

Richmond Community Working Group

Workforce Training Presentation & Discussion April 23, 2015



Discussion Overview and Objectives

1. Presentation

- Existing UCB/LBNL commitments to strengthen workforce training pathways to good jobs via the BGC and existing operations (Joint Statement of Commitment)
- Baseline Data on Employment and Preparedness for Employment among working age youth and adults in Richmond.
- Assets to Build On—
 - Overview of Job Opportunities in high growth, high value industry sectors in Richmond and the region;
 - Local policy, programs & strategies already underway in that can prepare Richmonders for work in these sectors.
- Current Partnerships or Initiatives UCB/LBNL is engaged in that could be aligned and/or expanded to benefit Richmonders
- Overview/Graphic of expected job creation via phases of BGC construction and related activities.

2. BGC Working Group Discussion & Next Steps

Joint Statement of Commitment to Strengthen Community Partnerships Between UC Berkeley, Lawrence Berkeley national Laboratory and the Richmond Community

BE IT FURTHER RESOLVED that UC Berkeley and LBNL, will provide economic opportunities to Richmond residents by taking the following steps to address local hiring and procurement:

1. Voluntarily set and monitor a local-hire goal, to be based on the UCSF local-hire model, for construction and infrastructure improvements, for non-DOE funded construction. This model will consider local hire practices within the City of Richmond; and,
2. Require third party developers to pay prevailing wage for non-DOE funded construction contracts and meet UC Berkeley's local-hire goals on buildings that will be substantially occupied by UC Berkeley; and,
3. Work with the City of Richmond Department of Employment & Training to access contact and work-readiness information for qualified Richmond trades workers and apprentices; and,

Joint Statement of Commitment

BE IT FURTHER RESOLVED

that UC Berkeley and LBNL will cooperate and collaborate with existing workforce training organizations community colleges and the City of Richmond - considering programs such as Richmond's Department of Employment & Training, Richmond BUILD, Contra Costa College in San Pablo, Richmond and Contra Costa County Workforce Development Boards, California approved joint labor management apprenticeship programs, Helmets to Hard Hats, local nonprofits, foundations, community based organizations, and others – to support training Richmond residents for meeting the ongoing and future employment needs of our two institutions.

Recommendations Made to UCB/LBNL (not exhaustive)

Anchor Richmond Report--Community Workforce and Employment Opportunities

- Adopt a hiring policy targeting local and disadvantaged workers for Berkeley Global Campus positions
- Institute a living wage policy and honor union bargaining agreements for all Berkeley Global Campus and contract hires
- Invest in workforce development programs that support historically excluded workers
- Provide internships and experiential learning opportunities for high school and community college students to help build career pathways in STEM fields

From ACCE Sponsored Petition

- Invest in training programs to ensure that local and disadvantaged workers develop skills for professions on the Berkeley Global Campus.
- Institute a living wage policy to lift all workers out of poverty at the Berkeley Global Campus.
- Sign a Project Labor Agreement with the Contra Costa Building Trades Council that ensures union representation and includes local hire procedures. At least 30% of construction should be done by local workers and at least 25% of new apprentices should be disadvantaged workers.
- Ensure jobs similarly performed at UC's Berkeley campus covered by collective bargaining agreements remain UC jobs at the new campus.
- Invest in a Youth Opportunity and Education Fund for Pre K-12 and community college students to help build career pathways.

Richmond Employment & Education Data

- 107,571 residents
- 53,200 total workforce
- 6.1% rate as of February 2015 (3200 unemployed residents)
- 77% High School graduates or higher (81% for the state)
- 26 % Bachelors Degree or higher (31% for the state)

Business License Information

- 6900 number of firms
- 16.5% black-owned firms
- 17.8% Asian-owned firms
- 37% woman-owned firms

Top Employers

- Chevron Refinery
- WCCUSD
- Social Security Administration
- US Postal Service
- Contra Costa County
- City of Richmond
- The Permanente Group
- Kaiser Foundation Hospitals
- Bio-Rad
- Michael Stead Group
- Blue Apron

Industry Sector Data

With Most Employment

- Educational services & health care
- Professional, scientific & management, administrative, and waste management services
- Retail
- Construction
- Arts, entertainment, recreation and food services

Growth Sectors

- Health industry
- Information & Communication Technical skills (ICT)
- Construction
- Manufacturing, logistics, & transportation

