



# Rising Sun Center for Opportunity

**Lawrence Berkeley National Lab – Community Advisory  
Group**

*January 24th, 2022*

Julia Hatton, President & Chief Executive Officer  
Oakland & Stockton, CA

[www.risingsunopp.org](http://www.risingsunopp.org)

# Mission

Building career pathways for  
economic equity and climate  
resilience

# Vision

A just and sustainable future  
for all people and our planet







# Expertise

## •Triple Focus

- Workforce, climate, and equity

## •Our Communities

- Youth, women, people of color, people with insufficient income, and individuals in re-entry

## •Whole-Person Approach

- Integrated services based on individual strengths and needs

## •Participatory Design

- Based on input from individuals, communities, partners, and employers

## •High-Road Pathways

- Careers and pathways that offer family-sustaining wages and benefits and that support a climate-resilient economy

## •Industries

- Building and construction, energy efficiency, residential building decarbonization

## In other words...



"Rising Sun is exemplifying how we can address infrastructure, climate, jobs, and racial and gender justice all at the same time."

**Padmini Parthasarathy**

*Senior Program Officer, Economic Security,  
Walter & Elise Haas Fund*





## Two Models

Training &  
Placement

Direct  
Employment

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# Climate Careers

- Since 2000
- Up to 100 youth employed/year, ages 15-24
- 3,000-4000 households/year
- Social enterprise
- First green job @ \$16-18/hr





# Invest in outreach

- Hard-to-reach are hard-to-reach
- Partner with trusted CBOs
- Grassroots outreach
- In-language services
- Targeting

## Eliminate barriers

- Cost
- Landlord permission
- Documentation
- Eligibility requirements



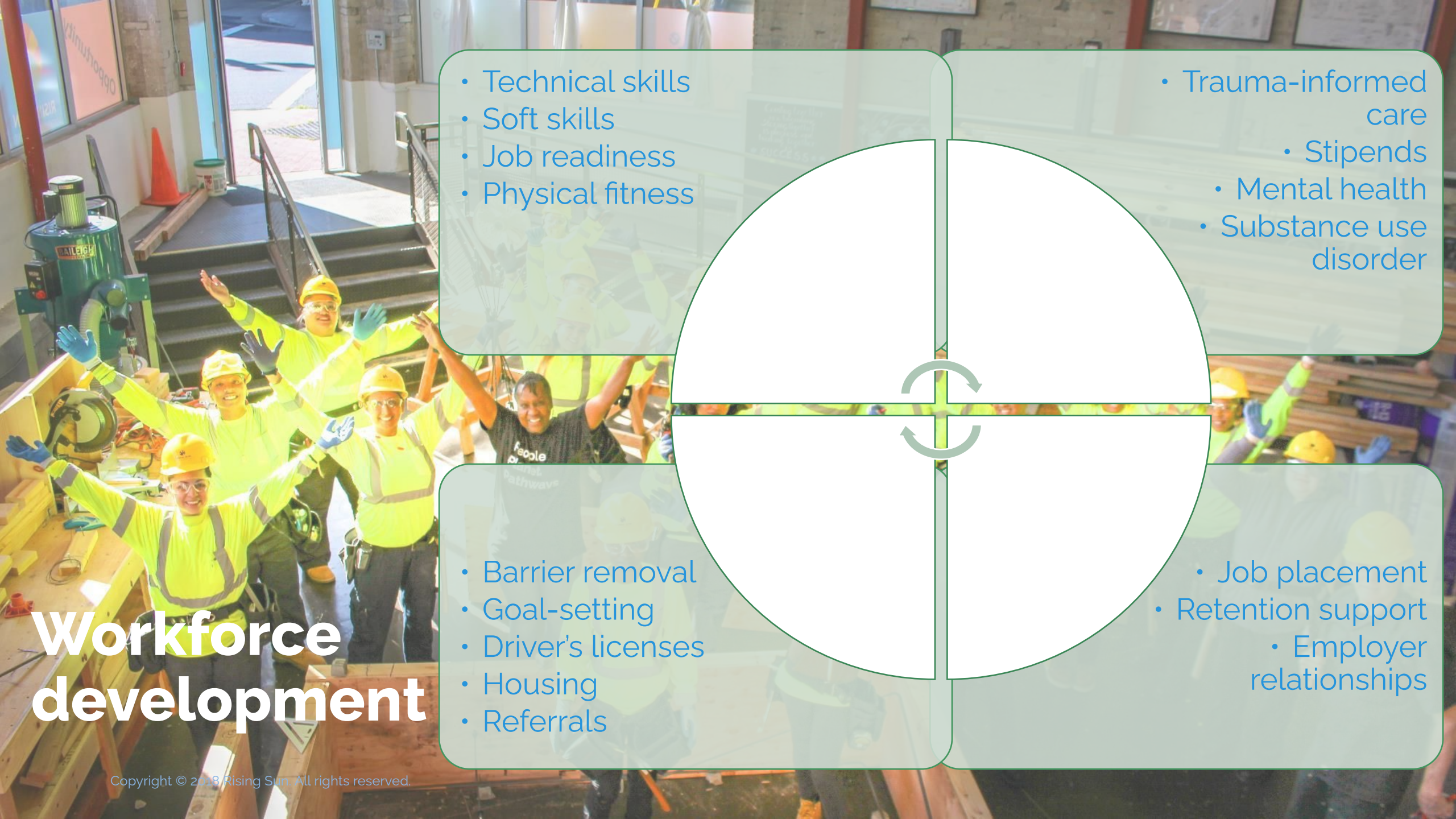
# Opportunity Build

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- Since 2009
- 80 people trained/year
  - 55% women
  - 40% reentry
- Pre-apprenticeship for the union building & construction trades since 2014 (Multi-Craft Core Curriculum)
- Average starting wage: \$24-\$49







# Workforce development

- Technical skills
- Soft skills
- Job readiness
- Physical fitness

- Trauma-informed care
  - Stipends
  - Mental health
  - Substance use disorder

- Barrier removal
- Goal-setting
- Driver's licenses
- Housing
- Referrals

- Job placement
- Retention support
  - Employer relationships





# Green jobs must be good jobs

## •Improve:

- Recruitment
- Retention
- Work quality
- Productivity
- Persistence of energy benefits

Family-sustaining wages

Benefits

Career advancement pathways

Worker voice

Safety

Accessibility



A group of seven diverse construction workers, including men and women of various ethnicities, are posed in front of a large blue banner. Four workers are wearing bright yellow-green high-visibility safety vests over their work clothes. The banner behind them features the text 'UNION CONSTRUCTION WORKERS' in large, bold, white capital letters. Below this, in a cursive script, it says 'Build with Quality - Building a Future'. The banner also includes several circular logos for various unions, such as the 'FEDERATION OF BUILDING & CONSTRUCTION TRADES UNIONS', 'COUNCIL OF INDUSTRIAL ORGANIZATIONS', and 'UNION OF OPERATING ENGINEERS'. The workers are smiling and looking towards the camera. The background shows a chain-link fence and some greenery.

# What is a “good job”?

And why does it matter?







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# What about climate?



# Policy

- High Road Training Partnership (H RTP) for Residential Building Decarbonization in the Bay Area
- CA GND Coalition: Steering Committee
- Statewide Solar on Multifamily Affordable Housing (SOMAH)
- Principles, priorities, and agenda for 2022 and beyond



# Collaboration with Berkeley Lab

Speaker panels  
Design challenges  
Externships  
Tours  
Expert advice  
Research projects  
Event sponsorship





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**Questions?**