



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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***What do you know about  
BAYWORK – in 3 words?***

Add Mentimeter link:

# 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

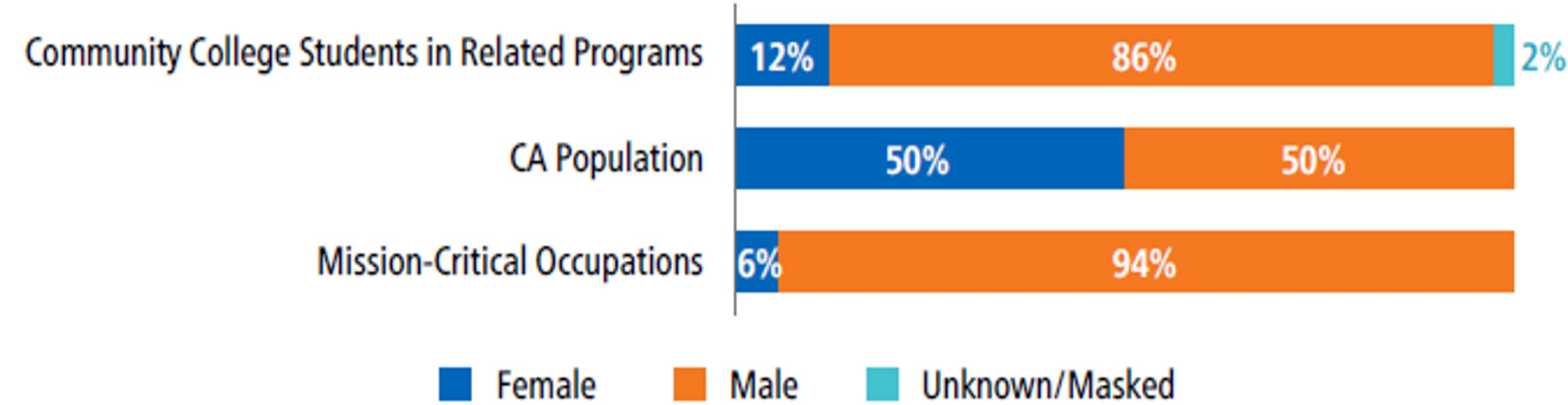
Occupation Clusters – *Statewide, our industry represents 13% of employment in these occupations. (COECCC, 2023)*