Workforce Training Partnerships--Assets to Build Upon in the City of Richmond

- WCCUSD Career Academies (K-12 Linked Learning Programs)
- Contra Costa College Career Pathway Programs
- Building Trades Sponsored Apprenticeship Programs
- City of Richmond
 - RichmondBUILD construction skills training
 - Contractors Resource Center
 - RichmondTECH
- Community Based Career Pathway Programs
- Collective Impact Efforts (such as Sparkpoint)

Policy--City of Richmond Local Employment Program Ordinance (RMC 2.56)

- Requires hiring of Richmond residents for work performed under eligible City subsidized projects and contracts.
- 25% of the total project hours must be performed by Richmond residents on eligible Public Works Construction projects with contract amounts at \$100k+ and 35% of the total workforce and new hires for non-construction contracts.
- Local employment on eligible City Public Works Construction Projects is currently 25.92%.

Optimizing Employment Opportunities through Apprenticeship—Labor Led Partnerships

PREPARE AND RECRUIT YOUTH IN TARGET COMMUNITIES FOR APPRENTICESHIPS

- Apprenticeship is the oldest work force training concept, now designed to prepare an individual, generally a high school graduate (or with GED) , for occupations in the skilled trades.
- An apprentice will develop marketable job skills in a 3-5 year structured training program while earning a living wage.
- Apprentices receive an hourly wage and fringe benefits, learning a trade working side-by-side with a journeyman.
- The vast majority of training is on the job, supplemented by classroom instruction.
- Local and regional apprenticeship programs enroll new apprentices annually.
- Some of the Apprenticeship programs have training facilities within Contra Costa County while others operate out of regional facilities located in Northern California.

Preference of Employment to Returning Veterans—Labor Led Partnerships

- The Building Trades offer direct entry to returning veterans thru the ***Helmets to Hardhats*** program.
- ***Helmets to Hardhats*** helps military service members successfully transition back into civilian life by offering them the means to secure a quality career in the construction industry.

Project Labor Agreements: Labor Led Partnership Strategy

A PROJECT LABOR AGREEMENT (PLA)

Is collective bargaining agreement between the project owner/developer and the Building Trades Council

BENEFITS OF A PROJECT LABOR AGREEMENT

- Enforceable goals for Local Hire
- Preferential hiring for returning veterans from target area
- Apprentice outreach and training opportunities for target area residents in State approved programs possessing the capacity to train and graduate.
- Assures the developer sustainable access to skilled apprentices and journey level workers throughout the life of a construction project; Assures Labor Harmony--no strikes, no employer lockouts.
- Workers employed under a PLA will receive the proper prevailing wage, with employer paid health coverage and pension.

Promising Strategies to Build Upon- Labor-RichmondBUILD

- *RichmondBUILD Construction Skills Training*
 - Curriculum designed with extensive input from Labor
 - Direct Entry agreements with various Unions
 - Project Labor Agreements create apprenticeship opportunities
 - RichmondBUILD & Labor have partnered on several successful grant applications

(Community Based) Local Assets to Build Upon – Career Pathways

Catholic Charities of the East Bay

- Create resilience and economic health among low-income child rearing households, youth (adolescent through age 24), immigrants & refugees.

Multicultural Institute (one Focus is on Day Laborer Support & Leadership)

- Intensive short-term courses in business planning to increase capacity to develop job quotes, track expenses and income, file taxes, and build clientele through marketing.

Men and Women of Purpose (focus on Men and Women Reentering Community from Incarceration)

- Mentoring
- Job Preparation

Reach Fellowship International (focus on Women Reentering Community from Incarceration)

- Mentoring
- Recovery
- Transitional housing

Local Assets to Build Upon– Career Pathways

- **West Contra Costa Business Development Center (Entrepreneurialship)**
- Business consulting and small business development, with specialization in food industry
- Entrepreneurial training
- Assistance in securing financing.
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- **The Stride Center (Tech Training)**
- Certiport IC3 Certification (Digital Literacy)
- CompTIA A+ Certification
- CompTIA Network + Certification
- CompTIA Security + Certification
- Microsoft MCP Server 2012 Certification
- Microsoft MCP Windows 7 Certification
- Cisco Certified Network Associate (CCNA) Certification

Community Based Local Asset to Build Upon – Career Pathways Program (Comprehensive)

Rubicon Model--Comprehensive Economic Empowerment Strategy, Including:

