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CITY OF OAKLAND



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Office of the City Administrator  
Dan Lindheim  
City Administrator

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May 19, 2009

Oakland City Council  
Oakland, California

President Brunner and Members of the Council:

**RE: Supplemental Report on the California Green Jobs Corps Pilot Program to Train At-Risk Youth for Technical, Construction and Other Skilled Jobs in Eco-Friendly Industries Expected to Help Fuel Economic Recovery, as Part of the American Recovery and Reinvestment Act of 2009 (Federal Government's "Stimulus Package")**

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**SUMMARY**

This is an updated report providing information on the California Green Jobs Corps pilot program to train at-risk youth for technical, construction and other skilled jobs in eco-friendly industries expected to help fuel economic recovery ("California Green Jobs Corp") that was heard at the Community Economic Development (CED) Committee on May 12th. The grant funding is made available by the California Employment Development Department and California Volunteers, as part of the American Recovery and Reinvestment Act (ARRA) of 2009, Workforce Investment Act.

**FISCAL IMPACT**

There is no fiscal impact to the City as no matching funds are required or expected from the City.

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## KEY ISSUES AND IMPACTS

The California Green Jobs Corp grant guidelines were released on May 1, 2009 and the applications are due on May 26, 2009. The grant overview, eligibility guidelines, programming requirements, and application requirements were provided in the report submitted to the CED Committee. The pilot program will fund 10 innovative programs, with a goal of at least one award in each of California's nine economic regions. The maximum amount of each award is \$1 million.

Funded programs are required to begin implementation on June 30, 2009 with a maximum period of 20 months.

Eligible lead applications are Local Workforce Investment Boards (LWIB) or Community College Districts or Local Community Colleges (Community Colleges). The designated lead applicant is required to partner with a LWIB or Community College (whichever is not the lead), as well as at least one non-profit organization and one employer.

The East Bay Green Corridor Partnership (EBGCP), staffed by the office of the Mayor of Berkeley, Tom Bates, has led an effort to submit a regional application to this grant opportunity. Established in 2007 by the cities of Berkeley, Emeryville, Oakland and Richmond, the University of California, Berkeley, and Lawrence Berkeley National Laboratory, the partnership is a regional initiative working to strengthen the economy through support for emerging green and sustainable industries, green job development, and alternative energy research with a goal to establish the region as a national leader in green innovation.

It was determined that a regional application would be the most competitive based upon the following: 1) the guidelines' emphasis on a regional nature of the applications; 2) the decision by the City's green workforce development partners such as Peralta Community Colleges, Cypress Mandela Training Center, and others to participate in the regional application; and 3) the limited numbers of awards that may not result in more than one funded application for the Bay Area.

The EBGCP convened a stakeholder forum on May 14, 2009 to engage in planning efforts for the grant application. City staff participated in this forum. The following are highlights of the meeting and next steps:

- The Peralta Community College District will be the lead agency and fiscal agent for purposes of the grant application—the East Bay Green Job Corps (EBGJC). If the application is awarded, Peralta would then subcontract directly with the other job training providers.
- There is no expectation that the City of Oakland will provide matching funds to the grant application. The City's role would be to continue to serve on the advisory committee for the EBGCP.

- The East Bay Green Job Corps will implement a consortium governance structure that will include major stakeholders and service delivery partners.
- The East Bay Green Job Corps proposes to serve 160 out of school youth ages 18 to 24 over 20 months of grant-funded activities. A potential scenario provided by the EBGCP would be that out of the 160 youth participants, 40 would be from Berkeley, 40 from Richmond, and 80 from Oakland.
- The East Bay Green Job Corps will focus on placement of older youth into employment, education, and training after a continuum of soft skills, civic engagement, environmental literacy, basic skills, and environmental service.
- A grants team to make decisions for the application was formed that include the following representatives: Office of Mayor Dellums, Office of Mayor Bates, Ella Baker Center, Richmond BUILD, Solar Richmond, Oakland PIC, Peralta Community Colleges, and the Alameda County Social Services.
- Local planning meetings to provide recommendations to the grant team are occurring by May 19<sup>th</sup>.

This grant provides opportunities to financially support the model Oakland Green Jobs Corp that was provided \$250,000 in seed monies from the City of Oakland in Fall 2008. To date, \$650,000 has been raised for the Oakland Green Jobs Corp towards a \$1,000,000 program budget.

#### **Overview of the Oakland Green Jobs Corp:**

On June 19, 2007 the Oakland City Council adopted Resolution No. 80659 C.M.S., which allocated \$250,000 from the Williams-Reliant Energy Corporation settlement fund to pilot an Oakland Green Jobs Corps Training Program. The Oakland Green Jobs Corps seeks to provide job training to prepare young adults in Oakland for green-collar careers. The program has a special focus on providing "green pathways out of poverty" by recruiting and training people with barriers to employment to become gainfully employed.