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



# Mission-Critical Demographics – Gender

*How do we attract more women to the trades?*

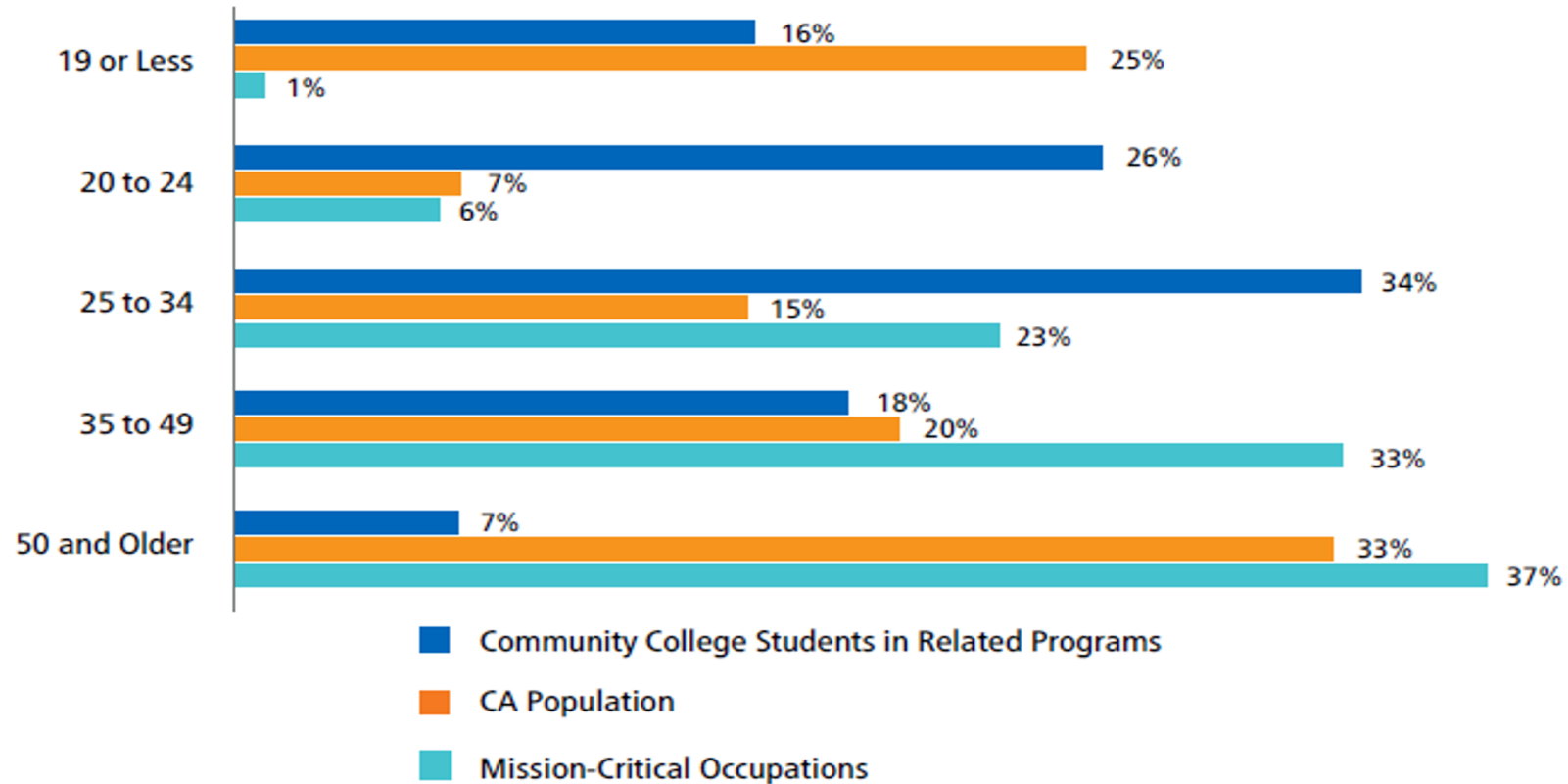


*Source: CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)*



# Mission-Critical Demographics – Age

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

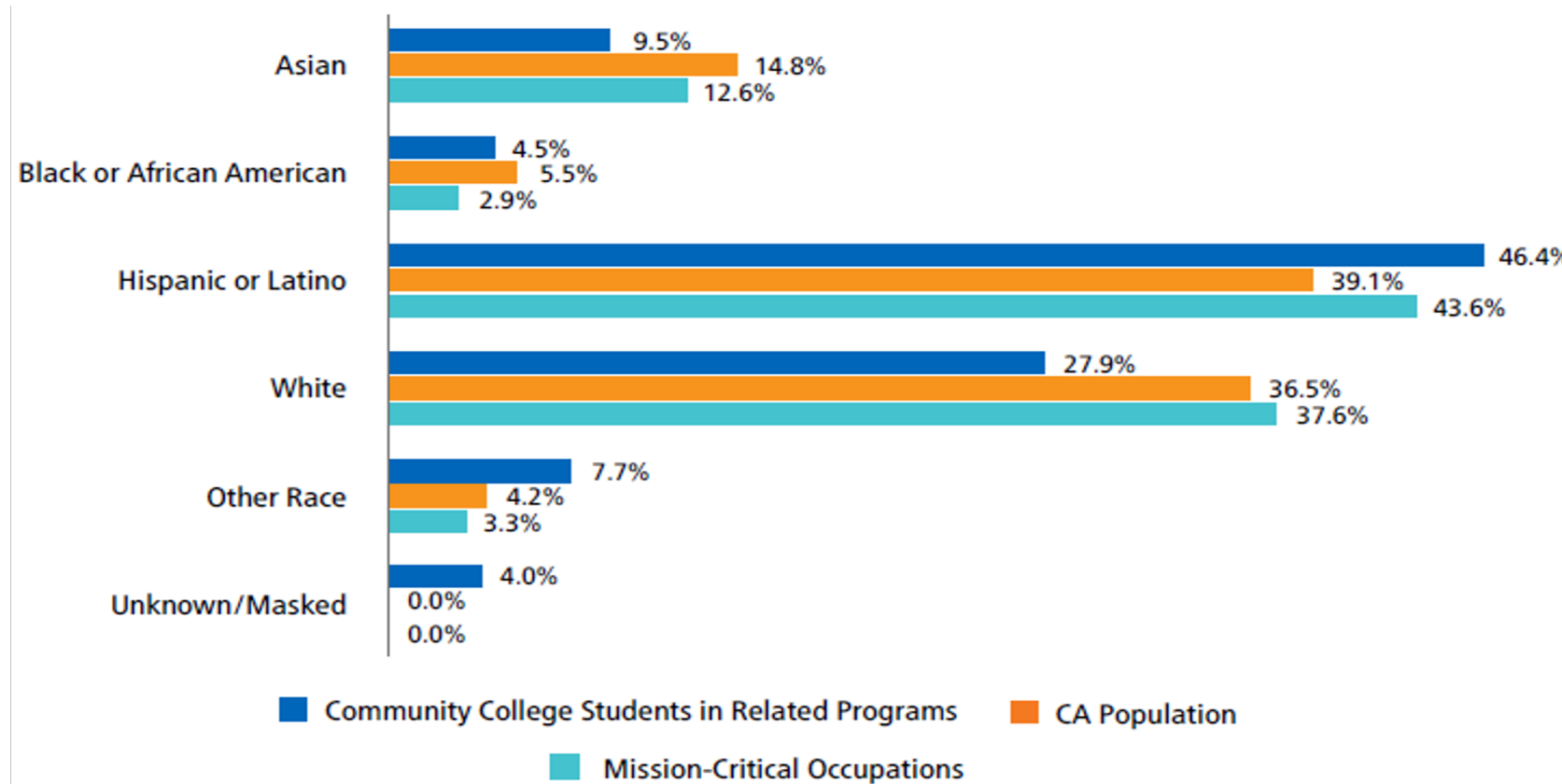


*Source: CA Workforce Needs in the Water/Wastewater Industry, 2023 (CA Community Colleges' Centers of Excellence For Labor Market Research)*



# 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 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





# 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



