential. Recruiting stakeholders early provides many benefits during the planning and grant writing process, especially if stakeholders actively participate in the process. Stakeholders include individuals, organizations, and officials interested in supporting or participating in the EWDJT program.

1. Stakeholders should remain informed of program developments and are encouraged to contribute as the grant is written.
2. Engaged stakeholders can provide resources and support as the program develops. Targeted statistics and detailed community information and history, not widely available, can be provided by local government and community leaders.
3. In addition to letters of support, partnerships, and leveraging opportunities, engaged stakeholders identify with and promote the program as it matures.
4. Engaged stakeholders provide networking opportunities outside the community enhancing leveraging opportunities.

Do not approach community interaction as a series of independent discrete tasks. Recruiting and engaging community stakeholders can provide a wealth of historical information about the community in addition to a ground-up approach to developing a sustainable training program.

Engaging community stakeholders

Identify community groups, church and faith-based organizations, fraternal and community nonprofit organizations, and local Chambers of Commerce who would be willing to help in awareness, recruitment, and placement. These organizations need to participate in the grant development process. Training and student support services can be provided by local community colleges and universities, training consultants, and fire and first responder teams. Workforce Investment Boards and affiliates, Goodwill, Salvation Army, and other training and outreach organizations such as Youth Build, Strive, or Conservation Corps are active in many underserved neighborhoods. Without extensive networking, these programs may not become aware of the EWDJT program, mission, and contributions to the neighborhood.

The community stakeholder list can be large and requires a significant effort to identify and organize. However, systematic screening will provide information and details that address most of the assessment criteria requested by EPA in the RFP. Additionally, this effort represents the necessary legwork to complete comprehensive assessments, references, partnerships, employer relationships, and other factors required to score high in the EWDJT RFP evaluation.

Engaging governmental organizations

Stakeholders to be included in the community engagement effort include city offices and governmental organizations on the local, county, or state level.

- Office of economic development
- Health and environment
- Community development
- Brownfields
- Health and human services
- Labor and workforce development (WIBs)
- City purchasing and procurement
- City council representatives (especially in the target community)

A suggested approach to government, community, and stakeholder engagement

1. Begin a search for government and community organizations to be impacted by the EWDJT program in the offices of city government. Begin with the mayor's office.
2. Request contact information and introductions to applicable divisions including an introduction to city council members in target communities.
3. In the offices of community and economic development, seek contact information and introduction to community groups, organizers, and faith-based organizations in the target communities.
4. In the offices of environment and health, seek contacts and introduction to Brownfields ARC, redevelopment, and associated cleanup project managers. Seek out public hearings to announce plans for the proposed EWDJT program. Document participation in all public meetings.
5. In purchasing and procurement, seek introductions to current vendors, especially demolition and remediation firms. Ask to participate in meetings with city vendors.
6. In target communities, visit religious and civic organizations again, seeking contact information for possible stakeholders and partners.

In each case, potential supporters, partners, and stakeholders should be informed that plans are to pursue the competitive EWDJT grant. While success is not certain, it is necessary to develop comprehensive support before the proposal is submitted. As a side note to this effort, potential grantees may be surprised to receive leveraged resources and potential funding even before the EWDJT proposal has been written.

Marketing an EWDJT program before it has been funded may appear counterintuitive until potential applicants read EPA's RFP. Stakeholders, supporters, and the service community must all be on board before the grant application can be reviewed. As part of the application review process, ranking criteria

and detailed requests for specific information ensures that potential grantees have performed due diligence and are ready to deliver a successful EWDJT program.

5. MEETINGS AND WORKSHOPS

Fall is the season for local and regional Brownfields conferences. Local conferences provide a great opportunity to network with employers, meet government officials, and seek out supporters and potential partners. Often registration fees can be waived for grantee staff and students. However, it is important that conference organizers be contacted directly for special assistance and waiver of fees. Here are a few upcoming conferences.

Local and regional brownfield associations

20th Anniversary of Florida's Brownfield Program—Embracing Florida's Past, Enhancing Florida's Future October 1–4, 2017

The Renaissance Vinoy, St. Petersburg, FL

Hosted by the Florida Brownfields Association and its members, this conference offers a great opportunity to network and share expertise with a unique group of stakeholders with an interest in Florida Brownfields redevelopment. Registration including signing up for sponsorship and exhibit space is now open online. For more details of the celebration of 20 years of the Brownfields program in Florida, visit their [website](#).