- Job readiness
- Transitional employment
- Job placement
- Job retention
- career advancement: linkage to education, vocational training, entrepreneurship
- Financial education and Asset building
- Housing services
- Legal Services
- Linkage to wellness
- Leadership development





West Contra Costa Unified School District

Berkeley Global Campus

AT RICHMOND BAY

WCCUSD's Linked Learning Pathways

De Anza High School

- Health Sports Medicine
- Information Technology & Communications
- Law

El Cerrito High School

- Information Technology
- Media

Hercules High School

- Academy of Hospitality & International Tourism

Kennedy High School

- Information and Technology

Pinole Valley High School

- Environmental Studies
- Health
- Law and Justice
- Visual and Performing Arts

Richmond High School

- Creative and Performing Arts
- Engineering Partnership Academy
- Health Science
- Law
- Multimedia Communications

Contra Costa College



Berkeley Global Campus

AT RICHMOND BAY

Contra Costa College

Mission

Contra Costa College is a public community college serving the diverse communities of West Contra Costa County and all others seeking a quality education. The college equitably commits its resources using inclusive and integrated decision-making processes to foster a transformative educational experience and responsive student services that ensure institutional excellence and effective student learning

Values

- **COMMITMENT** to helping students learn and to improving the economic and social vitality of communities through education;
- **RESPONSIVENESS** to the varied and changing learning needs of those we serve;
- **DIVERSITY** of opinions, ideas and peoples;
- **FREEDOM** to pursue and fulfill educational goals in an environment that is safe and respectful for all students, all faculty, all classified staff, and all managers alike; and
- **INTEGRITY** in all facets of our college interactions and operations.

Contra Costa College Career Technical Education (CTE) Programs

- *CTE programs prepare students for employment or transfer to a 4-year College/University.*
- *CTE faculty convene advisory committees composed of industry professionals to ensure programs meet industry standards.*

Administration of Justice

Automotive Services

Biotechnology

Business

Business Office Technology

Culinary Arts Management

Digital Film Production

Early Childhood Education

Engineering

Health Care

Information & Computer Tech

Journalism

Real Estate

Transportation & Logistics

Forklift, Logistics, Operations, & Warehouse (F.L.O.W.)

- Funded through Department of Labor TAACCCT Design it! Build it! Ship it! Grant
- Courses:
 - Forklift Training
 - Warehouse Operations
 - Personal Development
 - Professional Development
- Support from local employers, WIBs, San Pablo Economic Development Corporation, East Bay Transportation and Logistics Partnership, and Richmond BUILD
- 70% job placement rate

Career Pathway Programs to High-Growth Sectors

Health Care & Bio-Sciences

- Biotechnology
- Certified Nursing
Asst./Home Health Aide
- Emergency Medical
Services
- Health & Human Services
- Medical Assisting & Medical
Office Technician
- Registered Nursing

Info & Communication Technologies

Associate degrees and
certificates:

- Computer Operations
- Computer Programming
- Computer Repair
Technology
- Computer Science
- Network Technology

Career Pathway Programs to Emerging Sector (Public Safety & Law)

Administration of Justice

- Associate in Science Transfer Degree
- Associate in Science Degrees
 - Corrections
 - Law Enforcement
 - Security Specialist
- Nine specialist certificates

