



Bay area water/wastewater workforce reliability

The Next Generation: Resilient Workforce Development

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Agenda

- Welcome and Goals
- Introductions and Interactive Survey
- Workforce Considerations In Water
 - Mission-Critical Occupations
 - What We're Exploring
- What is BAYWORK?
 - BAYWORK Initiatives
 - Who are the critical partners in the North Bay?
 - A DRAFT Plan for the North Bay
- Questions



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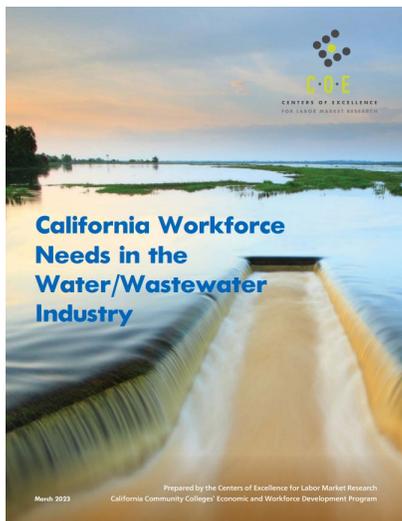
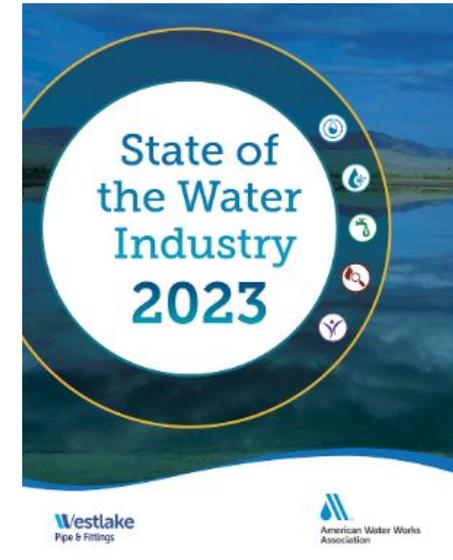
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Workforce Considerations in Water 2 Recent Studies

State of the Water Industry, Ranking of Water Industry Challenges, 2023 (AWWA)

- #4 – Public understanding of the value of water resources
- #6 – Aging workforce/anticipated retirements
- #12 – Talent attraction and retention



CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)

- Aging workforce and looming retirements
- Workforce diversity and inclusion
- Industry awareness



Mission-Critical Occupations

Occupation Clusters – *Statewide, our industry represents 13% of employment in these occupations. (COECCC, 2023)*

- Electrical – Electricians
- Maintenance – Instrument Techs, Mechanics, Maintenance Workers
- Operational – Operators, Machinists



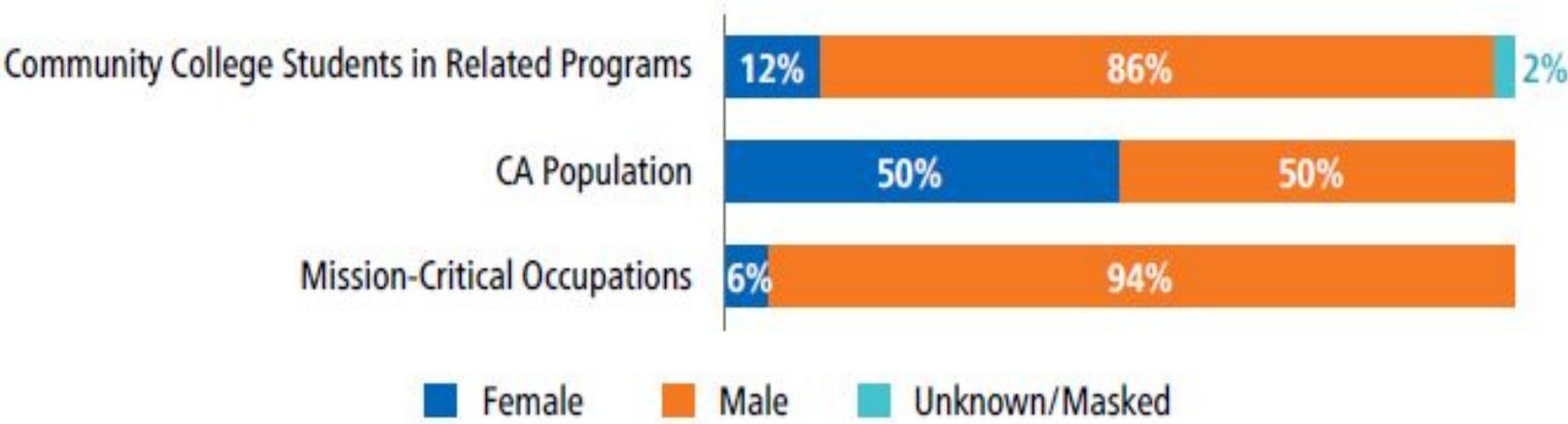
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Mission-Critical Demographics – Gender

How do we attract more women to the trades?

