

Equitable Low Carbon Economy Work Plan

Rec	Action	Staff Priority	City Role	Staff Time	Requires Additional Funding
R1	Support workforce development organizations and employers to develop or enhance specific programs that lead to priority green jobs.				
R1-1	Facilitate partner convenings for each identified priority sector. Use partner convenings to identify the needs and opportunities to support the development or enhancement of high quality career pathway program(s) which include the workforce development triad	Near-Term (by 2025)	Convene Connect and Empower Partners	Medium (50-300 hours)	No
R1-2	Continue investigating and identifying additional priority sectors and occupations in collaboration with local employers.		Continued City Time	Low (less than 50 hours)	No
R2	Support green skill training for existing employees.				
R2-1	Evaluate green skills training opportunities and needs for incumbent workers. Then develop a plan together with local employers, training partners, worker-supporting community-based organizations, and funders to provide paid training, ideally with career advancing credentials, to existing workers in key professions (see report).	Near-Term (by 2025)	Convene Connect and Empower Partners	Medium (50-300 hours)	Potentially
R3	Promote green career information.				
R3-1	Create awareness of local green careers and pathway programs into them, with specific and attractive next steps, such as developing or promoting paid internship programs.		Continued City Time	Low (less than 50 hours)	Potentially
R3-2	Continue to engage with current green businesses in San Rafael to identify their evolving workforce needs, now and in the near future, and then share with students and job seekers. This may include the number of employees they expect to hire, skills and experience required, and job quality measures.		Information/Resource Conduit	Low (less than 50 hours)	No
R4	Increase the demand for and quality of local green jobs.				
R4-1	Develop model RFP language for climate-related RFPs that either requires or encourages quality local jobs and work experience.		Policies and Regulations	Low (less than 50 hours)	No
R4-2	Partner with local entrepreneurship education and support organizations to grow awareness of policies that are driving demand for green products and services in order to stimulate business and job creation.		Convene Connect and Empower Partners	Low (less than 50 hours)	No

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R4-3	Identify and promote local businesses with replicable models for on-the-job training with regular wage increases in order to support equitable career advancement and job quality improvements for existing employees.		Convene Connect and Empower Partners	Low (less than 50 hours)	No
R4-4	Support actions that improve the quality of other careers that have the potential for reducing greenhouse gas emissions in San Rafael.		Advocate	Medium (50-300 hours)	No
R5	Identify and collaborate with local non-profits and other partners to design and implement a city-wide Every Job a Climate Job campaign.				
R5-1	Test out existing resources by conducting a pilot with City of San Rafael staff. Synthesize the best available resources to design and document a program for implementation in businesses throughout the community.	Near-Term (by 2025)	Policies and Regulations	Medium (50-300 hours)	No
R5-2	Leverage the existing no-cost services provided by MCE, Marin Municipal Water District, Marin Sanitary Service, and the County Green Business Program to help employees reduce greenhouse gas emissions at work. Focus on providing resources, training, and consulting services to employees in key roles.		Information/Resource Conduit	Low (less than 50 hours)	No
R5-3	Support partner(s) to implement a replicable community-wide program based on the City's internal pilot.		Convene Connect and Empower Partners	Medium (50-300 hours)	Potentially
R6	Evaluate the potential for a one-stop consulting service for businesses.				
R6-1	Design an implementation strategy to provide a free one-stop shop for businesses to gain awareness of and access to available services with ease.		Information/Resource Conduit	Low (less than 50 hours)	No
R6-2	Consider steps to foster a culture of connection and mutual support by inquiring with local business owners about whether they would participate in and benefit from this type of programming.		Convene Connect and Empower Partners	Low (less than 50 hours)	No
R7	Support existing businesses to transition Heavy Duty Vehicles to Zero Emission Vehicles.				
R7-1	Convene major fleet businesses to identify ways to cost-effectively and efficiently transition heavy duty fleets to zero emission vehicles in order to comply with the California Air Resources Board (CARB) Advanced Clean Trucks (ACT) regulation.	Near-Term (by 2025)	Convene Connect and Empower Partners	High (300+ hours)	Potentially
R7-2	Work with PG&E and MCE to identify ways to share information, leverage opportunities for collaboration, and support cost-effective compliance with CARB fleet regulations.		Information/Resource Conduit	Low (less than 50 hours)	No

R8	Support an initiative to drive additional demand and benefits for Certified Green Business services.						
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R8-1	Support a communications campaign to increase sales for both existing and new Certified Green Businesses.		Information/Resource Conduit	Low (less than 50 hours)	Potentially		
R8-2	Identify additional potential benefits and promotional opportunities for Certified Green Businesses, such as expedited permits or discounts on business licenses.		Policies and Regulations	Low (less than 50 hours)	No		
R9	Create a campaign that establishes a new business norm that every San Rafael business is a Green Business.						
R9-1	Provide green business resources and messaging at every step in the process for entrepreneurs starting a new business. Update and refine the City's new business portal and processes to reflect this norm and provide instant resources to entrepreneurs. When entrepreneurs apply for a business license, provide a resource kit that informs them about Green Business Certification, the supportive services available from partner organizations, and tips on green business practices.	Near-Term (by 2025)	Policies and Regulations	Low (less than 50 hours)	No		
R9-2	Evaluate the viability and effectiveness of incentivizing becoming a green business by providing a business license discount and expediting permit approval for Certified Green Businesses.		Policies and Regulations	Low (less than 50 hours)	No		
R10	Support the launch of new green businesses in and around San Rafael.						
R10-1	Work with entrepreneurship education and support organizations in Marin to help interested entrepreneurs to understand the green business norm, and to access the skills training, funding, and other supportive resources they need to launch new green businesses.		Information/Resource Conduit	Medium (50-300 hours)	Potentially		
R10-2	Build on this initial catalog of entrepreneurial ideas and share with potential entrepreneurs in the community via partner organizations.		Continued City Time	Low (less than 50 hours)	No		