

Decarbonizing Homes While Creating Quality Jobs in your Community

CCEC Forum: June 14, 2023

Presentors: Jennifer West, Jordan Ackerman, Billi Romain

Moderated by Chiara Arellano

Who's in the room?

Raise your hand if...



Defining decarbonization



ALL-ELECTRIC

Heat Pumps
Induction Cooktops
Electric Vehicle Charging



RENEWABLE ENERGY

Cleaner energy on the grid
Local solar, wind, geothermal
Distributed storage
Microgrids



ENERGY EFFICIENCY

Intelligent controls
High Performance Windows & Doors
Well insulated building envelope
Natural light and passive solar
Efficient appliances and lighting



Defining decarbonization



High Road Partnership Vision

A residential building decarbonization industry that supports quality jobs, engages a qualified workforce, and provides stable career pathways for disadvantaged workers while simultaneously reducing greenhouse gas emissions and building more resilient communities.



Partnership Principles (summarized)

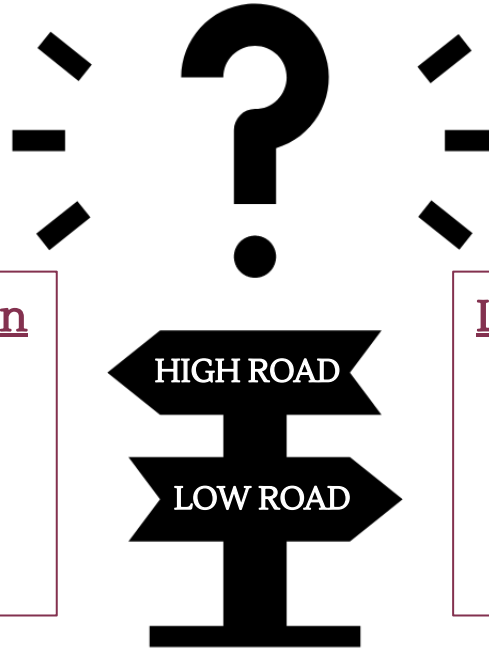
1. **Dialogue with union partners and non-union residential contractors**
2. Build capacity and increase access for **small, BIPOC, and women-owned residential contractors** to become high road employers
3. Access to quality training and high road employment for **BIPOC, women, and other disadvantaged job seekers and workers**
4. **High road labor standards** in publicly-funded residential decarb programs
5. **Increase the participation of high road, union contractors** in the residential decarbonization retrofit market.

Jordan Ackerman
Policy & Public Affairs Manager at Construction Trades
Workforce Initiative (CTWI)



