Division of Apprenticeship Standards

Impact Report for Round 1

Equal Representation in Construction Apprenticeship Grant

PY 2023-2025

Data based on reporting through June 30,2026

The Equal Representation in Construction Apprenticeship (ERiCA) Grant announced 19 recipients of the ERiCA Funding in March 2023, and all Grantees contracts commenced by Q3 2023 with a performance period through June 30, 2026. Midway through the grant there was an annual review of all grantees in which grantees reported progress towards stated outcomes, participants served and utilization of the funding to date. The structure of the grant was 50% of the funding after the first performance period, followed by 50% of the funding after passing the Annual Review. The following is a report regarding the status of the grant performance and insights regarding participants served and utilization of the funding.

There were 2 categories within the grant: Supportive Resources for Childcare and Outreach and Community Building. The following is a report of the funding utilized and outcomes reported by the grantee as of June 30, 2026:

Outreach and Community Building Funding Utilization:

Total funding awarded:

$8,350,000.00

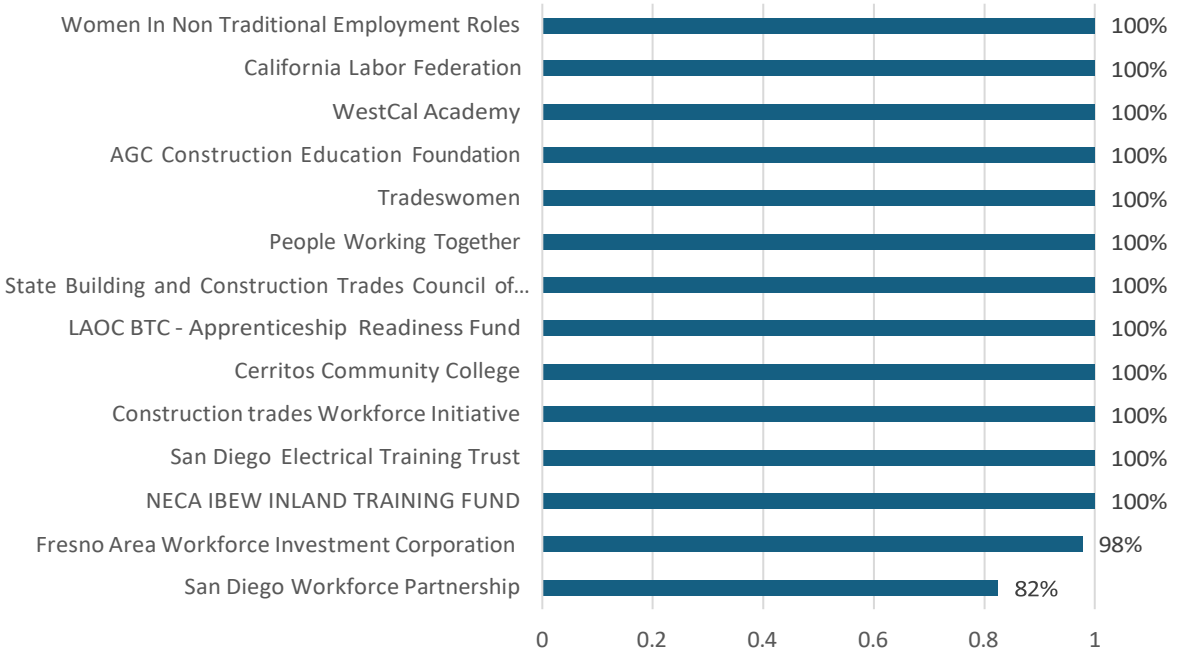
Total utilization of the grant funds as of June 30,2026:

$8,218,043.37

Grant Extensions were provided for some grantees to meet their goals. Those grantees are:

- 23ERiCA006 Fresno Area Workforce Investment Corporation awarded $400,000 extended to December 31, 2025
- 23ERiCA014 San Diego Workforce Partnership awarded $700,000 extended to June 30,2026

Outreach and Community Building funding utilization as of June 30,2026:



The ERiCA Outreach Grant supported a range of allowable and reimbursable outreach activities designed to expand participation in apprenticeship and pre-apprenticeship programs. Grantees implemented various initiatives, with several demonstrating significant success in engaging target audiences and facilitating recruitment efforts.

One of the most successful strategies across grantees involved in-person outreach events. These events proved especially effective in converting interested individuals into active participants because they allowed direct, real-time interaction between program representatives and attendees. Participants could ask questions and receive immediate answers, fostering trust and clarity about the steps to enter apprenticeship and pre-apprenticeship programs.

Another key area of impact was the development of women's cohorts. These targeted programs provided tailored support and recruitment opportunities for women entering the skilled trades. The cohorts were instrumental in increasing both apprentice and pre-apprentice placements, contributing to greater inclusivity and diversity across the participating programs.