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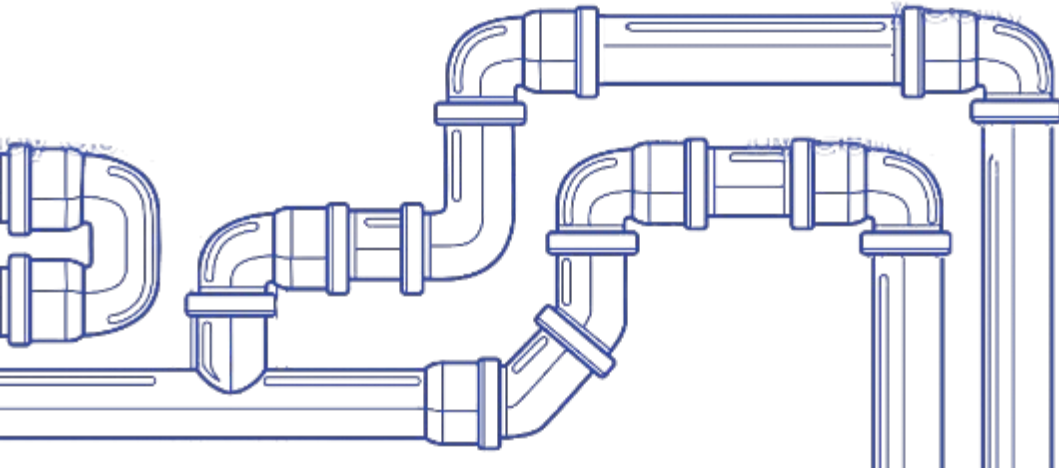
# Baywork Initiatives

## Participating Agencies

Central San  
Contra Costa WD  
Delta Diablo  
EBMUD  
West County WD

## 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

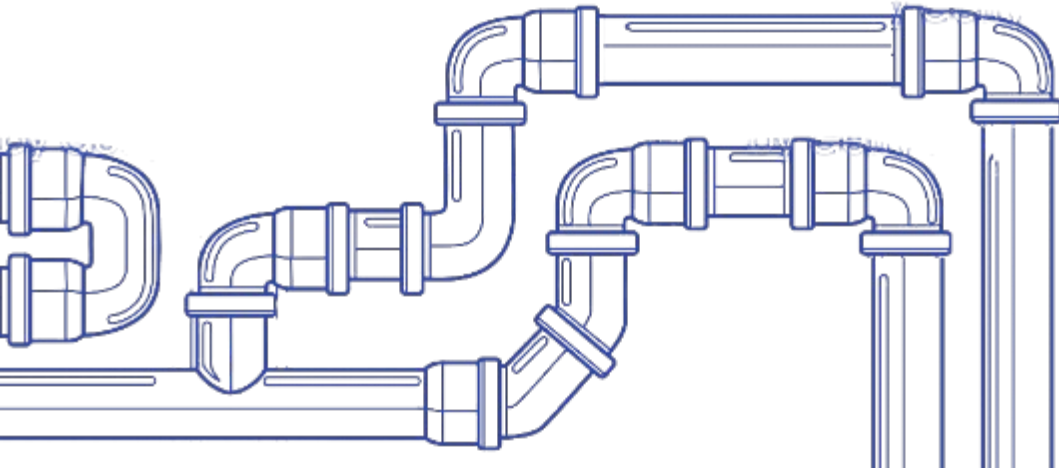
## Key Partners

IEWorks  
JVS

Laney College  
Los Medanos College  
Mission College  
Oakland USD  
Santa Rosa JC

## Broad Community Engagement

- Educational Partners
- Workforce Partners
- Replication in new regions





baywork

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# ***Who are the critical partners in the North Bay?***

Add Mentimeter link:

# Baywork Initiatives

## Key Partners

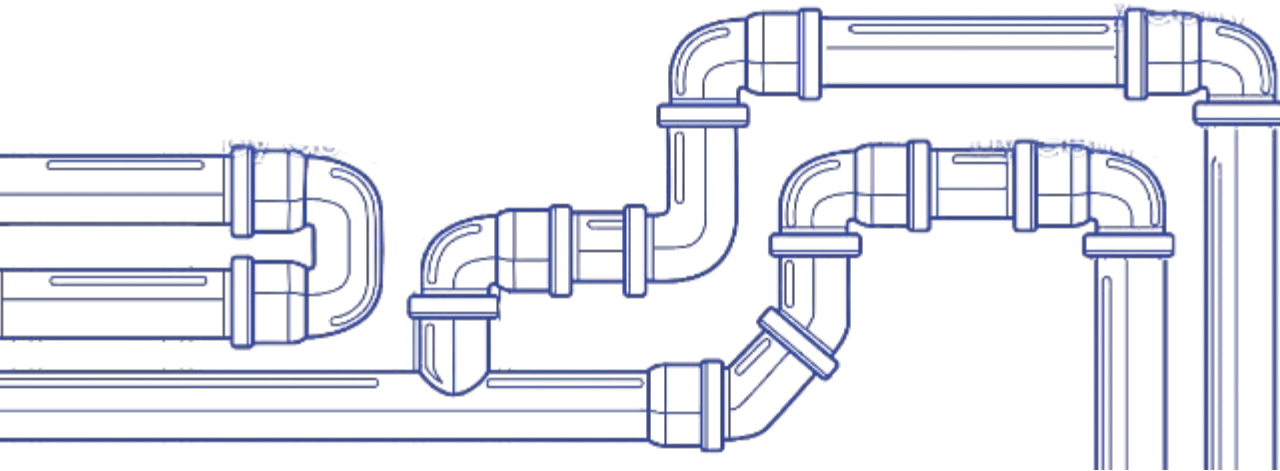
BACWWE

BACWA

NBWA

## Industry Partnerships

- Addressing regional needs
- Coordinating efforts
- Prioritizing needs



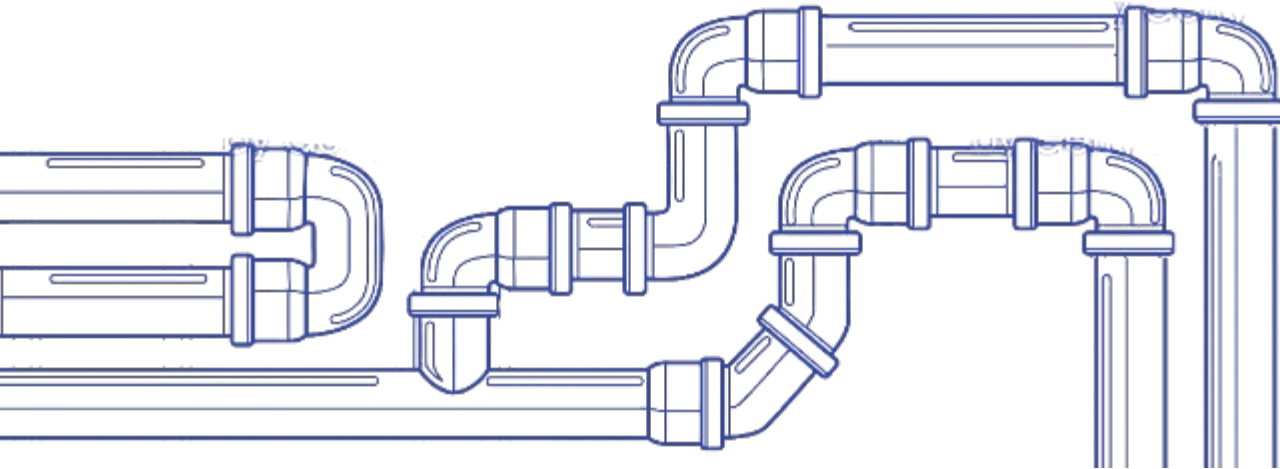
# A Draft Plan For Workforce Development In The North Bay

## Candidate Development

- Career awareness campaign
- Career outreach events
- Stackable internships

## Industry Partnerships

- Workshop On Wheels
- Staff training workshops
- Mentoring event
- Tabling at agency resource events





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***Which BAYWORK  
activities would be the  
most valuable in the  
North Bay?***

Add Mentimeter link:



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***Which of these activities  
would you be willing to  
help plan and  
implement?***

Add Mentimeter link:



# QUESTIONS

## Q & A

Stop by the BAYWORK table!

## Contact information

- [Baywork.org](https://baywork.org)
- Robert Scott, BAYWORK President, Valley Water, [rscott@valleywater.org](mailto:rscott@valleywater.org)
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