Construction Trades Workforce Initiative

The Decision - High Road or Low Road



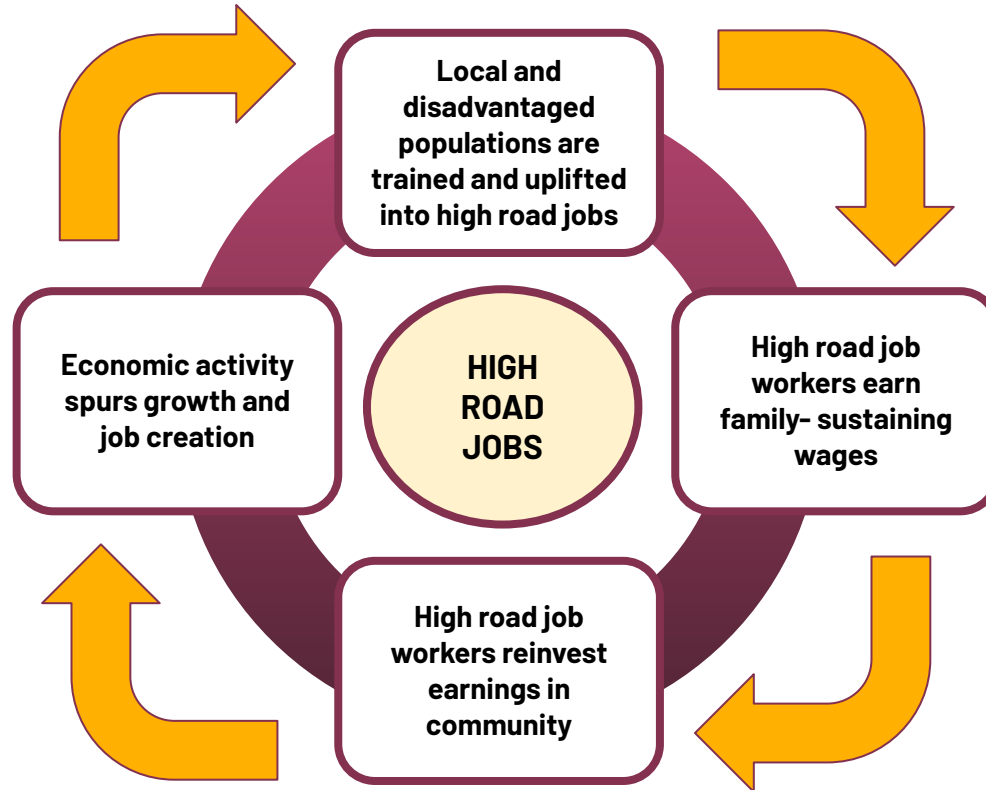
High Road Decarb Construction

- Family-sustaining wage jobs
- Safe working conditions
- Healthcare and retirement benefits
- Investment in training

Low Road Decarb Construction

- Low wage jobs
- Unsafe working conditions
- Lack of healthcare and retirement benefits
- Lack of investment in training

The Virtuous Cycle

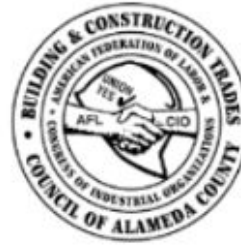


Union Apprenticeship Programs

Facts about Union Apprenticeship Programs:

“Earn while you learn”

- 3- to 5-year training programs
- State-approved apprenticeship training
- Average starting pay ~\$26/hr
- Zero student debt
- Excellent benefits: health, retirement, paid time off
- Self Funded
- Labor Management Partnership



Labor Standards

UNION-ENDORSED LABOR STANDARDS



1. Require prevailing wages at every contracting tier
2. Healthcare Portable and available to dependents and should meet Covered California's Silver Level
3. Portable retirement benefits

1. Participating in a State approved apprenticeship program that trains a skilled workforce
2. Attainment of industry appropriate certifications

1. Regional targeted hire requirements to ensure the participation of disadvantaged workers and/or graduates from approved MC3 pre-apprenticeship programs

1. A history of abidance with building code and labor laws
2. Adopting a Multi-Craft Community Workforce Agreement or Project Labor Agreement negotiated with the Building Trades

The Benefits of Standards

FAIR WAGES & BENEFITS

LABOR STANDARD(S)

- 1) *Require prevailing wages at every contracting tier*
- 2) *Healthcare Portable and available to dependents and should meet Covered California's Silver Level*
- 3) *Portable retirement benefits*

BENEFITS

- Creates more family-sustaining careers in the construction trades
- Increases workplace morale, and productivity, as well as recruiting, training, and retention of workers
- Creates healthier communities and safer communities
- Raises average wages and standards of living for construction workers
- Fuels Bay Area economic growth and prosperity through reinvestment
- Reduces strain on the social safety net

TRAINING & CERTIFICATION

LABOR STANDARD(S)

- 1) *Participating in a State approved apprenticeship program that trains a skilled workforce*
- 2) *Attainment of industry appropriate certifications*

BENEFITS

- Develops a highly trained and qualified construction trades workforce
- Creates greater efficiency and quality in construction projects
- Ensures appropriate safety training and reduces workplace accidents
- Develops the talent pipeline

REGIONAL TARGETED HIRES

LABOR STANDARD(S)

- 1) *Regional targeted hire requirements to ensure the participation of disadvantaged workers and/or graduates from approved MC3 pre-apprenticeship programs*

BENEFITS

- Ensures equal opportunity is afforded to historically marginalized and disadvantaged workers - including women, BIPOC, formerly incarcerated, veterans, and residents of low-income communities
- Ensures that regional hires are reflective of the diverse population and demographics of the Bay Area
- Develops a Bay Area economy that inclusively offers upward economic opportunity to all residents
- Reduces strain on the social safety net

