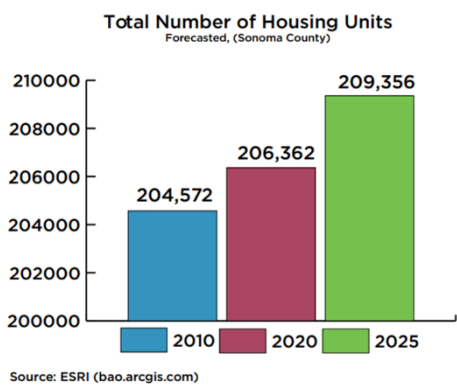




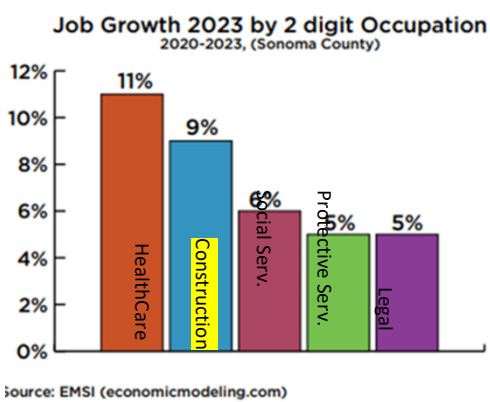
Rebuilding the North Bay through SRJC's Construction Center

SRJC is leaning into the heart-work of rebuilding Sonoma County's housing stock after the destruction of year-over-year wildfires.

Sonoma County's pre-existing lack of housing to support residents was severely compounded by the significant loss of homes to the fires. The 2017 Tubbs fire devastated Sonoma County and the North Bay, destroying over 5,000 structures and affecting nearly 1,000 SRJC students and employees who lost homes, exacerbating the struggles of a community already dealing with exorbitant housing prices and widespread homelessness. The community has continued to contend with crises, including devastating floods, blackouts, additional wildfires and evacuations again in 2018, 2019, and 2020 and now the immeasurable consequences of a global pandemic which has destroyed incomes and livelihoods. Affordable housing is more important than ever for the future of the North Bay, especially for the students who will comprise the workforce and determine the economic outlook of the region.



In February 2018, Avalanche Consulting assisted the Sonoma County Economic Development Board in preparing an Economic Recovery Plan in response to the fires, which focused on immediate needs to help existing residents and businesses recuperate in Sonoma County. The greatest immediate need remains constructing housing – both rebuilding homes destroyed by the fires and creating enough housing to match additional unmet need.

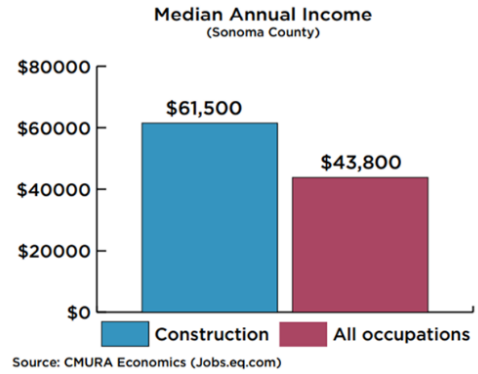


A Housing and Fiscal Impact Report prepared by Beacon Economics estimated that Sonoma County needs to construct at least 30,000 housing units over the next five years to account for employment growth, fire losses, and overcrowding. Until this challenge is met,

Sonoma County remains at risk of losing residents who cannot find or afford a place to live. In turn, it will be difficult for businesses and other organizations to operate – from manufacturers, agriculture and hospitality to nonprofits, hospitals, government agencies, and schools.

SRJC is ready to meet the projected 9% job growth need and train the next generation of construction-related workers using the latest green and regenerative technologies (see charts). In Sonoma County, *Construction Occupations* earn a higher median wage than *All*

Occupations (\$40,630), and earn significantly more than the Hospitality industry (\$26,707), with occupations such as Drywallers (\$79,510), Plumbers (\$67,040), Electricians (\$66,490), Tapers (\$66,090), and Carpenters (\$64,230) earning much more. With hands-on training and education, students begin developing their skills for many of those careers at the SRJC Construction Center.



In 2020, SRJC secured a \$8.12 million federal disaster grant from the Economic Development Administration and local donor Tipping Point with Sonoma County Economic Development Board to construct a state-of-the-art construction training center to prepare students for careers in construction-related industries. A flexible use 10,000sq. ft. lab space, designed to facilitate learning in both traditional and technology-based prefabrication construction methods, specialty trades and green building technologies. The Center will be the focal point of a construction program focused on developing a skilled “work-ready” construction workforce for our community far into the future. In partnership with local non-profit and governmental agencies, employers, industry foundations, and trade associations, students will work and learn alongside trades professionals and volunteers on much needed Sonoma County housing projects.



The SRJC Construction Center will be located on the SRJC Petaluma campus - due to the destruction of the fires, Petaluma is the most accessible site location for greater Sonoma County, as well as for the three adjacent counties affected by wildfires: Napa, Lake, and Solano. The Petaluma campus offers a full

complement of Student Services, with bilingual/bicultural Spanish capacity in all service areas, including a Student Success Team that is specifically designed to support Career Education students.

Students

SRJC prepares students for careers in the construction-related fields through multiple programs, including free/bilingual skill-building certificates, credit programs that award certificates and Associate degrees programs that prepare students for a four-year university.

Construction Student Headcount Current	125
Construction Student Headcount Projected	500
Median Age	40 years old
% Sonoma County Residents	73%
% Female	34%
% Latino	85%
Active Faculty	10

Programs

Introduction to Building and Construction Trades: This certificate program offers four courses that provide students the basic skills to enter the labor force and learn about a variety of jobs in the building and construction industries. The students will learn about the building design and construction project processes, including reading basic building plans, applying measurements in drawings to varying scales, and estimate material quantities for projects from building plans.