Lastly, grantees effective use of social media and digital platforms to engage target audiences and increase awareness in apprenticeship and pre-apprenticeship. A particularly effective and widely adopted strategy among grantees involved developing targeted marketing campaigns aimed at recruiting more women, non-binary individuals, and underrepresented populations into the skilled trades. Grantees leveraged social media platforms—particularly TikTok and GroupMe—to reach and engage large audiences. These campaigns strategically included links directing viewers to program websites and resources that provided clear guidance on how to become an apprentice or pre-apprentice.

- **AGC Construction Education Foundation (23ERiCA001)** produced one video highlighting women in construction and launched three social media campaigns, collectively generating an estimated 43.6 million views.

- **People Working Together (23ERiCA012)** created a GroupMe social chat that provides real-time updates on job openings, pre-apprenticeship and apprenticeship opportunities, program information, and events. This platform successfully reached 45,777 participants, enhancing awareness and access to apprenticeship pathways.
  Grantees achieved significant success in recruiting participants for apprenticeship and pre-apprenticeship programs through focused and strategic outreach efforts. Several standout grantees not only met but exceeded their original placement goals.
- **San Diego Electrical Training Trust (23ERiCA013)** achieved outstanding results in pre-apprenticeship recruitment. With an initial goal of placing 100 new pre-apprentices, the program surpassed expectations by successfully placing 166 pre-apprentices into MC3 programs.
- **WestCal Academy (23ERiCA017)** also demonstrated success by effectively recruiting pre-apprentices from a goal of 20 pre-apprenticeship placement, the program placed a total of 97 pre-apprentices with 82 completing their pre-apprentice program and one pre-apprentice going into an apprenticeship program.
- **LAOC BTC – Apprenticeship Readiness Fund (23ERiCA007)**, successfully utilized recruitment and mentor training activities to support women, non-binary individuals, and other underserved populations. These outreach efforts emphasized inclusivity and directly contributed to placing 114 apprentices into registered apprenticeship programs.
- **Fresno Area Workforce Investment Corporation (23ERiCA006**) achieved exceptional outcomes in apprenticeship recruitment. Originally targeting the placement of 89 new apprentices, the organization exceeded its goal by successfully enrolling 124 individuals into apprenticeship programs, demonstrating effective outreach and program implementation.
- **San Diego Workforce Partnership awarded (23ERiCA014)** successfully utilized recruitment funds to reach approximately 313 women and underserved individuals and supported approximately 134 individuals in enrolling in apprenticeship programs, as well as 90 individuals in entering pre-apprenticeship programs.

Measurable Impact

The cumulative outcomes of these outreach efforts from all our grantees exceeded program expectations:

- **Apprentices placed:** 491 (189% of the original goal of 260)
- **Pre-apprentices placed:** 410 (211% of the original goal of 194)

Additionally, grantees conducted extensive outreach activities through various channels:

- **Social media campaigns:** Approximately 33 total, reaching around 40 million participants
- **In-person events:** 1,109 events, engaging approximately 129,409 participants

Supportive Resources for Childcare Funding Utilization:

Total grant funds awarded:

$16,650,000.00

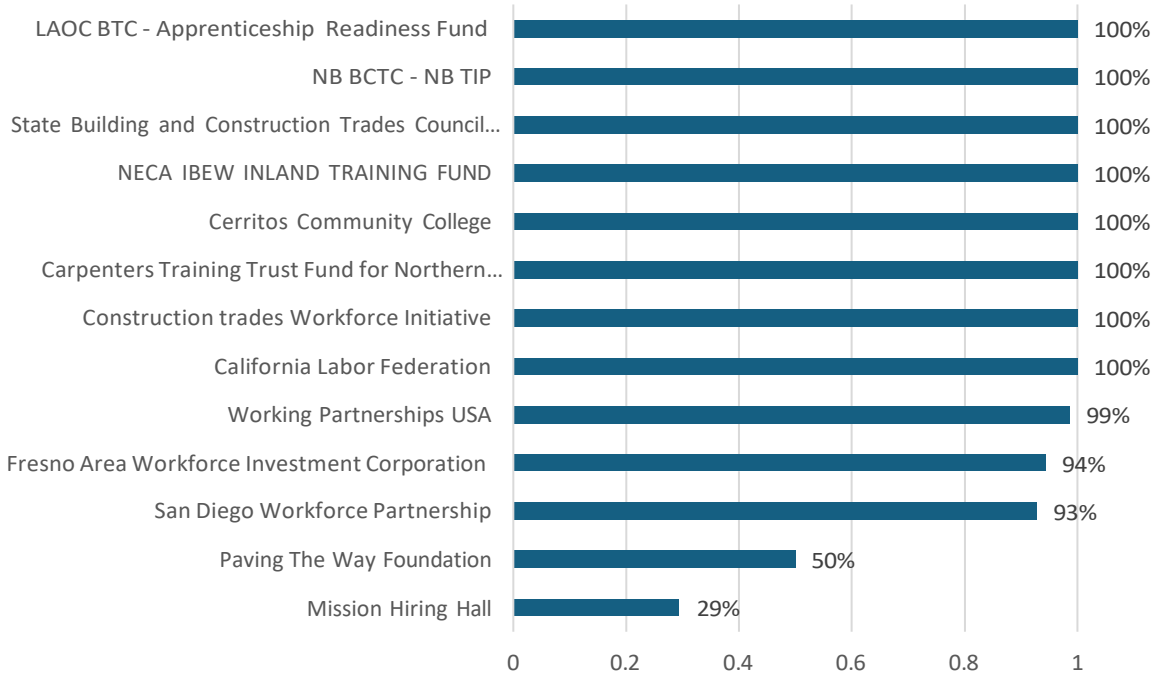
Total utilization of the grant funds as of June 30,2025:

$15,567,966.05

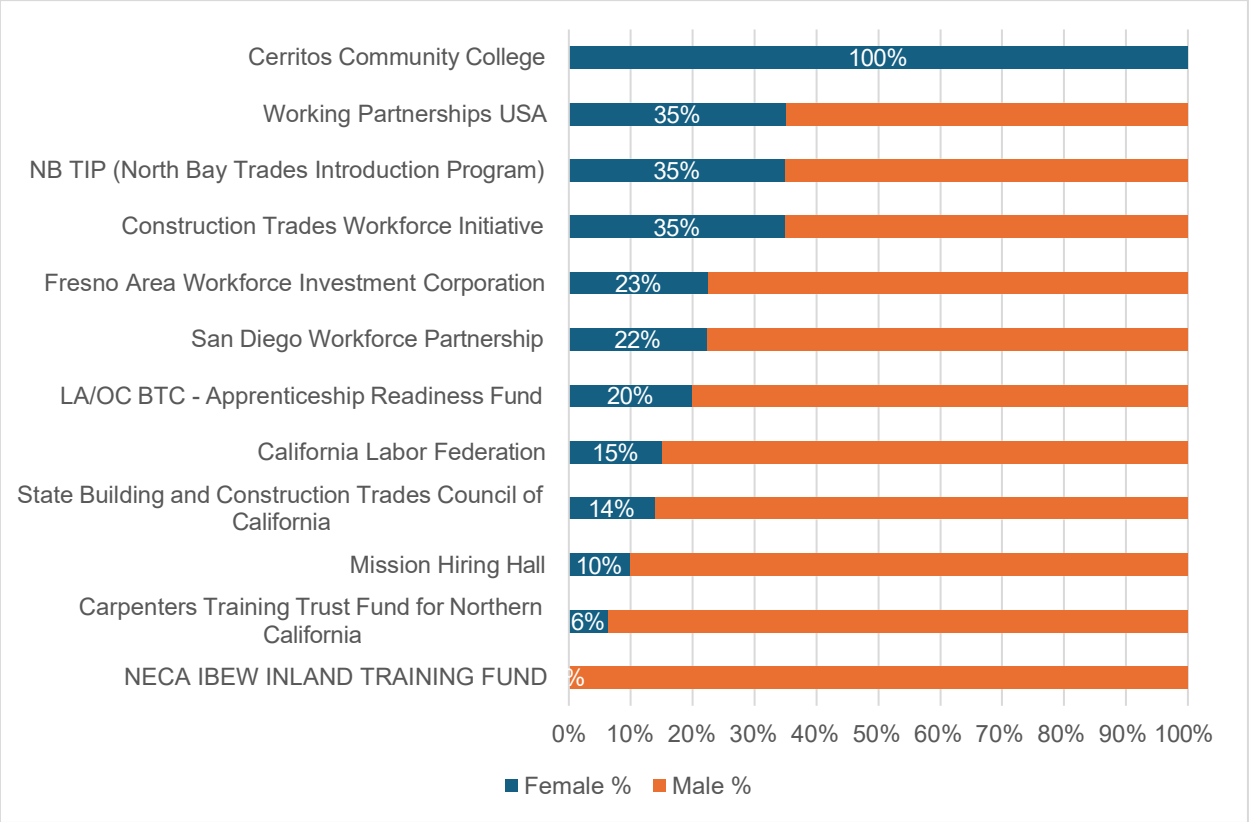
Grant Extensions were provided for some grantees to meet their goals. Those grantees are:

