

ELECTRIFICATION WORKFORCE DEVELOPMENT PROGRAMS

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SAN JOSE 
CLEAN ENERGY
A Program of the City of San José #

ELECTRIFICATION WILL IMPACT WORKFORCE

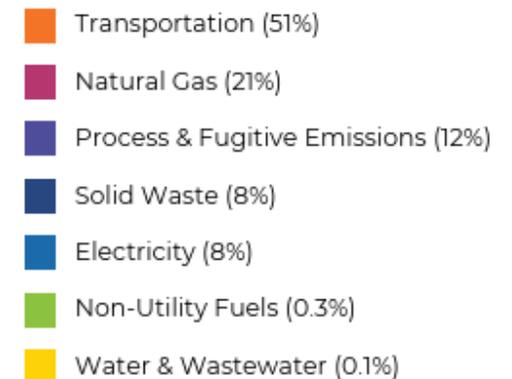
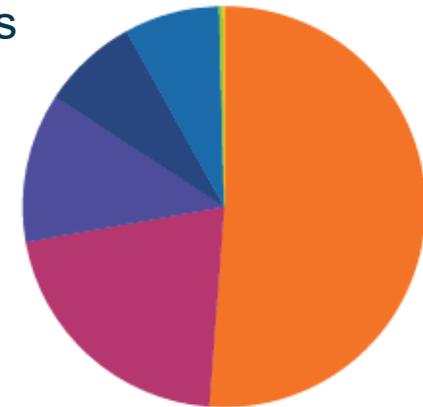
- **Regulations and Market Conditions**

- Bay Area Air District regulations phasing out natural gas appliances for water and space heating (2027-2031)
- Bay Area building electrification projected to reach \$1.2B in 2025
- Santa Clara County leads California in EV adoption (40% of new car registrations)

- **Growth:** Estimated need for 424 more building electrification workers in San José by 2030

- **Retraining:** Technical components of EVs require specialized skills and training

81% of San José's greenhouse gas emissions come from transportation and buildings

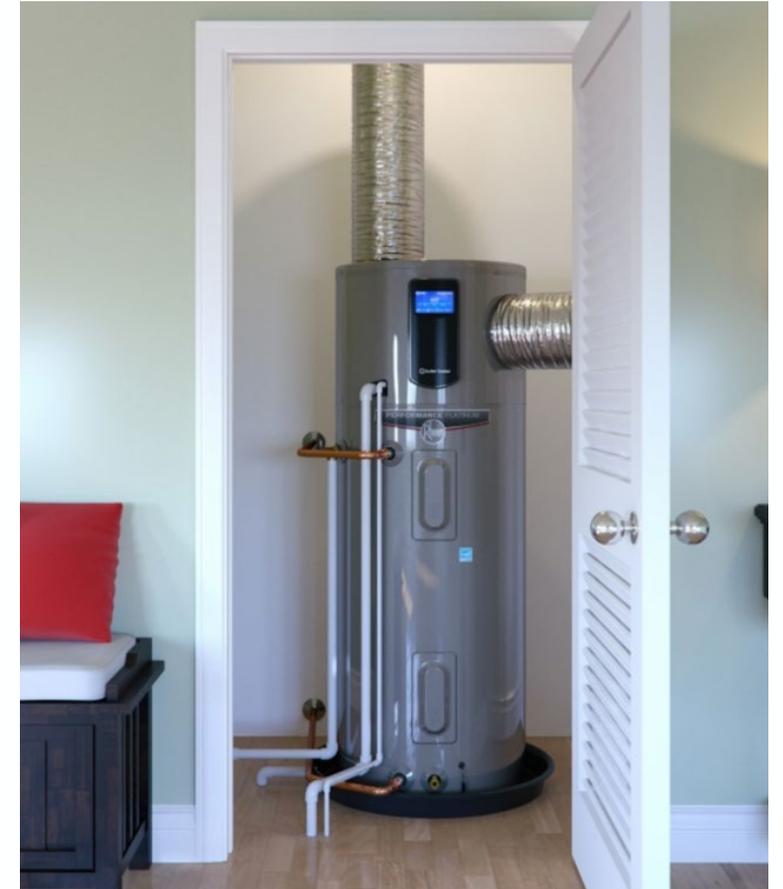


Source: 2023 Climate Smart Communitywide Greenhouse Gas Inventory



SJCE'S ROLE IN SUPPORTING WORKERS

- **Available Funds:** SJCE has \$970,000 for community and workforce development (one-time, limited funding)
- **Stakeholder Engagement:** Interviewed representatives from 30 organizations to understand how SJCE can support workers in the electrification transition
 - Unions, non-union contractors, trade associations, City departments, auto dealerships and Original Equipment Manufacturers, trade schools and training facilities, local organizations involved in the building trades and electrification
- **What we heard:**
 1. SJCE can use funding to support local training programs and address the need for up-to-date training equipment
 2. City can increase and shape demand for workers and high road jobs through SJCE programs and policies



“HIGH ROAD” JOBS

- High road workforce development aims to improve both the quality of jobs and increase equitable access to them
- High road employers:
 - ✓ pay family supporting wages,
 - ✓ compete based on the quality of their services and products, and
 - ✓ engage workers in building their skills



Photo credit: OhmConnect

PILOT PROGRAM RECOMMENDATIONS

- **Program 1: Training Equipment and Curriculum Grants (\$400k)**
 - Support local training providers
 - Fund equipment (heat pumps, EVs, chargers, solar PV systems)
 - Fund new EV curriculum development
- **Program 2: Student Scholarships (\$100k)**
 - For ~25 students in the Trades Orientation Program at San José City College
 - Focus on underrepresented, low-income students



Photo credit: Getty Images

INCREASING AND SHAPING DEMAND FOR WORKERS

- SJCE investing ~\$10M in transportation and building electrification in Fiscal Year 2025-2026
- Explore direct install and aggregation program models to scale electrification and attract high road contractors
- Adjustments to EcoHome Rebate program:
 1. Now requires final permits
 2. Will offer a special incentive for contractors to install a heat pump at their home or business
 3. New OSHA and wage theft requirements for contractors in order to be displayed in EcoHome Directory

NEW “HIGH ROAD” CONTRACTOR BADGE

- Proposed criteria for voluntary badge on EcoHome Directory for qualifying contractors
 - **Health care:** pays 85% of plan cost covering two adults and two dependents
 - **Wages:** pays prevailing wage
 - **Training and safety:** affiliated with state registered apprenticeship and workers have OSHA certification
- Verification: annual submission of documents and spot checks
- Continued collaboration with workforce and labor stakeholders

QUESTIONS?

- Recommendation: Adopt a resolution approving the proposed electrification workforce development programs.
- Staff:
 - Lori Mitchell, Director
 - Kate Ziemba, Senior Environmental Program Manager