COMPLIANCE & ACCOUNTABILITY

LABOR STANDARD(S)


- 1) *A history of abidance with building code and labor laws*
- 2) *Adopting a Multi-Craft Community Workforce Agreement or Project Labor Agreement negotiated with the Building Trades*

BENEFITS

- Ensures work is conducted in a safe and orderly manner in compliance and accordance with the law
- Ensures appropriate safety training and reduces workplace accidents
- Creates a mechanism of accountability to address potential violations and provide remedies

Resources to Becoming High Road

CTWI
**HOW TO BE A
SUCCESSFUL
HIGH ROAD
CONTRACTOR**
Funding Opportunities, Technical
Assistance and Workforce Solutions


Scan the QR code
to register

**WEDNESDAY, JUNE 28
1:00 PM TO 3:00 PM**

Electrical Workers IBEW 595 JATC
Apprenticeship Training Center
14600 Catalina St., San Leandro, CA 94577

Learn About


- How to maximize your claim to rebates & incentives
- How to access capital & financing
- How to work under a Project Labor Agreement (PLA)
- How to access a skilled & diverse workforce pipeline
- The benefits & process to becoming a signatory contractor

About this Workshop

Learn more about the IRA tax credits, BayREH rebates, and other rebates & incentives; how to access capital and financing; how contractors can work effectively under Project Labor Agreements (PLAs); the benefits of becoming a signatory contractor including access to a skilled and diverse workforce pipeline, and the general process for becoming a union signatory contractor.

About CTWI

Construction Trades Workforce Initiative (CTWI) serves as the East Bay's regional leader in the construction industry, working to advance economic and social justice by strengthening workforce policies, pre-apprenticeship programs, and regional partnerships. Learn more about their work at ctwi-btca.org




**ULTIMATE
CONSTRUCTION
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in partnership with **CTWI**
The Regional Partner
of the Building & Construction Trades


CRC CONSTRUCTION RESOURCE CENTER

**UNDERSTANDING
CONSTRUCTION
UNIONS**

AND PROJECT LABOR AGREEMENTS



THINGS TO KNOW BEFORE YOU JOIN
www.constructionresourcecenter.org

CTWI **Emerald Cities** 

Becoming a Union Signatory Contractor

What is a signatory contractor?

A union signatory is an individual, company, or other entity that has agreed to comply with the union guidelines outlined within a specific Master Labor Agreement (MLA) of that particular trade.

Why become a signatory contractor?



- Access a skilled, trained workforce through state-certified apprenticeship system
- Gain opportunities for growth by working on large high-profile projects
- Access signatory contractor networking opportunities
- Access new innovative tools/materials/certifications as the industry evolves
- Gain the ability to participate in a Contractors Association and influence industry decisions

The Process for Becoming Signatory

- 01. Review the MLA**
The Master Labor Agreement (MLA) is the contract you're bound to as a signatory. Review and get your questions answered with a Union representative.
- 02. Check your finances**
Ensure your company has healthy reserves to support you through the transition and meet the wages & benefits required by the agreement.
- 03. Talk with your crew**
Communication with your workforce is necessary for awareness and feedback.
- 04. Visit the JATC**
The Joint Apprenticeship Training Center (JATC) is where your workforce will be trained. Schedule a visit to learn more about the training.
- 05. Sign the MLA**
When all your questions have been answered, schedule a meeting with your Union rep to sign your agreement. Wish safe & healthy! Trade Union!

www.ctwi-btca.org

Recommendations for Achieving High Road Residential Decarbonization

- ✓ Advocate for Triple Bottom Win Narrative: People, Planet, Prosperity
 - Climate  labor
 - MWDBE contractors  vs workers
- ✓ Don't reinvent the wheel: Tap into the existing union workforce pipeline
- ✓ Design Programs and RFPs that incorporate labor standards
- ✓ Utilize existing models and best practices - Project Labor Agreements, City of Berkeley example

Billi Romain

Manager of the Office of Energy & Sustainable Development at
the City of Berkeley