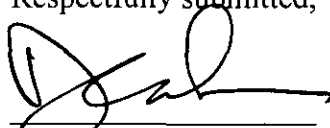
The Oakland Green Jobs Corps addresses two critical issues with one comprehensive approach. The global warming crisis requires that everyone work towards improving energy efficiency and generating energy through renewable, alternative sources. The program engages young adults who otherwise may not have an opportunity to acquire the skills needed to earn a real living wage through the emerging Green Energy sector.

The intent of the Green Jobs Corps is to prepare young adults to install energy efficiency features and renewable energy systems, as well as to do other work related to increasing energy efficiency in Oakland. Helping to create a qualified, trained workforce in Oakland can support

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the growth and success of local green businesses and contractors. The City issued a RFP in February 2008 to select the funded organizations: Cypress Mandela Training Center, Laney College, and Growth Sector. More information about the Oakland Green Jobs Corp is provided in Attachment A.

Respectfully submitted,



Dan Lindheim  
City Administrator

ATTACHMENT  
A

## Oakland Green Jobs Corps Partnership

Laney College • Cypress Mandela Training Center, Inc. • Growth Sector, Inc.



The Oakland Green Jobs Corps is a job training program providing “green pathways out of poverty” for young adults in Oakland facing barriers to employment. The program will provide job-readiness training, ongoing support services, and on-the-job training, enabling trainees to pursue careers in green industries. The program will launch in Fall 2008.

### THE PARTNERS:

- Laney College: a premier regional community college providing green vocational education.
- Cypress Mandela Construction Training Program: a renowned pre-apprenticeship program that serves young adults with barriers to employment; has strong connections to the building trades unions.
- Growth Sector, Inc.: a workforce intermediary connecting employers, government, and community agencies.

### THE PROGRAM:

The first cycle of the program will train 40 young adults and will incorporate four stages: recruitment, pre-education and training, green-collar skills training and education, and on-the-job training with green employers.

Stage 1: Outreach, Recruitment, and Assessment, led by Cypress Mandela, will involve community outreach to recruit low-income young adults in Oakland and will include a College Placement Assessment.

Stage 2: Pre-Construction and Basic Skills Training, led by Cypress Mandela, will provide a range of services, including introduction to the skilled trades; carpentry; GED preparation; basic literacy and math; job readiness including resume development, interviewing skills, financial planning; social services and support including driver’s license acquisition, court intervention and record expungement as needed, drug and alcohol counseling, and support in acquiring other needed services such as childcare and financial aid.

Stage 3: Laney College Bridge to Solar and Green Construction, led jointly by Laney College and Cypress Mandela, will focus on the education and training specifically needed for green-collar employment. Students will earn community college credit. Education and training will emphasize solar installation, energy efficiency in buildings, green construction, and an introduction to the principles of ecology, environmental sustainability, and environmental justice. Social support and case management continue throughout.

Stage 4: Paid Work Experience, On-the-Job Training, led jointly by Cypress Mandela and Growth Sector, will place participants into paid on-the-job training opportunities, and apprenticeships. The program will provide case management and support services for both employers and trainees throughout this phase to maximize retention and success.

### EMPLOYMENT OUTCOMES:

The program will place graduates in full time jobs with solar firms and green construction contractors. The typical starting wage in the solar industry is \$15 per hour. The wages for starting apprentices in the construction trades range from \$12 to \$16 per hour. Cypress Mandela has a long history of close relationships with the Alameda County Building Trades Council, the building trades unions, and developers, general contractors, and subcontractors. The Oakland Green Employer Council and PG&E subcontractors will provide other placements, especially those related to solar firms and energy efficiency firms.