Pathway to Law School

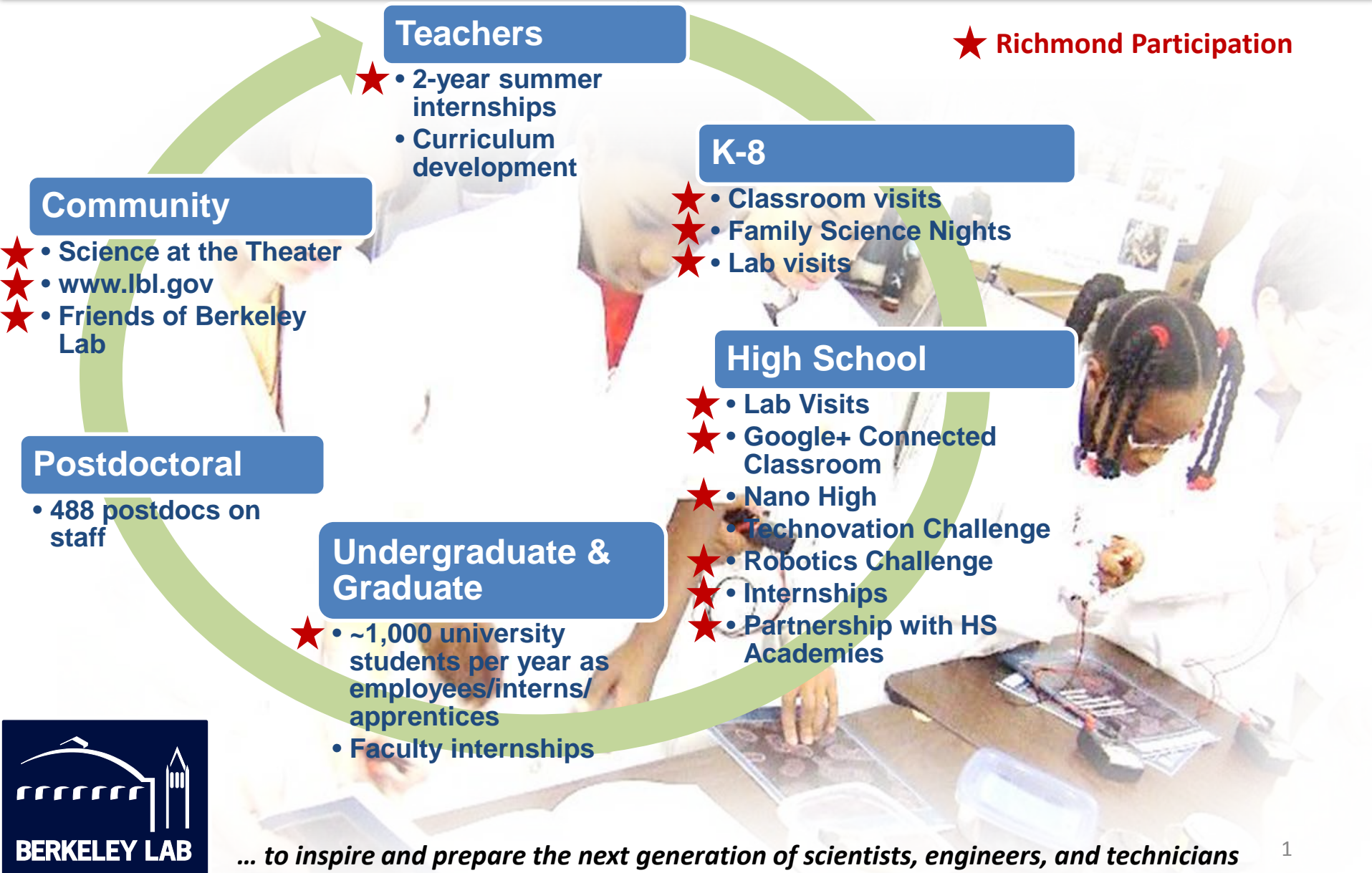
- Associate Transfer Degrees
 - Administration of Justice
 - Political Science
- Six core courses to prepare students for law school
- Partnership with State Bar and 6 premier law schools
- Additional academic and LSAT Exam prep assistance

9-14 pathway currently in development with WCCUSD

Linked Learning & Career Pathways with WCCUSD

- Working directly with high school academies to provide pathway programs and concurrent enrollment in biotechnology, health (CNA/EMED), Administration of Justice/Law
- Providing career exploration courses in middle schools, career exploration days, and parent/student presentations
- Joint partners in regional and local work around building career pathways with a focus on:
 - K-14 curricular alignment
 - work-based learning & engaging employer partners
 - creating more seamless transitions from K-12 to college and then to employment
 - Four high-wage, high-demand industry sectors: Information Communication Technology (ICT) and Digital Media; Health and Biosciences; Advanced Manufacturing and Engineering; Public Services & Law

LBNL Workforce Development Pipeline



UCB/LBNL Engagement & Support for Regional Industry Clusters (examples)

East Bay Biomedical Manufacturing Network

This partnership is convened by a partnership of regional entities focused on building an East Bay biomedical, manufacturing network for business assistance, technology transfer, education and training, and economic development in the East Bay of the San Francisco Bay Area. One of the networks' education and training partners, UC Berkeley connects faculty and students with regional businesses in advanced manufacturing jobs in the biomedical industry. Through the Bio-Manufacturing to Market program we place intern teams with emerging start-ups and established business to support research and business development.