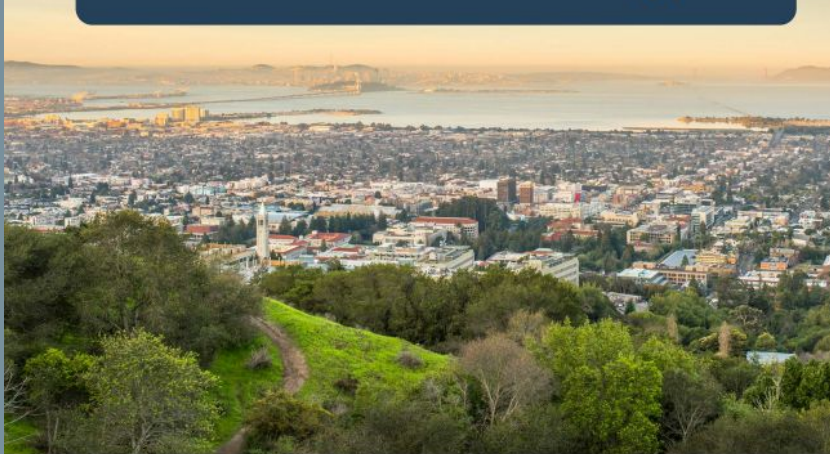




City of Berkeley, California



Existing Buildings Electrification Strategy



November 2021

Berkeley Equity Guardrails



ACCESS TO HEALTH & SAFETY BENEFITS

Ensure equitable access to marginalized communities and others most impacted by climate change, to health, safety and comfort benefits from electrification for both home owners and renters. Due to the upfront costs of electrification, many households will need financial support to have access to high quality upgrades and the benefits of electrification, including long-term cost savings.



ACCESS TO ECONOMIC BENEFITS

Ensure all community members, especially marginalized communities have equitable access to affordable funding and financing mechanisms, and to high-road job opportunities.



MAXIMIZE EASE OF INSTALLATION

Ensure that incentives and programs for the community provide meaningful support to renters, owners, and marginalized community members to provide a simple process that minimizes the burdens and impacts associated with the installation of high quality electric equipment installed by a fairly paid and well trained workforce

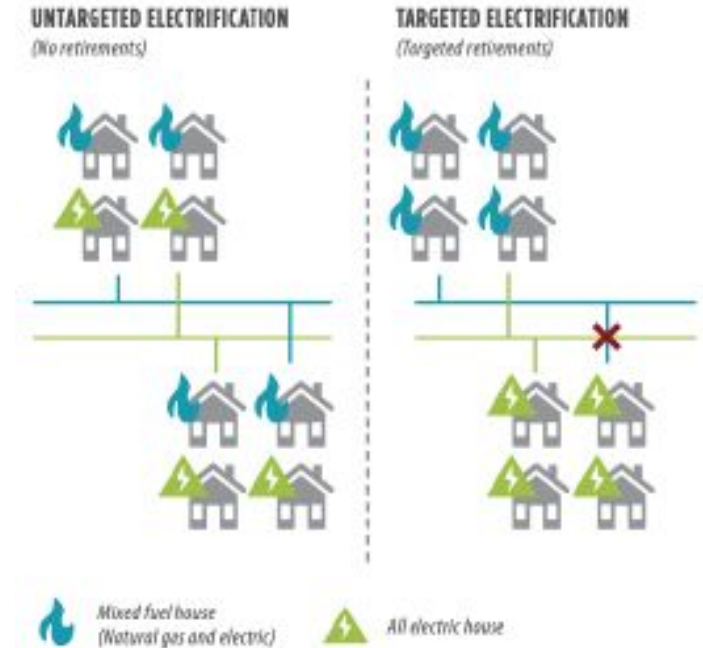


PROMOTE HOUSING AFFORDABILITY & ANTI-DISPLACEMENT

Ensure upgrades don't displace renters or over-burden homeowners. Programs should support housing production, housing preservation, and tenant protections.