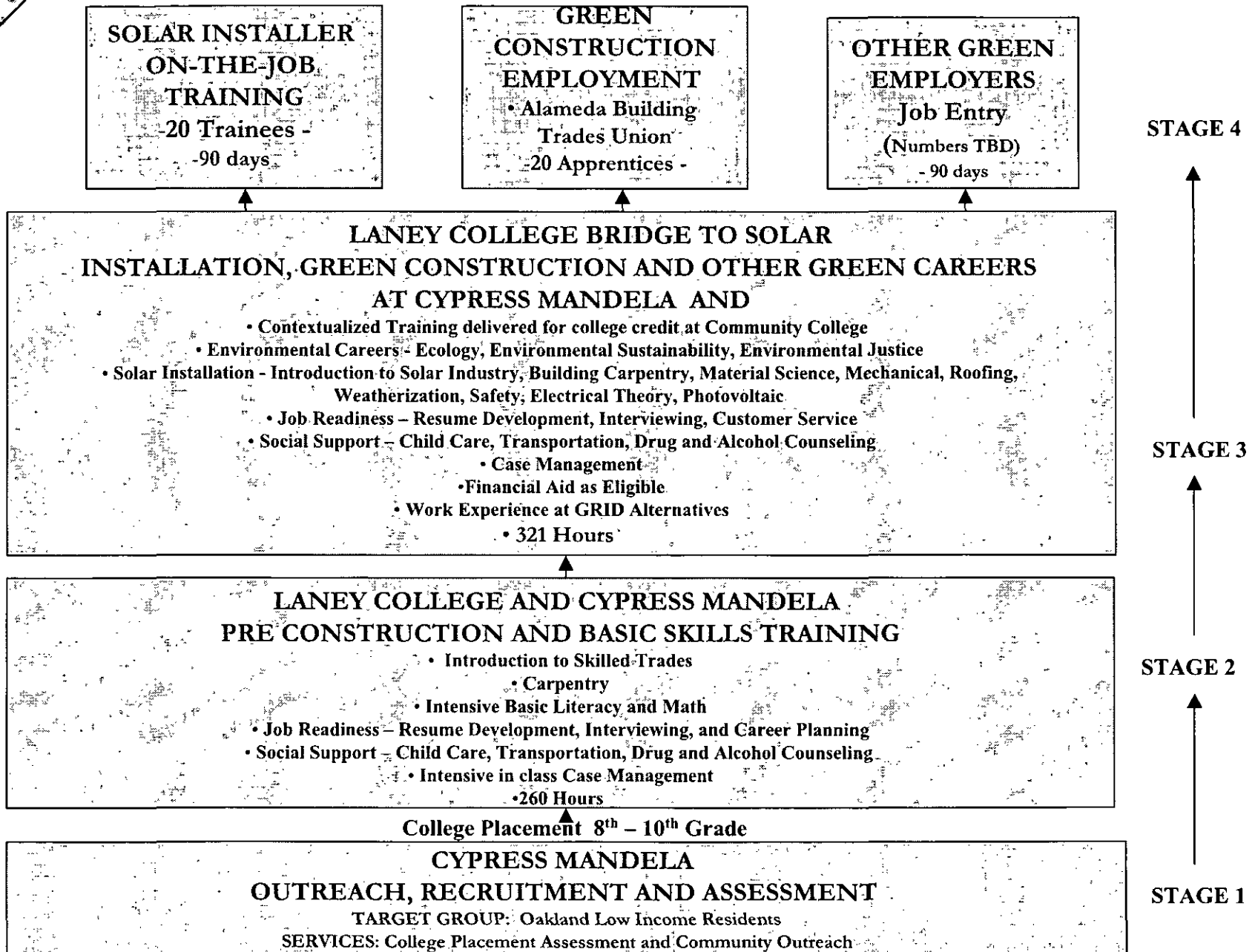
### OTHER STAKEHOLDERS AND PARTNERS:

Several other organizations and individuals will have ongoing relationships with the Oakland Green Jobs Corps:

- **Oakland Mayor's Office**: Representing the city's government, the Mayor's office will administer the grant and provide leadership to identify additional resources and funding.
- **Oakland Green Employer Council**: This is a circle of green-collar employers that have committed to providing trainees with on-the-job training and potential long-term hires.
- **RFP Selection Committee**: These five individuals were the expert and neutral committee that selected the winners of the contract. They will continue to evaluate and provide technical assistance for the program.
- **Raquel Pinderhughes, Ph.D.**: Her research and the "Pinderhughes Model" provided the basis for the Oakland Green Jobs Corps training model and the Green Employer Council. She will continue to advise the program, and is involved in replicating the program in other cities.
- **Ella Baker Center for Human Rights and Oakland Apollo Alliance**: They are the original architects and champions of this program, and will continue to advocate for additional resources and funding.



# OAKLAND GREEN JOBS CORPS CAREER PATHWAYS



# Oakland Green Jobs Corps FAQ (Frequently Asked Questions)

- last modified January 6, 2009 -

## What is the Oakland Green Jobs Corps?

- The Oakland Green Jobs Corps is a job-training employment pipeline program providing “green pathways out of poverty” for low-income adults in Oakland.
- The program will provide adults who face barriers to employment with job-readiness training, on-the-job training and ongoing support, enabling them to pursue careers in green industries.
- The City of Oakland, through leadership from Mayor Ron Dellums and City Councilmember Nancy Nadel, provided a \$250,000 grant as critical seed money to launch the program.