East Bay Economic Development Alliance (East Bay EDA)

A public/private partnership serving the San Francisco East Bay including Alameda and Contra Costa Counties. The Alliance works to establish the East Bay as a world-recognized place to grow businesses, attract capital, and create quality jobs. UC Berkeley is an active member focusing on bridging education pathways to careers in regional industries and a representative from the Lawrence Berkeley National Lab serves on the board.

UCB Support to Strengthen Regional and Richmond Health Sector Workforce Pathways

- **Emerging Health Pathway Opportunities**
- **Health Pathway Assessment**
- **East Bay Health Pathway Partnership**
- **UCB-Richmond Health Pathway Development**

Emerging Health Pathway Opportunities

- **Professions:**

- Allied Health
- Community Health Workers
- Advocacy
- Home Health/CNA
- RN
- Social Work
- Behavioral Health
- Public Health
- Health IT/Coding
- PA
- Medicine

- **Initiatives:**

- Community Colleges
- Workforce Investment Boards
- Linked Learning
- Career Pathways Trust
- The California Endowment
- Atlantic Philanthropies
- Health Leads
- East Bay Leadership Council
- UCB School of Public Health
- Berkeley Global Campus

Health Pathway Program:

- Provides youth in grades K-16, recent graduates or opportunity youth with:
 - academic preparation and support
 - psychosocial support
 - college and career readiness
 - health career exposure and experience
 - work-based learning
 - parental engagement
 - mentorship
 - advocacy and leadership development