Policy Pathways

- Time of Replacement and Renovation
- Time of Sale
- Building Performance Standards
- **Neighborhood Aggregation & Gas Pruning**



Berkeley's Just Transition Pilot Program \$1.5M

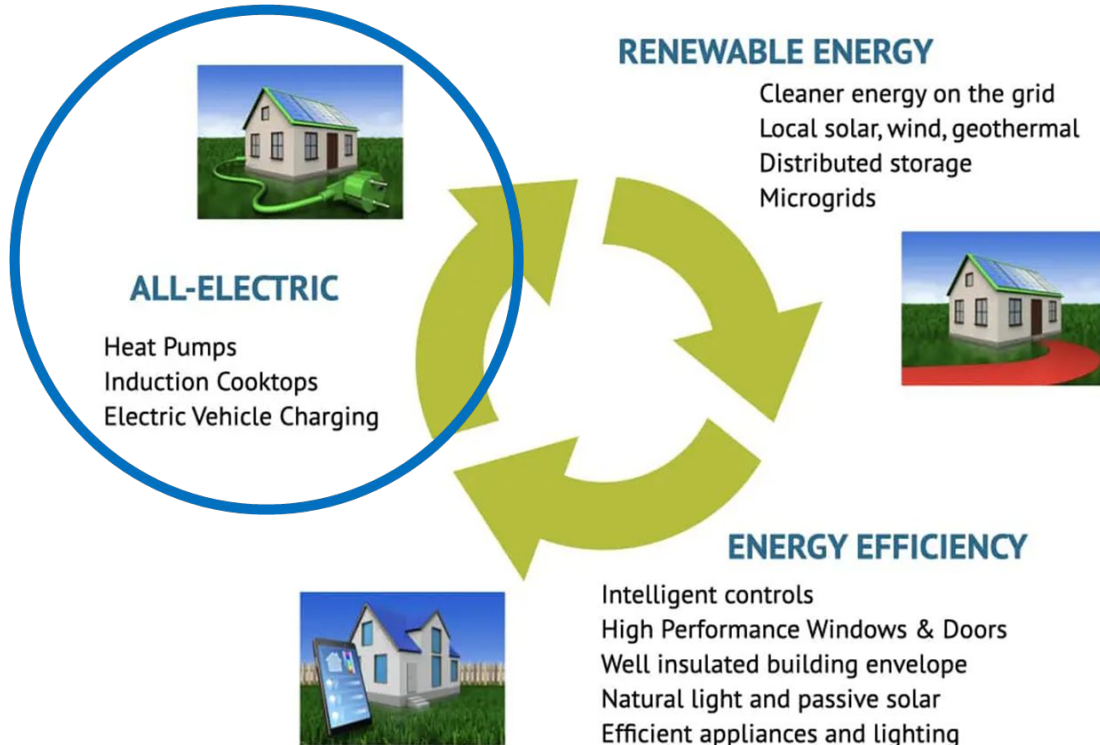
- Assess low-moderate income aggregated residential electrification opportunities
- Set workforce standards and contractor qualifications
- Manage aggregated electrification direct installs