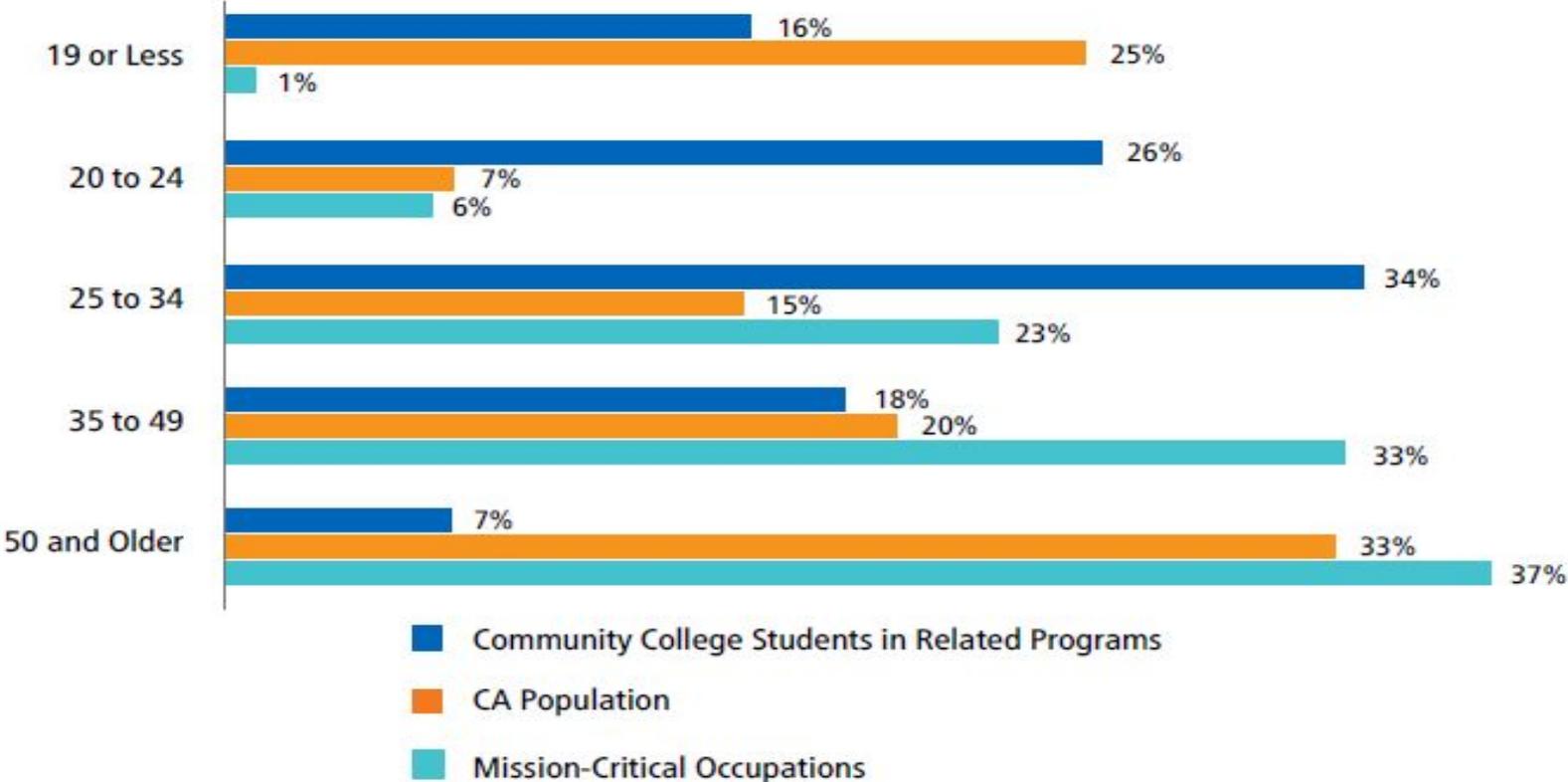


Source: CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)



Mission-Critical Demographics – Age

We have more work to do to attract younger workers to the trades.

