



**Public Work Group to Discuss Technical Assistance &
Capacity Building and Workforce Training &
Development Investments for the Fiscal Year (FY)2021-22
Funding Plan for Clean Transportation Incentives**

April 12, 2022

Welcome and Introductions

Agenda

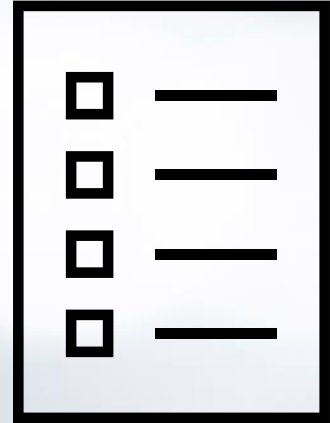
- FY 2021-22 Technical Assistance & Capacity Building (TA/CB) Investment
- 10-Minute Break
- FY 2021-22 Workforce Training & Development Investment
- Future Funding



FY 2021-22 TA/CB Investment

Today's Topics for TA/CB

- Overview of California Air Resources Board's (CARB) Past Efforts
- Lessons Learned from Pilot (FY 2019-20)
- Proposal for Outreach TA/CB Program (FY 2021-22)



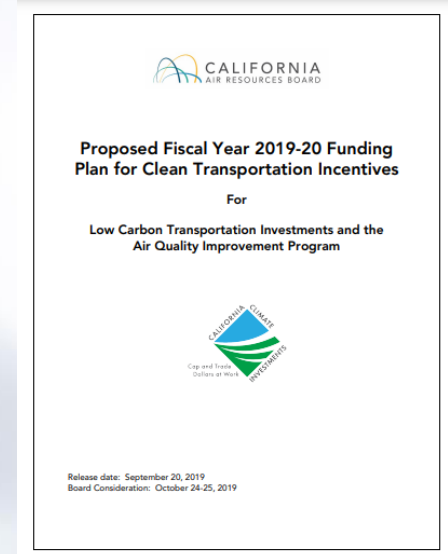
Overview of TA/CB Efforts (FY 2018-19)

- Collaborated with Strategic Growth Council and the Local Government Commission for “train-the-trainer.”
- Ten Community Based Organizations (CBO) received grants for outreach on CARB’s Clean Transportation Programs.



Overview of TA/CB Efforts (FY 2019-20)

- Funding Plan allocated \$1 million for priority populations through partnerships with local CBOs.
- Six CBOs representing historically overburdened communities received grants for capacity building.





Access Clean California: Lessons Learned **TA/CB Outreach Pilot (FY 2019-20)**

Pilot Goals

- Increase awareness and participation in clean mobility incentive programs.
- Build partner organizations' capacity to conduct data-informed community outreach.
- Create trusted relationships between CARB, Access Clean California, and partner organizations.
- Result in a reusable curriculum that organizations can use in future projects.

Selection Process

- A short screener was shared to ensure ineligible CBOs did not waste time applying.
- Hosted short objective interviews in place of lengthy written application
- Chose organizations based on the below criteria:
 - ✓ Geographic and demographic gaps in current clean mobility outreach
 - ✓ Organizations' potential to expand reach and impact
 - ✓ Alignment with organizations' mission, values, and existing services

Selected Partners

- Healthy Active Streets
- Kern Sol News
- Latino and Latina Roundtable of the San Gabriel and Pomona Valley
- Northern Circle Indian Housing Authority (NCIHA)
- People for Mobility Justice
- The East Oakland Collective

TA/CB Outreach Timeline

Q1 2021: Launched Pilot & Outreach Strategies

- Oriented fellows & partner organizations' staff to clean mobility programs
- Co-developed and implemented outreach strategies with staff and fellows

Q2 2021: Measured and Evaluated

- Shared outreach efforts to identify common themes and learnings
- Provided technical support on creating data management systems

Q3-Q4 2021: Systematized and Scaled

- Provided support on identifying organizations' long-term strategy
- Fellows and partner staff prepared transition plan for post-pilot

Q1 2022: Wrapped-up

- Partner organizations shared learnings with CARB and other stakeholders
- Provided career support to help place fellows post-fellowship

Outreach Highlights

- Pop-ups at Akoma Market in East Oakland's Black Cultural Zone
- Youth "Platica" at Jordan High School in Long Beach (Healthy Active Streets)
- Tabling at vaccination clinics in Kern County (Kern Sol News)
- Bike giveaways in South Los Angeles (People for Mobility Justice)
- Educational mailers to Tribal members in Mendocino and Butte County (NCIHA)
- Yoga and learning in the park



Metrics

80% of participating CBOs would strongly recommend this program to other organizations they know.

50% of partners reported increase in ability to use data-driven approaches in their outreach programs.

20+ workshops, trainings, and networking events with reusable materials

Majority of participating CBOs reported improved relationships with CARB and other public agencies.

Highlights

- Innovative, community-centered, outreach
- Popular workshops measurably increased CBO skills
- High satisfaction with 1:1 support from Access Clean California (ACCess) staff
- Valuable coaching from external consultants
- Successful partnership with Strategic Growth Council's Partners Advancing Climate Equity program
- Impactful professional development for fellows

Lessons Learned

- **Multi-year investment** would allow longer onboarding process, provide ability to cope with waitlists/difficulties in programs, and strengthen relationships.
- **Invest in CBO staff** rather than temporary staff (fellows). The onboarding and training of fellows limited CBOs' capacity to focus on other areas.
- **Flexible structure** enabled pivoting and adapting in response to feedback, but should be paired with clear, attainable goals.
 - Balance flexibility between outreach and organization's mission.
- **1:1 availability of ACCess staff** was essential to relationship building and completion of administrative responsibilities.