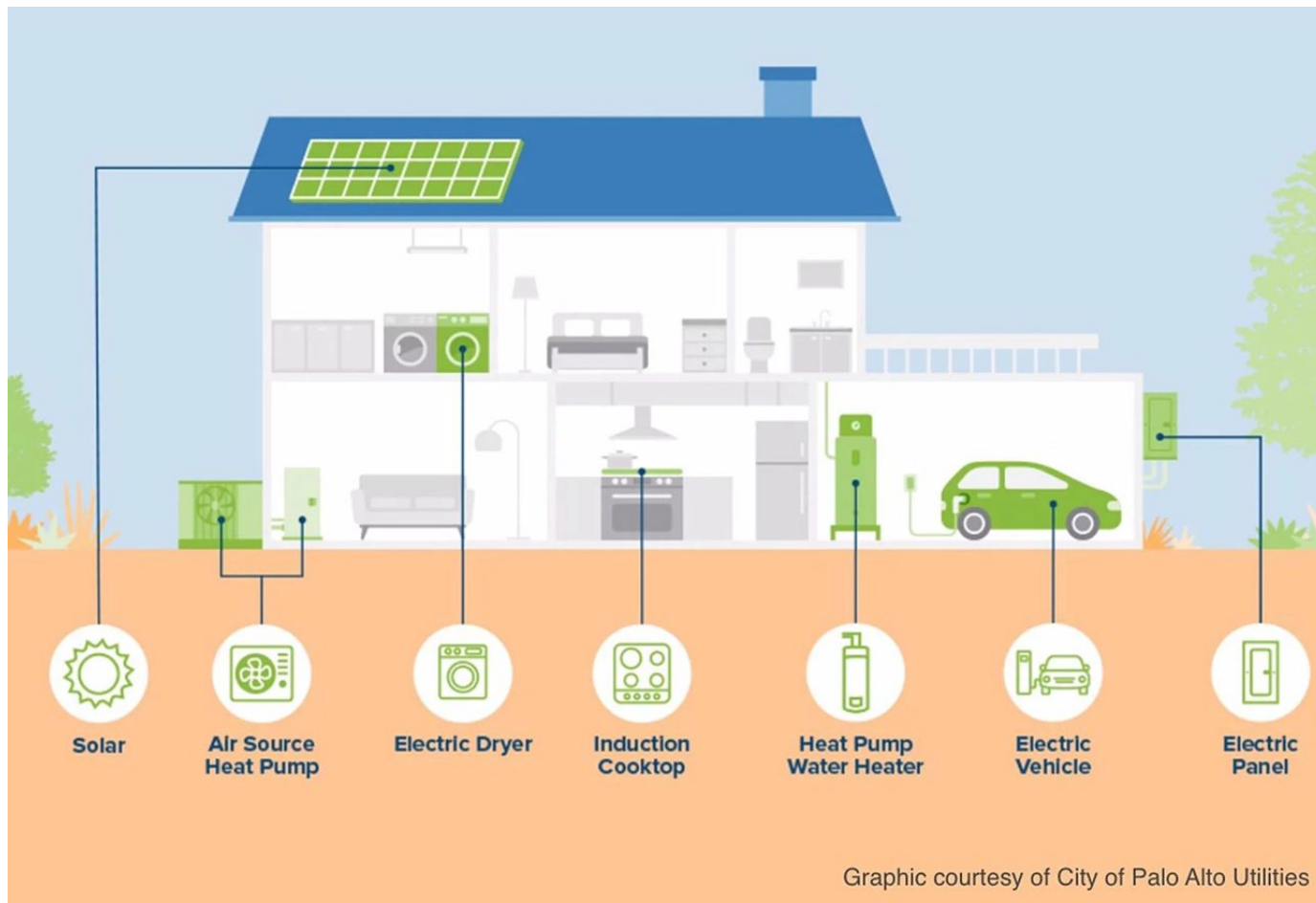
Jennifer West
Program Manager at StopWaste



Three steps to decarbonize buildings



Who can help decarbonize your home?



How to pay for it?



THE SWITCH IS ON

[Learn More](#) ▾

[Make the Switch](#) ▾

[For Contractors](#) ▾

[About](#)

[Contact](#)

[FAQs](#)

INCENTIVE LOOKUP FOR CUSTOMERS

INCENTIVE TYPE ▾

- ☐ REBATE
- ☐ TAX CREDIT
- ☐ INDUCTION LENDING PROGRAMS

BUILDING TYPE ▾

- ☐ SINGLE-FAMILY
- ☐ MULTI-FAMILY

EQUIPMENT TYPE ▾

Choose ▾

INCOME QUALIFYING? ▾

- ☐ NO

94608

Home Function ▾

SEARCH

CLEAR ALL

SEARCH

for local California incentives by location, specialty and more.

CONNECT

with trusted contractors, in our contractor directory

ENJOY

the benefits of your new electric appliance.

23 Incentives Available For 94608



Local Governments Empowering Our Communities

Save \$1,000 Per Unit - Rebate On Central Heat Pumps

GET REBATE

LEARN MORE

REQUIREMENTS

Must use participating contractor and replace existing central natural gas furnace and air conditioner with ducted direct exchange ≥ 17 SEER / 9.4 HSPF

WHO CAN APPLY



Contractors

BUILDING TYPE



Single-family

Developing new solutions

- Upstream
 - Health of homes and community
 - Creative approach to training
 - Incentivize quality jobs
 - Reduce costs
 - Educate customers and community
 - Direct install programs
 - Aggregate
- What ideas and experiences do you have to share?*



Thank you + Contacts



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