Introduction to Landscaping: This certificate program provides five courses that provide a foundational understanding of irrigation systems and non-plant features that are part of the landscape design. Students will learn about landscape planning, irrigation systems, graywater and storm water capture, walls, pathways, fences, seating, decks, pergolas and gazebos as well as how to interpret a landscape design plan.

Water/Wastewater: This program has trained students for careers in water distribution and wastewater treatment for more than 50 years. In the new SRJC Construction Center the students will have opportunities to run pumps, test water quality, and treat water systems.

Renewable Energy - Solar: this program has been recently redesigned to offer four certificates in basic overview of careers, design and sales, installation, as well as a comprehensive certificate. At the new SRJC Construction Center, student will be able to design, build, and install solar arrays on mock roofs.

Top Ten Growing Occupations
Construction, 2020-2023, (Sonoma County)

Occupation	% Growth	Median Wage
Solar Installer	21%	\$43,654
Insulation	17%	\$47,504
Hazmat Removal	16%	\$47,257
Construction Laborer	15%	\$89,858
Helpers for Trades	14%	\$42,757
Plaster & Stucco Mason	13%	\$58,739
Brick/Stone Mason	12%	\$63,279
Drywall Install	11%	\$63,928
Septic Services	11%	\$49,200
Iron and Steel Workers	10%	\$52,556

HVAC and Refrigeration: this new program is coming to SRJC to meet the green energy requirements of new residential construction. At the new SRJC Construction center the students will build refrigeration trainers from scratch, and repair mini-split HVAC systems and coolers.

Apprenticeships: SRJC is the local education provider for several apprenticeships training opportunities in sites around Sonoma County. At the new SRJC Construction Center, SRJC will invite these apprenticeship partners to conduct outreach and career training events in the facility, building a bridge between the entry level certificates and the higher journey-level training opportunities.

Additional Training Opportunities: The SRJC Construction Center will allow SRJC the flexibility to invite in community partners to lead trainings on the latest in regenerative technology and green building techniques or other creative ideas our local community may want to offer. Furthermore, the center will be designed with the flexibility to support additional programs in the future, as SRJC continues to support the high demand job training needs in Sonoma County.

New Spaces and Naming Opportunities

The amazing spaces in the new SRJC Construction Center will only come alive when filled with the people and tools to inspire learning, encourage exploration, and develop aspiring construction and trade professionals. The SRJC Construction Center has multiple indoor and outdoor areas for hands-on learning to build real-world job skills. Naming opportunities provide long-term funding for students and programs by supporting the SRJC Construction Center Endowment. Donors can choose to recognize the generosity of an individual, family, or organization. Naming opportunities are determined by location, size, use, and visibility, following SRJC board-approved naming guidelines. Your gift to the SRJC Construction Center Endowment will help to fulfill the promise of higher education and provide opportunity for immediate impact in the lives of students and the community we share.

SRJC Construction Center Building	The naming for the entire Center represents the strongest commitment to rebuilding Sonoma County.	\$500,000
Construction Technology Workshop	This classroom will be used for large-scale construction projects.	\$50,000
Learning Lab	Students interested in a career in Renewable Energy or Water/Wastewater will have the opportunity to design and practice foundational skills on trainers.	\$25,000
HVAC-R Lab	Students will build their own refrigeration units, repair and maintain existing HVAC systems and refrigerators, including mini-split systems and coolers.	\$25,000
Wood Shop	In this classroom students will build wood projects from scratch, using band saws, planes, sanders, and more.	\$25,000 (reserved)
Solar Training Area (Outdoor Lab)	Renewable Energy students will get the opportunity to install fully operational solar arrays from start to finish on mock roofs.	\$25,000
Construction Training Area (Outdoor Lab)	Construction students will have covered outdoor space for large projects, such as	\$25,000 (reserved)

	building a tiny home and chicken coops. Hardscaping students will be able to construct gazebos, fences, and decking.	
Water/Wastewater Training Area (Outdoor Lab)	Students will operate pumps and water treatment systems, measuring flow, treating water to drinking standards.	\$25,000
HVAC Training Area (Outdoor Lab)	Students will practice residential HVAC-R skills by building refrigeration trainers, repairing and maintaining heat pumps and condensing units, coolers, and refrigerators.	\$25,000
Safety Training Area (Outdoor Lab)	Foundational skills for employment will be practiced here, including OSHA 10/30 certification and fork lift operation.	\$25,000
Hardscaping Area (Outdoor Lab)	Students will build gazebos, fences, decks, arbors and other hardscaping projects.	\$25,000
Courtyard	Gathering location for students and community members to interact.	\$15,000
Coordinator Offices	Faculty and staff space for curriculum development and meeting with students.	\$10,000

Additional Opportunities for Impact

SRJC has also identified several priority areas of focus for the expansion and enhancement of construction-related educational opportunities and career preparation, all of which require annual financial contributions and participation from community supporters.

Instructional Support	Funds to purchase the necessary instructional tools and machines	Total Needed: \$350,000
Program Enrichment	Support for classroom speakers, faculty professional development, and transportation costs for students to visit worksites	Total Needed: \$100,000
Program Equipment	Specific equipment needed for classroom use can be donated as an in-kind gift	Various
Bridge Capital Funding	Local match required for EDA construction cost amendment	\$250,000 (secured)

Catherine Williams, PhD
Project Lead, Construction Trades Center
cwilliams@santarosa.edu 707-778-3966

Sarah Laggos, Director of Philanthropy
Santa Rosa Junior College Foundation
slaggos@santarosa.edu 707-527-4733