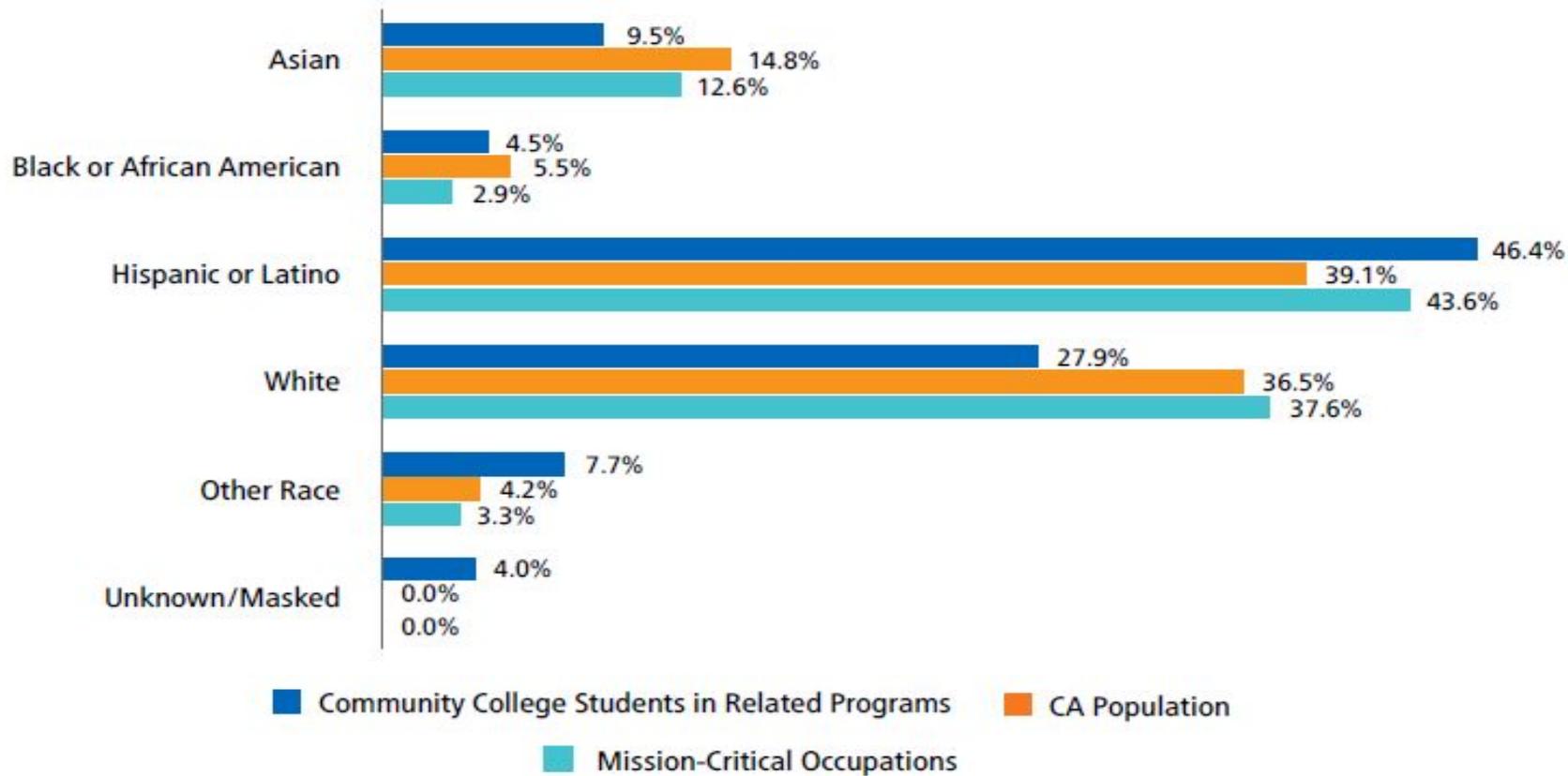


Source: CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)



Mission-Critical Demographics – Race and Ethnicity

Overall alignment with CA population, but disparities exist between occupations with highest and lowest entry-level wages.



Source: CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)





What Is Baywork?

- **Our Mission – Strengthening the water workforce through regional collaboration**
- **Our Goals**
 - Help agencies achieve operational reliability through workforce reliability.
 - Support agency workforce goals regarding diversity, equity and inclusion.
 - Provide opportunities for staff to embrace innovation and lifelong learning.
- **Our Work**
 - For agencies – Job Board, networking, candidate development and outreach
 - For staff – Training, networking, mentorship
- **Replication Efforts**
 - IEWorks, JVS, CMUA





Baywork Initiatives

Stackable Internships

- Connects local students to critical on-the-job training.
- 12-month paid internships at multiple agencies.
- Focus on high-demand trades positions – Operator, Mechanic, Electrician, Instrument Techs.



