



City of
Oakland



Common Spark
Consulting

Oakland Electrification Workforce Development Stakeholder Series

Session 2: Decarbonization in the Community Panel

Date: Wednesday, June 2, 2021 from 11:00-12:30pm Online via Zoom - [View the Slide Deck](#)

Hosted by: City of Oakland

Facilitated by: Common Spark Consulting

On Wednesday June 2, 2021, the City of Oakland hosted a workshop to discuss the future of workforce development as it relates to the City's climate action goals, in particular electrification, and its interconnectedness to additional City concerns including housing and economic stability. The objective of the meeting was to provide opportunities for collaborative community input and direction which will be folded into upcoming City reports and plans.

Attendees

Session 2 had over 70 registrants and almost 50 attendees, including the City of Oakland, nonprofits, community organizers, utility and energy service providers, workforce and training providers and advocates.

The Session was facilitated and led by:

- City of Oakland: Shayna Hirshfield-Gold and Chiara Arellano
- Rising Sun Center for Opportunity: Daryl Lambert
- Common Spark Consulting: Michelle Vigen Ralston

Meeting Summary

The meeting started with an overview and context of the series and how it fits into the City's current climate and economic planning. The series is a pathway for the City to explore how to engage local employment into plans relating to Decarbonization and Electrification, Zero-Emission Vehicle Adoption, Building Retrofits, General Plan Updates, Economic Development Strategy, and others.

The City recapped the first part to the series in which over 70 participants joined and discussed the goals and principles for the series. To confirm that the City properly interpreted these principles, they were presented at the Session with an invitation for comment, additions, and revisions. One participant thanked the City for this summary and emphasized the importance of educational training. The core principles from Session 1 are listed below:

- Training
- Funding
- Holistic System Transition



- Information Sharing / Research Context
- Job Quality and Access
- Youth/K-12 Educational Pathways
- Employer Questions, Concerns, and Needs
- Workshop Series Process

Panel: Decarbonization in the Community

The meeting continued with the Decarbonization in the Community Panel, featuring BayREN and Stopwaste representatives Jennifer West and Chris Hunter, East Bay Community Energy (EBCE) representative Jessie Denver, and Cypress Mandela Training Center representative Eric Shanks. West and Hunter discussed BayREN's certifications and labels for green building and how these programs support local contractors vetted by the program. Denver covered EBCE's effort to decarbonize the movement of goods and the focus of the local workforce in this effort. Shanks provided an overview of the training programs offered by the Cypress Mandela Training Center, highlighting the core values of health-aware, tool-specific, and communication skills. While the Q&A was brief, participants raised the following questions, which will be addressed in future sessions.

Breakout: Reflections on Panel, Topics and Suggestions for Session 3

The concluding section of the meeting incorporated a breakout session for participants to react to the panel, discuss topics of concern or interest, and suggest topics and speakers for the next part in the series. Main questions in the breakouts included:

- What is the role of and what are the efforts to address under-represented minority groups in job placement and industry representation?
- What should be done to address the risks of those currently in or supporting the fossil fuel industry?
- How can the alignment of employers and training ensure a market demand for High Roads Jobs?
- What are typical electrification job pay rates and scale? In particular what entry/non-entry level jobs are available, or would be available, and what are the pathways between them?
- What measurements can be implemented across all the different partners to address the impact of workforce development efforts on the improvement of quality of life?
- In what ways can the City address the underrepresentation of Black employees, as currently the employment scene is primarily made up of White and Latino men?
- At future events, can the City engage more community-based organizations and other underrepresented entities, including IBEW and union/non-union organizations, contractors (especially minority, contractors of color, small businesses, etc), and people with living experiences in the jobs?
- What could be the role of growing high school vocational training opportunities?

To adjourn the meeting, Hirshfield-Gold sent the community off with a special thanks to all those who attended, and to keep an eye out for a follow-up survey.