Green Infrastructure & Brownfields Bootcamp

Friday, October 20, 2017

Allentown, New Hampshire

NJIT TAB will be hosting a Green Infrastructure and Brownfields Bootcamp where they will be teaching communities how to integrate green technology into their stormwater planning. There will be hands-on activities to further solidify the importance of green technology on Brownfield sites. Visit their [website](#) for more information.

2017 Southeast Brownfields Workshop

November 7–9, 2017

Georgia Tech Research Institute Conference Center, Atlanta, GA

EPA Region 4 and the Georgia Brownfield Association are hosting the 2017 Southeast Brownfields Workshop on November 7–9, 2017. More than 200 attendees, including grantees, state environmental agencies, tribes, urban and rural local governments, nonprofit organizations, environmental professionals, and community members are expected to attend this year's event. Visit their [website](#) for more information.

EPA Regional and ICMA national conferences

2017 National Brownfields Training Conference

December 5–7, 2017

Pittsburgh, PA

The session selection process is complete. Brownfields 2017 is set to offer attendees a robust and expansive conference experience. This year's conference programming and speakers will engage attendees on topics at the forefront of today's Brownfields and economic development landscapes, challenging both emerging and seasoned professionals as well as a diverse range of Brownfields stakeholders to think outside the norms when addressing land revitalization and redevelopment. For more information and to register, visit their [website](#).

6. TECHNICAL ASSISTANCE FOR FLOOD AND HURRICANE RESPONSE AND CLEANUP

[OSHA Worker Safety and Health Resources for Hurricane and Flood Cleanup and Recovery](#)

OSHA has recently released (August 31, 2017) updated technical assistance for hurricanes, floods and general disaster relief.

[NIEHS All Hazards Resource Page](#)

The NIEHS Worker Training Program (WTP) and its awardees have been actively involved in hurricane and flood response and cleanup activities, including those related to Hurricane Katrina in 2005 and Hurricane Sandy in 2012. The resources are aimed at protecting the health and safety of those responding to the [aftermath of a hurricane or a flood](#), including emergency responders, skilled support personnel, homeowners, and business owners. For a list of resources applicable to a variety of natural and man-made disasters, please visit our [All-Hazards Resources](#) page.

[TechDirect](#)

Anyone interested in subscribing may do so on the [CLU-IN website](#). All previous issues of TechDirect are archived there. The TechDirect messages of the past can be searched by keyword or can be viewed as individual issues.

TechDirect's purpose is to identify new technical, policy, and guidance resources related to the assessment and remediation of contaminated soil, sediments, and groundwater.

NOTE: TechDirect prefers to concentrate mainly on new documents and the Internet live events. However, they do support an area on CLU-IN where announcement of conferences and courses can be regularly posted. They invite sponsors to input information on their [events page](#). Likewise,

readers may visit this area for news of upcoming events that might be of interest. It allows users to search events by location, topic, time period, etc.

HMTRI Website

HMTRI, under cooperative agreement with EPA, provides technical assistance to communities and organizations interested in developing and sustaining environmental workforce development and job training programs. The [Brownfields Toolbox](#) website is the HMTRI repository for all things environmental workforce related. Below are a few topic areas that can be found on our website.

- [PLC post-session notes and audio recordings](#)
- [Start a program](#)
- [Social media directory](#)
- [Certified Employee Finder](#)
- [Resources from past Environmental Job Development All-Grantee meetings](#)
- [CONNECT News archive](#)

7. TUNE IN TO THE NEXT PLC

The schedule for the remaining sessions in PLC Cycle 17 is below.

- PLC #7—September 27
- PLC #8—October 11
- PLC #9—October 25
- PLC #10—November 8

MARK YOUR CALENDAR

Next PLC Session: September 27, 2017 at 2:00 p.m. ET
 319.527.3513, access code 550105#
 Please call in five minutes early.



Feel free to invite a guest! Send your contact information to Mike Senew at msenew@aol.com.

Visit our [HMTRI Brownfields Toolbox](#) website for more information on Brownfields Environmental Workforce Development and Job Training programs. All [PLC session notes and recordings](#) are also located on the website. For those interested in providing content or suggestions, please contact Glo Hanne at ghanne@eicc.edu.

NOTE: The PLC brings together ideas and opinions of individuals interested in environmental workforce development and job training. Ideas and opinions are not those of EPA or its policy and should not be taken as official guidance.