

Activation Plan: Strategy Overview

Sector: Clean Economy - Clean Energy

(Regional Plan Part 2, Chapter 3A Target Sector Strategies - Clean Energy pages 49-61)
<https://www.kccd.edu/kern-coalition/resources.html>

Topic

Target Sector Strategy - Brief Overview (Regional Plan Part 2 Ch 3A pp. 49-54)

Sub-topic

a. Describe the proposed target sector strategy. Regions may have already included this information in their Regional Plan Part 2 submission. If so, please summarize that content here.

Clean energy is a critical sector for advancing Kern County's transition to a carbon-neutral economy. Leveraging the region's natural resources and infrastructure, this strategy focuses on (i) expanding renewable energy production, (ii) promoting and attracting industries and businesses that are implementing clean energy technologies, and (iii) building a skilled workforce to support green industries. By prioritizing clean energy, Kern County can mitigate climate change impacts, reduce reliance on oil and gas, and create high-quality jobs that benefit disinvested communities.

b. Explain why this sector was prioritized for immediate action.

Clean energy is a fast-growing industry driven by federal and state policies supporting renewable energy and carbon management although not all community members support carbon management. Kern County's significant wind and solar resources, alongside its strategic location and existing energy expertise, position it as a national leader in the clean energy transition. Investing in clean energy offers economic diversification, workforce development opportunities, and alignment with state goals for environmental sustainability and equity.

c. Provide an overview of tactics (minimum of 5) to focus implementation over 12-18 months (to be detailed in the “Tactical workplan template”)

Tactics include: (i) supporting entrepreneurship in clean energy technologies, (ii) promoting and attracting regional clean energy innovation, (iii) facilitating industry use-case evaluation , attracting/securing funding for clean energy projects, expanding workforce training for clean energy jobs, and strengthening community engagement for equitable access to clean energy jobs.

Operating Structure to Organize and Execute

See organizational structure at: <https://www.kccd.edu/kern-coalition/index.html>

a. Describe the organizational model for executing the sector strategy (including staff roles, operations, and governance model)

- i. Individual Entities serving as Regional Convenors may elect to serve as a Sector Investment Coordinator role subject to approval by consensus or majority vote of convenors.
- ii. Regional Convenor / Sector Investment Coordinators' will utilize their existing organizational model (staff and operations), and will report to the Kern Coalition, Subregional Collaborative, and Governance Council) in this new role.
- iii. Regional Convenors / Sector Investment Coordinators' will assign or contract with individuals or entities with the requisite expertise in each industry sector and/or sector strategy to ensure timely and effective strategy implementation.

b. Identify regional partners for implementing tactics (including their roles and existing engagement with California Jobs First)

- i. California Renewable Energy Laboratory (CREL) / Kern CCD - a department within Kern CCD, a Kern Coalition CJF convenor and fiscal agent for KC CJF.
- ii. Cities of Arvin, Bakersfield, and California City, and Kern County (Local municipalities) are existing / participating Kern Coalition CJF members; and
- iii. Kern Economic Development Corporation (Kern EDC); and
- iv. CSU Bakersfield Energy Innovation Center; and v. Communities & Members of the five sub regional collaboratives of the KC CJF.

Resourcing Across the Strategy

Kern Coalition is in the process of identifying funding opportunities in alignment with Regional Plan Part 2 strategies.

Regional Convenor / Sector Investment Coordinator or Industry Sector Consultant to determine Resourcing Across the Strategy funding sources, priorities, totals, and remaining balances.

a. Summarize total costs required to support strategy execution.

- i. Expanding renewable energy infrastructure, production, storage & management systems
- ii. Promoting and attracting industries and businesses that are implementing clean energy technologies, and
- iii. Assess Clean Economy workforce skill gaps, plan for, and provide educational opportunities to support clean economy industries.

b. Describe existing financing awarded/approved and associated sources, including utilization of Regional Investment Initiative Catalyst and Sector Coordination resources.

- i. Tehachapi Renewable Transmission Project to support existing and future solar, wind, & GeoTES projects.
- ii. Existing funding / financing: City of Bakersfield EPA CCG grant; Kern CCD US DOE's EERE workforce training grants. Steelworkers Charitable and Educational Organization (SCEO) DOGR grant & KIM WDB ETR DOGR grant. Private funding & financing: California Resource Corp., and National Cement.

c. Describe remaining funding required, potential sources that have been identified, and the general approach to securing investment

- i. Potential funding sources: CEC's Electric Program Investment Charge (CA EPIC), the US DOE's EERE grants, & CA Climate Investment

Goals and Metrics Across the Strategy (Regional Plan Part 2 Ch 3A Clean Energy (CE) pp. 54-56)

a. Identify measures for sector-level outcomes expected from interventions over the next 5-10 years (e.g., increases in target sector employment and number of quality jobs)

