



# RISING SUN

## CENTER FOR OPPORTUNITY

**We envision 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 climate resilient communities.**

**The Challenge:** California is rapidly moving to achieve critical climate goals, with major actions and investments focused on transitioning the state's buildings off of fossil fuels. Bay Area cities are modeling climate leadership in this transition by embracing residential building electrification policies; over 50 jurisdictions have adopted codes and policies that reduce reliance on natural gas in buildings.

Buildings account for 25% of California's total direct greenhouse gas emissions, with 14.5 million of these buildings being residential ([UCLA Luskin Center](#), 2019). Policies are increasingly focusing on transitioning existing buildings off of fossil fuels, making this an essential part of the decarbonization puzzle. As these policies go into effect and are expanded upon, the demand for a building decarbonization workforce focused on retrofitting existing buildings will increase significantly. Public investments are spurring this transition. The California Public Utilities Commission is overseeing a \$200 million investment in two pilot programs, BUILD and TECH, designed to cut carbon emissions through residential electrification. In addition, the California Energy Commission was granted \$922 million to administer the Equitable Building Decarbonization Program, which will reduce greenhouse gas emissions in homes and advance energy equity. Federal investments are following suit, with the passage of the Inflation Reduction Act marking the largest public investment in climate action to date.

This work will necessitate a robust workforce. Yet the current residential construction industry is largely defined by 'low road' practices including majority unpermitted work, low wages, lack of worker benefits, and low rates of worker organizing. Growth of the building decarbonization market could entrench an industry that exacerbates poverty and economic inequity in our region unless we take coordinated action to elevate the industry's standards.

**The Opportunity:** To uphold a vision of job quality and equitable job access in the emerging residential building decarbonization industry, Rising Sun Center for Opportunity is convening a High Road Training Partnership (H RTP), funded by the California Workforce

Development Board. HRTPs are regional, industry-based, worker-focused partnerships that bring together management, workers, government, and communities to address critical issues of equity, job quality, worker voice, industry efficiency, and environmental sustainability, and to build skills for California's high road employers. More information is available in the California Workforce Development Board's [Essential Elements of High Road Training Partnerships](#).

Our [Bay Area Residential Building Decarbonization H RTP](#), which was formed in 2021, is composed of cities and government agencies, labor unions, employers, and advisors. It seizes a unique opportunity to shape job quality and provide career pathways for low-income communities of color in this emerging industry. Our project scope is focused specifically on small-scale (1-4 home unit) existing residential buildings in the Bay Area that will be retrofitted via publicly funded dollars. Our work initially focused on partnership development and formation. Supported by a variety of research initiatives, our work has evolved to emphasize policy advocacy for job quality and labor standards in this arena. Centering worker needs and worker justice drives each aspect of the partnership's work. By weaving equity and job quality into building decarbonization investments, we can ensure that the pursuit of climate resilience doesn't come at the expense of economic justice.

**What is the High Road?** As codified in California state labor law, 'high road' is defined as "a set of economic and workforce development strategies to achieve economic growth, economic equity, shared prosperity, and a clean environment." These strategies include but are not limited to, interventions that:

- Improve job quality and job access, including for women and people from underserved and underrepresented populations.
- Meet the skill and profitability needs of employers.
- Meet the economic, social, and environmental needs of the community.

The [CWDB's High Road Framework](#) weaves together the three pillars of sustainability: Equity, Climate, and Jobs, with the goal of building resilient communities and environmental sustainability. By focusing efforts to increase equitable access to quality, skilled jobs in critical climate sectors, HRTPs aim is to unite California's climate and workforce agendas to achieve an ambitious economic vision: shared, sustainable prosperity.

**What is a High Road Employer?** The CWDB [defines a high road employer](#) as "Employers [that] pay family-supporting wages, compete based on the quality of their services and products, and engage workers and their representatives in the project of building skills and competitiveness. In this, we consistently seek to engage industry leaders – employers and, wherever possible, unions – in the project of developing skill solutions to shared industry problems."

## Our Partnership Principles:

1. We believe that **dialogue with union partners and non-union residential contractors** is critical to understand current market dynamics, key opportunities, and barriers to systematically design and implement high road solutions
2. We are committed to building capacity and increasing access to the high road residential decarbonization market for **small, BIPOC, and women-owned residential contractors** and equipping them with the tools needed to become high road employers
3. We are committed to increasing equitable access to quality training and high road employment for **BIPOC, women, and other disadvantaged job seekers and workers**, and to facilitate connections with residential contractors who can offer high road opportunities
4. We aim to raise the job quality floor of the industry by **advocating for high road labor standards** in publicly-funded residential decarb programs, complemented by efforts to help employers meet these standards, and
5. We aim to **increase the participation of high road, union signatory contractors** in the residential decarbonization retrofit market

## Partnership Goals include:

- Create a partnership infrastructure to lift up the residential building decarbonization industry in the Bay Area, by bringing together all stakeholders
- Leverage the partnership to understand building decarbonization job availability, workforce issues, and training needs, and to solve the workforce problems unique to the industry
- Establish high road labor standards that ensure that building decarbonization jobs in our region are quality jobs that offer family-supporting wages, benefits, job stability, and advancement opportunities
- Ensure equitable access to high road, residential decarbonization career pathways for those who have been historically excluded from economic opportunities
- Enhance the competitiveness of high road building decarbonization employers

**Our Partners:** Our partnership brings together labor unions, employers, public agencies, workforce development actors, and community-based organizations. Rising Sun is the fiscal agent, convener, and project manager. The partnership is collaboratively co-led with labor, represented by the Construction Trades Workforce Initiative. Official Partners include:

- BayREN
- City of San Francisco: Environment Department

- City of Berkeley: Office of Energy and Sustainable Development, Planning and Development Dept
- Construction Trades Workforce Initiative
- Nomada Coaching & Consulting
- Rising Sun Center for Opportunity
- StopWaste

**Rising Sun Center for Opportunity** is a premier nonprofit organization working at the intersection of economic equity and climate resilience in the California Bay Area and San Joaquin County. Our workforce development programs specialize in preparing youth, women, and individuals in reentry for high-road careers and green pathways that offer family-sustaining wages. Since our founding in 1994, Rising Sun has served more than 3,000 youth and adults while helping nearly 60,000 households reduce their carbon footprint. Rising Sun's policy agenda advocates for equitable access to quality green career pathways while addressing the effects of climate change on vulnerable communities.