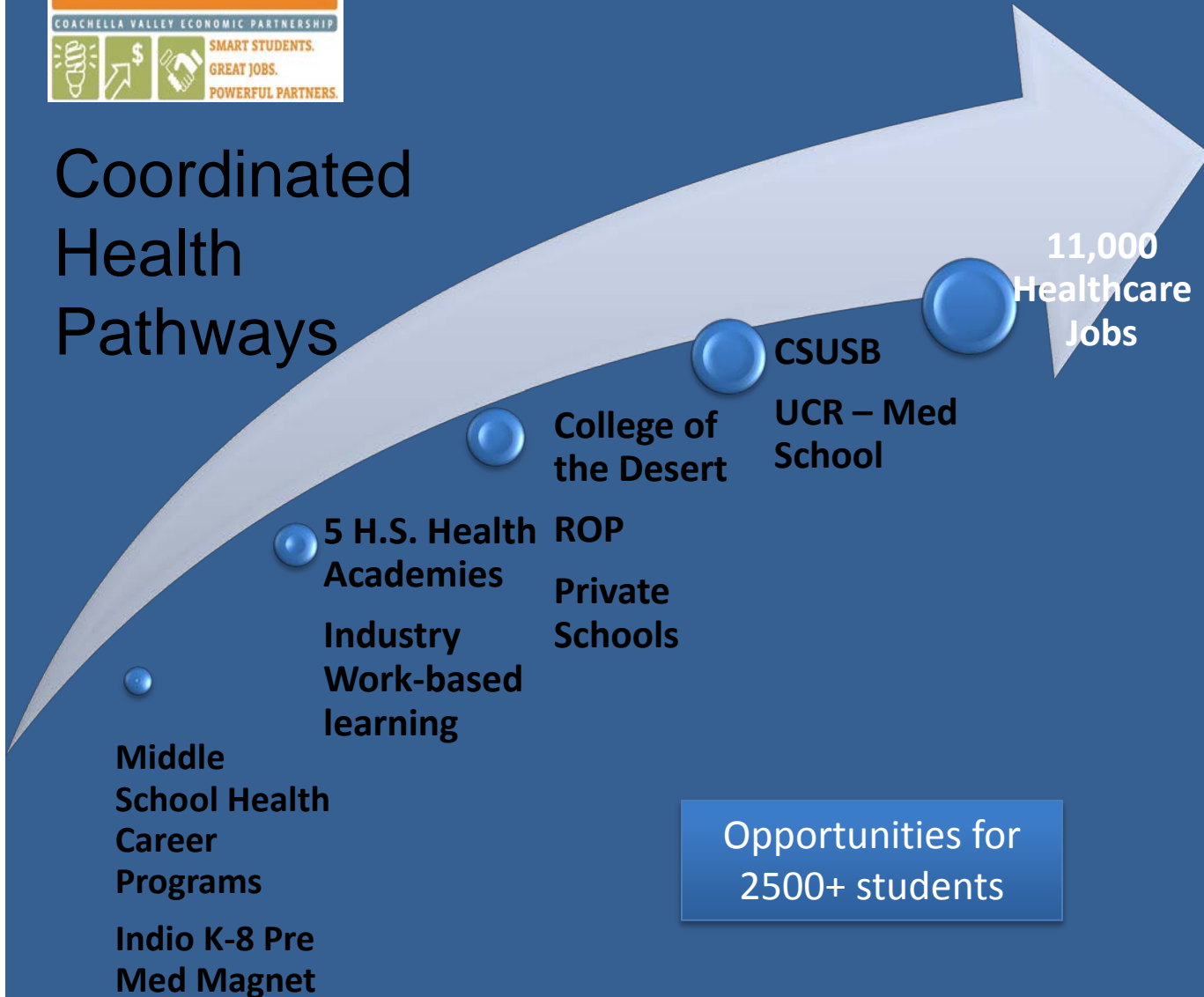


Health Pathway System:

- A coordinated, inter-connected set of pathway programs aligned to:
 - provide area youth with support to succeed academically and gain entry into health careers
 - meet area health employer demand for a well prepared workforce in emerging priority professions
- Offers linked, sequential and continuous support across all educational levels and towards a broad range of health careers.



Coordinated Health Pathways



Richmond Health Pathway Assessment: Health Pathway Program Recommendations

1. Strengthen High School Health Academies & CC College Health
2. Expand Public Health Solutions Program
3. Increase psycho-social support for health pathway students
4. Internships & experiential learning for HS & college students
5. Strengthen college student success and health career support
6. Expand capacity of local health programs to engage local youth
7. Increase health training and employment for opportunity youth
8. Increase BMOC in health pathways and employment
9. Engage City of Richmond in expanded pathway development.
10. Align with Berkeley Global Campus development, investment

Richmond Health Pathway Assessment: Health Pathway System Recommendations

1. Establish East Bay regional and Richmond specific health pathway coordinating coalitions and intermediaries.
2. Prioritize health workforce needs and competencies
3. Select priority local health pathways for development
4. Build school and employer work based learning capacity
5. Enhance coordination and best practices across pathway programs
6. Develop plan with UCB and LBNL for pathway system development
7. Engage UCB, UCSF and Touro and Merritt health professions schools
8. Engage CCC Health Services and WCCUSD for greater support for and institutionalization of health pathways. Align with FSCS.
9. Expanded partnership with Kaiser Permanente for regional and Richmond Health Pathway development.
10. Advocate for LCFF funding for pathway development

East Bay Health Pathway Partnership Goals

1. Map and monitor regional health workforce needs.
2. Identify core competencies from employers
3. Coordinate employer engagement
4. Map educational pathway work to identify gaps & targets
5. Support individual health pathway initiatives
6. Foster collaboration across programs, minimize duplication
7. Develop linked, sequential health pathway system

UCB- Richmond: Early Stage Health Pathway Projects

- Berkeley-Richmond Community Health Partnership
- Health Pathway development and jobs a top priority
- UCB Fellows and interns with City of Richmond to build health pathways
- Strengthen formal linkages between health pathway programs and UCB for exposure, experience and mentorship and student advancement
- Potential HCOP Grant support for Richmond Pathway Development
- Engage local students with UCB Faculty and students in health initiatives.
- Select 1-3 priority health pathways to education and jobs
- Expansion of Y-Plan for health projects
- Public Health and Primary Care Exposure Course focused on Richmond
- TCE assessment and recommendations
- Leadership of East Bay Health Pathway Partnership and local pathway development

The Way Forward for the BGC and Richmond

Strategic Considerations & Recommendations

Workforce & Business Development

Berkeley Global Campus Construction Phase

Berkeley Global Campus Operation

Construction Skills Training

- RichmondBUILD
- Contra Costa Building Trades
- Contra Costa College

Employment Opportunities – BGC Build Out
Construction
Contracting/Procurement Opportunities

Business Assistance

- RichmondWORKS
- Contractor Resource Center
- Chamber of Commerce
- Renaissance Center
- CC Business Development Center
- Richmond Main Street

