

An Initiative of the California Workforce Development Board

West Oakland Job Resource Center (WOJRC) was established in 2012 as an outgrowth of the City of Oakland’s Local Hire Ordinance. Since then, WOJRC has built a talent acquisition system that creates a pathway for local residents to enter good jobs in the Transportation, Distribution, and Logistics (TDL) industry. The TDL Workforce Equity System includes a registered TDL Pre-Apprenticeship and Teamsters Apprenticeship Program offering training, skills advancement, and placement in warehouse, logistics, and Commercial A Truck Driver positions.

WOJRC has developed a solid foundation to build a system which allows this expansion project to respond to the urgent need to create systematized training for the TDL industry. The TDL Institute will have four broad, industry-focused tracks of training: warehousing, trucking, Maritime, and computer literacy to prepare clients for successful employment in TDL jobs and other industries, such as construction or agriculture. Participants from underserved and under-resourced communities will have increased access to training with the most current equipment and vehicles, electrification and green technologies, opportunities to obtain recognized credentials, certifications, and industry endorsements. This project will also explore offering multilingual instruction so that limited English proficiency clients will also have greater access to training and employment opportunities.

PROJECT HIGHLIGHTS

- Convene advisory committee to guide curriculum development and outreach strategy.
- Enroll 275 and fully train at least 187 incumbent worker clients and clients new to the TDL industry in the end of Year 1 and throughout Year 2.
- Scaled up trainings: enroll 225 clients and fully train at least 188 incumbent worker clients and clients new to the TDL industry during Year 3.
- Add a minimum of 225 into TDL jobs over the lifetime of the grant.
- Hire new staff members to operate the satellite office(s).

KEY PARTNERS

- Teamsters Apprenticeship Trust (NCTAT)
- Napa Valley College
- The U.S.S. Potomac Association
- California State University Maritime Academy
- East Bay Alliance for A Sustainable Economy (EBASE)
- Good Eggs
- Firebrand Bakery
- Sealogix

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