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Baywork Initiatives

Key Partners

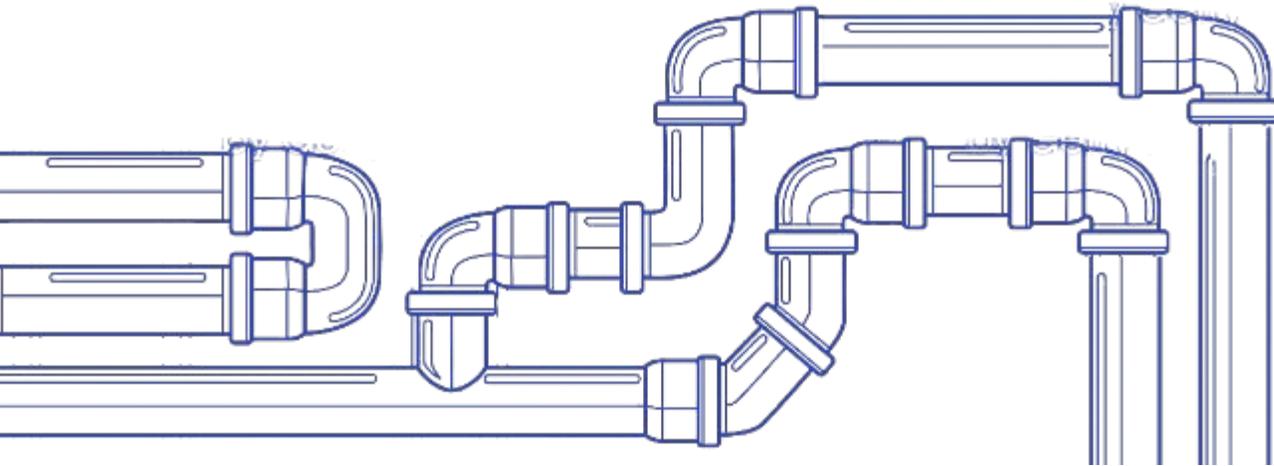
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BACWA

NBWA

Industry Partnerships

- Addressing regional needs
- Coordinating efforts
- Prioritizing needs



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What We're Exploring...

EDUCATION

- **Financially support students** at community colleges in mission-critical job training programs
 - Operators
 - Electricians/Instrument Techs
 - Mechanics
- **Technical certification** advancement and staff development

SUPPORTING JOBS

- **Support internship** development/creation
 - Assessment of Bay Area utility internship availability, gap analysis
 - Creation of minimum qualifications for interns that agencies could adopt
 - Facilitate agencies hiring more interns
- **Provide stipends to students** who accept volunteer internships
- **Develop mentoring program** to help trainees find a path from school to jobs in water/wastewater



What ELSE We're Exploring...

OUTREACH

- Outreach to *high school guidance counselors*
- Outreach to *vocational training programs* and adult learning centers (e.g., Castro Valley Adult School)
- Outreach to *veterans' groups*
- Outreach to *unions* to see how training efforts can be aligned
- Develop new messaging framework: **environmental stewardship** and **sustainability** to resonate with the next generation

ADMINISTRATIVE

- *Hire a program coordinator*
 - Administer scholarship program
 - Outreach
- *Increase member engagement*
 - “We all have day jobs”
 - Spread the workload to accomplish more



Baywork Initiatives

Broad Community Engagement

- Education Partners
- Workforce Partners



Key Partners

Los Medanos College
Santa Rosa JC
Solano CC
Sonoma State
Local school districts/ ROPs

Biotech Partners (HS internships)

JVS (workforce intermediary)
Civicorps (Corps Network)
Cypress Mandela Trg. Ctr.



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A Draft Plan for the North Bay

Candidate Development

- Stackable internships
- Career outreach events
- Career awareness campaign
- Other?



Now With Even MORE Content for Teachers!

SPOTLIGHT

WOMEN
IN TRADES/WATER

SEEKING SPOTLIGHT
NOMINATIONS

- Highlight the work or project completed by a woman
- Recognize a woman for her leadership skills
- Recognize anyone that supports women through mentorship and advocacy



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A Draft Plan For Workforce Development In The North Bay

Staff Development/ Staff Preparedness

- Staff training workshops
- Workshop On Wheels (W.O.W.)
- Virtual mentoring/ event (Baywork C.A.M.P.)
- Employee resource events (Safety/Wellness Fairs, etc.)
- Other?





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QUESTIONS

Q & A

Stop by the BAYWORK table!

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