## Who are the partners of the Oakland Green Jobs Corps?

This program is a partnership of three agencies:

- Cypress Mandela Training Center: A renowned construction training program that serves young adults with barriers to employment, with strong connections to the unionized building trades.
- Laney College: A premier regional community college providing green vocational education.
- Growth Sector: Connects employers, government, and community agencies.

## How many trainees will participate in the program?

- The Oakland Green Jobs Corps has a goal to graduate up to 40 individuals with barriers to employment in its inaugural session.

## How will the participants be selected?

- Trainees are selected by a panel made up of representatives from the City of Oakland, labor and trade, and college professors.

## What are the three phases of the program?

Trainees in the Oakland Green Jobs Corps complete three phases over the course of the program:

- **Phase I: Cypress Mandala Training Center**
  - Participants receive hands-on training in the skills, tools, and techniques of basic pre-apprenticeship construction and trade skills.
  - The first class of Oakland Green Jobs Corps trainees have completed Phase I of the program, with Phase II set to begin in January of 2009.
- **Phase II: Laney College and Cypress Mandela**
  - Focus on the education and training specifically needed for green-collar employment. Solar installation skills and techniques, energy efficiency in buildings, green construction techniques, and an introduction to expanded awareness of the principles of ecology, environmental sustainability, and environmental justice.
- **Phase III: Cypress Mandela and Growth Sector**
  - Participants are placed in paid green-collar internships and apprenticeships for on-the-job training opportunities. Case management and support services will be provided throughout this phase to help ensure successful transition into long-term employment in the green sector.



**What is the role of the Mayor's Office of Oakland?**

- The office of Mayor Ron Dellums has provided leadership and direction for the critical seed money that launched the Oakland Green Jobs Corps.
- In accordance with the mayor's vision of Oakland as a "Model City," the Oakland Green Jobs Corps will help Oakland become a sustainable, cohesive, coherent community with a healthy citizenry that participates fully in the civic, social, economic and cultural life of the city.
- The Mayor appointed the RFP Selection Committee which competitively awarded the \$250,000 grant from the City. Members of the Selection Committee included experts from academia, workforce development, and organized labor, as well as representatives from the City of Oakland.

**What is the role of the Ella Baker Center for Human Rights and the Oakland Apollo Alliance?**

- The Ella Baker Center for Human Rights (based in Oakland) played a critical role in the creation of the Oakland Green Jobs Corps. The Ella Baker Center continues to support and advise the program as an outside consultant but is not involved in its day-to-day operation.
- The Ella Baker Center is an anchor organization for the Oakland Apollo Alliance, the coalition that designed, championed, and won city funding for the Oakland Green Jobs Corps project. The Oakland Apollo Alliance includes experts and leaders from workforce development, organized labor, academia, green business, and economic and social justice organizations.

**What is the role of Professor Raquel Pinderhughes?**

- The Oakland Green Jobs Corps program is based on a green job training model developed by Raquel Rivera Pinderhughes, PhD, a professor of urban studies at San Francisco State University. Oakland is the first city to use the "Pinderhughes Model," which is already being replicated in other U.S. such as Cleveland and Philadelphia.
- Professor Pinderhughes is on the Steering Committee of the Oakland Apollo Alliance, and was central to the coalition's original vision and advocacy for the Oakland Green Jobs Corps. Professor Pinderhughes also served on the RFP Selection Committee which competitively awarded the \$250,000 seed grant from the city.

**What is the Oakland Green Employer Council?**

- The Oakland Green Employer Council is a circle of employers in green industries providing quality, green-collar job opportunities for people in Oakland and the East Bay by partnering with community-based training programs like the Oakland Green Jobs Corps.
- Employers on the Council will provide valuable input into the training and curriculum components of the Green Jobs Corps and will help train and place participants in green-collar jobs.
- The employers on the Council have agreed to hire the trainees of the Oakland Green Job Corps upon completion of the training program.
- With research and guidance from Professor Raquel Pinderhughes, the Ella Baker Center organized and convened Oakland Green Employer Council in 2008, in partnership with the Oakland Mayor's Office, the Oakland Partnership's Green Technology Cluster, and the Oakland Apollo Alliance.

*For more information, contact Media Relations Manager for the Ella Baker Center, Abel Habtegeorgis: [abel@ellabakercenter.org](mailto:abel@ellabakercenter.org), 510.285.8232 or Paul Rose, Director of Communications, Office of Mayor Ronald V. Dellums: [pwrose@oaklandnet.com](mailto:pwrose@oaklandnet.com), 510.238.7914*