Employment Opportunities – BGC

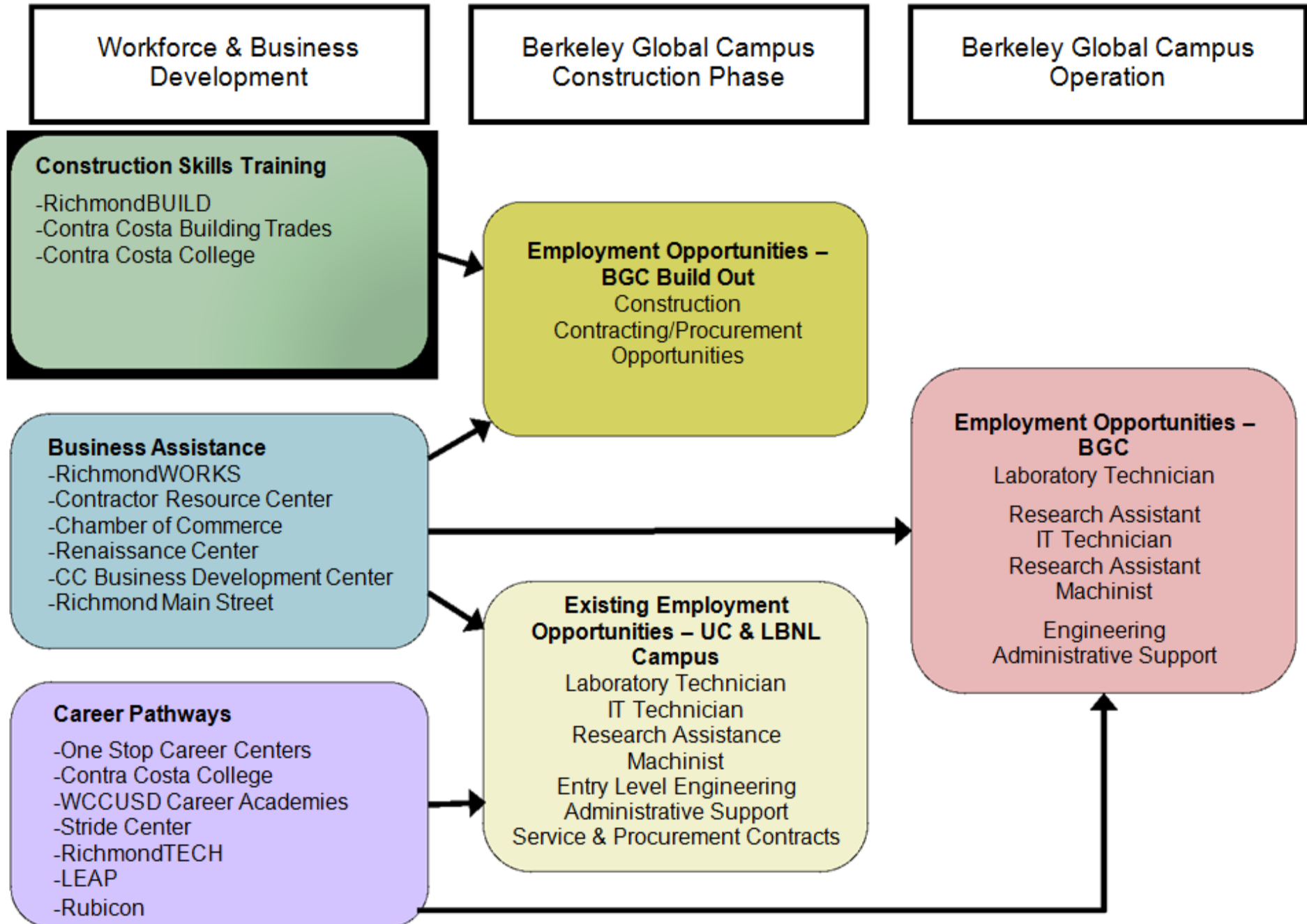
- Laboratory Technician
- Research Assistant
- IT Technician
- Research Assistant
- Machinist
- Engineering
- Administrative Support

Existing Employment Opportunities – UC & LBNL Campus

- Laboratory Technician
- IT Technician
- Research Assistance
- Machinist
- Entry Level Engineering
- Administrative Support
- Service & Procurement Contracts

Career Pathways

- One Stop Career Centers
- Contra Costa College
- WCCUSD Career Academies
- Stride Center
- RichmondTECH
- LEAP
- Rubicon



Recommendations Made to UCB/LBNL (not exhaustive)

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Next Steps