Proposal for Outreach TA/CB (FY 2021-22)

Goals for Future TA/CB Outreach

- Build the capacity of CBOs to achieve their mission and conduct data-informed community outreach, including CARB's Clean Transportation Programs.
- Empower historically underserved communities with knowledge of CARB's Clean Transportation Programs and increase access to Clean Transportation funding.
- Foster sustainable and long-term relationships between priority populations and CARB.

Proposed Framework



\$1 Million Budget



6-10 Community
Based
Organizations



2-Year
Timeframe



Access Clean
California

Funding and Support to CBOs



Reimbursements
for Direct Costs



Support and Technical
Assistance

- Staff support
- Outreach activities
- Administrative and implementation costs
- Technology costs

- 1:1 Support from GRID Alternatives
- External training
- Materials and other resources

Questions and Comments

- Use the raised hand function (#2 if calling in by phone) or submit your question or comment in the Question and Answer (Q&A) box on Zoom.
- Please state your name and affiliation before asking a question or making a comment.

Discussion

- What should be considered when prioritizing communities for Outreach TA/CB?
- Are there any additional recommended goals future Outreach TA/CB?
- Are there any suggested changes to the Outreach TA/CB framework?

10-Minute Break



FY 2021-22 Workforce Training and Development Investment

Workgroup Meeting #2

Today's Topics for Workforce Training & Development

- Background
- Partnership with California Energy Commission
- Questions and Comments
- Proposed FY 2021-2022 Workforce Training & Development Investment
- Questions and Comments

Background

- Senate Bill (SB) 350 Barriers Report called for community investment in workforce training and development.
- Clean transportation programs require holistic approach to:
 - Train and transition the workforce for clean transportation adoption.
 - Support economic recovery and a sustainable workforce.

Background, Continued

- Led to dedicated FY 2021-22 workforce funding allocation
 - First public work group held July 2021 to discuss concepts
 - CARB staff worked to refine proposal July 2021–March 2022
 - CARB's Board approved the \$1.5 million allocation in November 2022
- Mobility project workforce investments are ongoing.

Summary of Feedback Received

- Invest in dealership training in impacted communities.
- Partner with adult and vocational school programs (non-traditional partners) that are typically overlooked for State funding opportunities.
- Support Assembly Bill 841 and charging infrastructure training needs statewide.
- Consider high-roads principles, including access to and pathways for good quality clean transportation jobs.

Importance of Collaboration and Partnerships

- Expands existing workforce training and development programs
- Minimizes duplication
- Leverages funding and maximizes benefits and impacts of investments
- Allows for mutual learning and sharing of lessons

Partnership with the California Energy Commission

- Clean Transportation Program Workforce Investments
- IDEAL Zero-Emission Vehicle Workforce Pilot Project
- SB 589 (Hueso, Ch. 732, Stats. 2021)

Larry Rillera, California Energy Commission (CEC) - larry.rillera@energy.ca.gov

Questions and Comments

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FY 2021-22 Workforce Training & Development Investment

Proposal: *Bolster existing adult and vocational school programs and partnerships.*

Objectives:

- Expand reach of clean transportation workforce training and development programs in underserved communities and support curriculum for zero-emission technology.
- Prioritize workforce equity.
- Expand partnerships to support community identified workforce needs.

Investment/Program Considerations

- Focuses on clean transportation or transition to zero-emission
- Supports regional programs serving most underserved communities
- Provides longer-term sustainability in communities
- Builds capacity to access future funding opportunities
- Focuses on hands-on, practical application and skill building/upskilling
- Prioritizes high-school and younger education as part of curriculum to boost awareness
- Provides clear pathways to quality employment opportunities (e.g., higher wages, health benefits, etc.)

Questions and Comments

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Discussion

- What goals and objectives are we missing?
- Are there existing efforts that fit CARB's investment goals that we should be aware of?
- Are there specific vocational schools in California, especially in underserved communities, that CARB should consider for leveraging opportunities?

Workforce Training & Development Investment Timeframe

FY 2021-22 Workforce Training and Development Planned Schedule:

- Partner with Adult or Vocational School by Late Summer 2022

FY 2022-23 Funding Plan for Clean Transportation Incentives:

- Efforts to prioritize workforce training and development and integrate workforce access and equity into existing projects

Contact Information

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- Workforce Training and Development Investment
Noemi Vitela – noemi.vitela@arb.ca.gov

Future Funding

FY 22-23 Funding Plan Development Milestones:

- **Mid-May:** Governor releases revised FY 22-23 Budget Proposal
- **Late May:** Work group meetings for Long-Term Plan
- **March–July:** Various project-focused work group meetings
- **Summer 2022:** Final Funding Plan Workshop
- **Fall 2022:** Proposed Funding Plan released
- **Late Fall 2022:** CARB Board Hearing to consider Funding Plan

Low Carbon Transportation Investments and AQIP
Meetings and Workshops - California Air Resources Board

Meeting Adjourned
Thank you.