- i. Initiate: Increase in the clean economy share of Kern County GDP (CE #2)
- ii. Adapt: Increase in clean / renewable energy output in Kern County (CE #3)
- iii. Expand: Increase adoption of clean energy (e.g. wind, solar) (CE #1)
- iv. Expand: Increase in quality clean energy jobs in Kern County (CE #1)

b. Identify measures to track shorter-term progress towards desired sector-level outcomes (do not include measures linked to individual tactics, as those can be included in the tactical workplan template below)

- i. Engage community residents in considering clean energy projects in their communities (CE #2c)
- ii. Secure clean energy investments (CE #2a, #3a & 3b)
- iii. Increase in the number of new / expanded businesses in Kern County utilizing clean energy in their activities (CE #1a & 1b)
- iv. Increase in the number of workforce training students engaged in On-the-Job training or apprenticeships (CE #2b)

c. Describe expectations for reporting progress on measures

- i. Kern Coalition and/or its subcommittees will determine funding and reporting priorities.
- ii. Kern Coalition funded projects will provide project-specific reporting aligned with the CJF goals and objectives.

Dependencies and Challenges Kern Coalition is in the process of identifying dependencies, challenges, and mitigation strategies.

a. Describe key dependencies and risks to tactical work plan execution and how the strategy addresses them

i. Dependencies & Challenges:

- a) Limited community buy-in due to concerns over environmental impacts.
- b) Workforce readiness gaps in clean energy technology.

ii. Mitigation:

- a) Ensure community engagement in Community Benefits Planning & Implementation processes by increasing and expanding outreach, communication and participation methods.
- b) Expand workforce skills training programs in clean energy technologies in response to identified unmet employer workforce demand.

Activation Plan: Tactical Workplan Template

Reference: Regional Plan Part 2 pp 49-61

Tactic & Overview

Tactic 1: Expanding Entrepreneurship Opportunities

a. Purpose:

i. Build a robust entrepreneurial ecosystem to support clean energy startups and small businesses, prioritizing inclusion of disinvested communities.

b. Program Design:

- i. Establish a clean energy innovation hub offering shared workspaces, testing facilities, and business mentorship.
- ii. Offer funding opportunities and business development workshops tailored to clean energy entrepreneurs.

c. Team: Who will be leading the tactic and what partners will be involved in implementation

i. The team leading the tactic will be Building Healthy Communities and Community Action Partnership of Kern. Partners involved in the implementation include B3K, KCCD, Local Chambers of Commerce, City of Bakersfield, Bakersfield College Launchpad, CSUB Small Business Development Center, Women's Small Business Center, County of Kern.

d. Cost: Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics:

- i. Number of entrepreneurs supported.
- ii. Amount of funding secured by small businesses.
- iii. Number of new startups launched.

Tasks, Responsible Parties and Timeline

Task 1: Host small business resource fairs in five subregions to share information about clean energy entrepreneurship programs.

Leads: BHC, CAPK

Timeline: August 2025

Task 2: Share available resources regarding small businesses/entrepreneurship programs

Leads: BHC, CAPK
Timeline: March 2025

Task 3: Organize clean energy startup entrepreneur groups to showcase their solutions to industry leaders, investors, and potential collaborators, encouraging connections and adoption of new technologies.

Lead: B3K
Co-leads: BHC, CAPK
Timeline: September 2025

Tactic 2: Convening Industry and Government Leaders

a. Purpose:

i. Strengthen partnerships between clean energy companies, policymakers, and local stakeholders to create a unified vision for the sector.

b. Program Design:

i. Host monthly sector-specific meetings to align policy, funding, and workforce goals with regional clean energy needs

ii. Focus on large-scale renewable energy projects like wind farms, solar arrays, and hydrogen hubs.

c. Team: Who will be leading the tactic and what partners will be involved in the implementation

i. Lead: B3K, KCCD, CLC

ii. Partners: KEDC

d. Cost: Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics: Measures to assess progress toward the tactic

i. Number of meetings held

ii. Number of actionable policy recommendations developed.

Tasks, Responsible Parties and Timeline

Task 1: Organize meetings with representatives from clean energy leaders, utilities, and government officials to discuss project pipelines.

Leads: B3K, KCCD

Co-Leads: KIM CLC, CAPK, BHC

Timeline: March 2025

Task 2: Publish a regional roadmap for clean energy investments, highlighting opportunities for collaboration.

Leads: B3K, KCCD

Co-Leads: KIM CLC, CAPK, BHC

Timeline: February 2026

Task 3: Establish a working group to address permitting challenges and regulatory alignment for large-scale renewable projects.

Leads: B3K, KCCD

Co-Leads: KIM CLC, CAPK, BHC

Timeline: April 2025

Tactic 3: Developing Training Programs

a. Purpose:

i. Prepare the local workforce for high-quality clean energy jobs through training programs tailored to industry needs.

b. Program Design:

i. Develop skills-based curricula in partnership with clean energy employers, focusing on solar panel installation, wind turbine maintenance, and hydrogen energy storage.

ii. Integrate paid apprenticeships to provide on-the-job experience.

c. Team: Who will be leading the tactic and what partners will be involved in implementation

i. Kern Community College District and the Kern, Inyo, Mono Central Labor Council will lead this tactic. Partners involved in the implementation include but are not limited to: KCCD, IBEW, BTC, KHSD, KCSOS, Kern WDB

d. Cost: Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics: Measures to assess progress toward the tactic

i. Number of workers trained.

- ii. Certifications awarded.
- iii. Employment placement rate.

Tasks, Responsible Parties and Timeline

Task 1: Identify workforce gaps and skills required through employer surveys and data analysis

Leads: KCCD, KIM CLC

Timeline: February 2026

Task 2: Partner with clean energy companies to develop paid apprenticeship opportunities.

Leads: KCCD, KIM CLC

Timeline: September 2025

Task 3: Develop 1-2 pilot training programs on clean energy occupations (e.g., solar installation and wind maintenance).

Leads: KCCD, KIM CLC

Timeline: September 2025

Tactic 4: Community Engagement

a. Purpose:

- i. Build trust and inclusion by ensuring clean energy development benefits historically disinvested communities.

b. Program Design:

- i. Host bilingual workshops and community meetings to educate residents about clean energy projects and job opportunities
- ii. Partner with local organizations to promote outreach in rural and underserved areas.
- iii. Develop tailored outreach strategies for rural and underserved areas.

c. Team: Who will be leading the tactic and what partners will be involved in implementation

- i. Lead: BHC

- ii. Partners: Local non-profits

d. Cost: Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

- i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics: Measures to assess progress toward the tactic

- i. Number of community members engaged.
- ii. Satisfaction levels from community surveys.

Tasks, Responsible Parties and Timeline

Task 1: Develop a toolkit for local nonprofits and other community stakeholder groups to educate communities about manufacturing careers.

Leads: BHC, CAPK

Timeline: August 2025

Task 2: Host bilingual community meetings in all five subregions to gather community input and promote opportunities in clean energy and provide pathways to involvement.

Leads: BHC, CAPK

Timeline: March 2025

Task 3: Develop community newsletters to provide updates on progress and a digital platform to crowdsource ideas(Monthly or Quarterly)

Leads: BHC, CAPK

Timeline: April 2025

Tactic 5: Resource Development

a. Purpose:

- i. Secure and attract state, federal, local and private funding to support clean energy development in Kern County

b. Program Design:

- i. Convene potential partners for investment discussions.
- ii. Identify state, federal, and private funding opportunities for manufacturing projects.
- iii. Develop public-private partnerships to co-fund large-scale projects.

c. Team:

- i. Lead: CAPK & KCCD

d. Cost:Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

- i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics: Measures to assess progress toward the tactic

- i. Total funding secured.
- ii. Number of grants applied for
- iii. Number of projects funded.

Tasks, Responsible Parties and Timeline

Task 1: Identify grant opportunities and partners to collaborate and apply for federal/state grants to expand clean energy projects

Leads: CAPK, KCCD

Timeline: March 2025

Task 2: Host a webinar for investors/funders to showcase clean energy opportunities in Kern County

Leads: B3K, KCCD

Partners: CAPK, KIM CLC, BHC

Timeline: September 2025

Task 3: Form a partnership with private/public sector investors to fund clean energy projects.

Leads: B3K, KCCD

Partners: CAPK, KIM CLC, BHC

Timeline: TBD

Tactic 6: Technical Assistance

a. Purpose:

i. Equip local clean energy businesses and workforce agencies with the tools and knowledge needed to optimize operations, address skill gaps, and access new opportunities, empowering them to maximize their impact in the clean energy sector.

b. Program Design:

i. Provide businesses with data-driven insights and technical support for process improvement and innovation.

ii. Support stakeholders with workforce analysis and infrastructure planning.

c. Team:

i. Lead: KCCD

ii. Partners: KEDC

d. Cost: Operating (space, staff, equipment, etc.) and program-specific costs, including potential funding sources

i. The costs to implement the tactic are still being determined. As outlined in the Activation Plan, the Regional Convenor / Sector Investment Coordinator will work with an Industry Sector Consultant to determine resourcing across the strategy funding sources, priorities, totals, and remaining balances.

e. Potential Metrics:

i. Number of stakeholders receiving assistance.

ii. Infrastructure gaps addressed.

Tasks, Responsible Parties and Timeline

Task 1: Conduct a comprehensive workforce supply-demand analysis to identify skill gaps and opportunities in the clean energy sector.

Leads: KCCD, KIM CLC

Timeline: February 2026

Task 2: Perform a regional assessment of infrastructure and resource gaps that hinder opportunities in the clean energy sector.

Leads: CAPK, KIM CLC

Timeline: February 2026

Task 3: Develop a values guide to drive decision-making and ensure clean energy projects proposals align with equity and sustainability principles.

Leads: CAPK, KCCD, BHC

Timeline: March 2025