- 23ERiCA006 Fresno Area Workforce Investment Corporation awarded $1,400,000 extended to December 31, 2025
- 23ERiCA009 NB BCTC - NB TIP awarded $140,000 extended to March 19, 2026
- 23ERiCA014 San Diego Workforce Partnership awarded $2,000,000 extended to June 30,2026
- 23ERiCA019 Working Partnerships USA awarded $210,000 extended to June 30, 2026

Supportive Resources for Childcare Funding Utilization as of June 30, 2026:



All Supportive Resources for Childcare Grantees are required to report participants served with those resources and certain demographic information regarding those participants, including gender. Overall **1623 participants** have been reported as receiving supportive resources for childcare, and of those **317 are women, which is 19.53% of the participants**. The following is the % of women reported as receiving supportive resources for childcare per grantee:

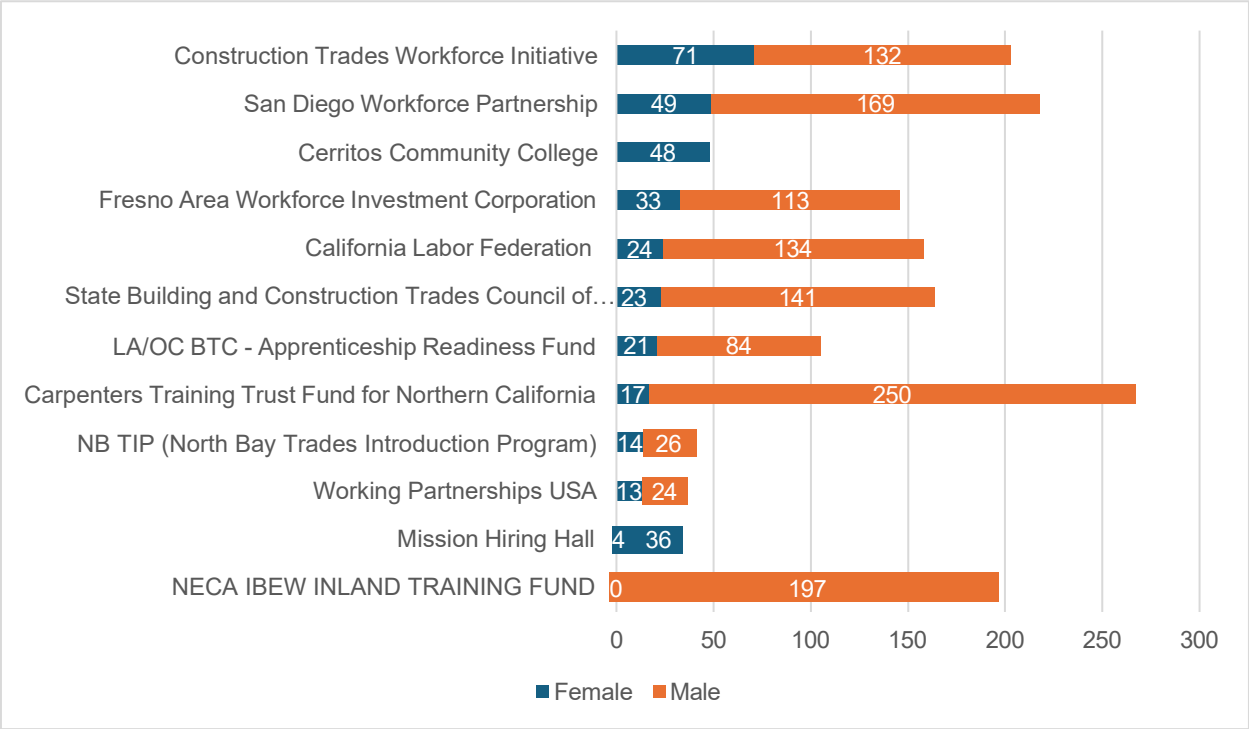


While 19% may not seem like a large percentage, of all building trades apprentices in CA, only 3.7% are women. Therefore, in the performance of this grant, the % of women served is 5.14 times better than the overall representation of women in building trades apprenticeships.

# of Women vs. Men Served by Each Grantee

Grantee	Female	Male	Total
Construction Trades Workforce Initiative	71	132	203
San Diego Workforce Partnership	49	169	218
Cerritos Community College	48	0	48
Fresno Area Workforce Investment Corporation	33	113	146
California Labor Federation	24	134	158
State Building and Construction Trades Council of California	23	141	164
LA/OC BTC - Apprenticeship Readiness Fund	21	84	105
Carpenters Training Trust Fund for Northern California	17	250	267
NB TIP (North Bay Trades Introduction Program)	14	26	40
Working Partnerships USA	13	24	37
Mission Hiring Hall	4	36	40
NECA IBEW INLAND TRAINING FUND	0	197	197
Total	**317**	**1306**	**1623**

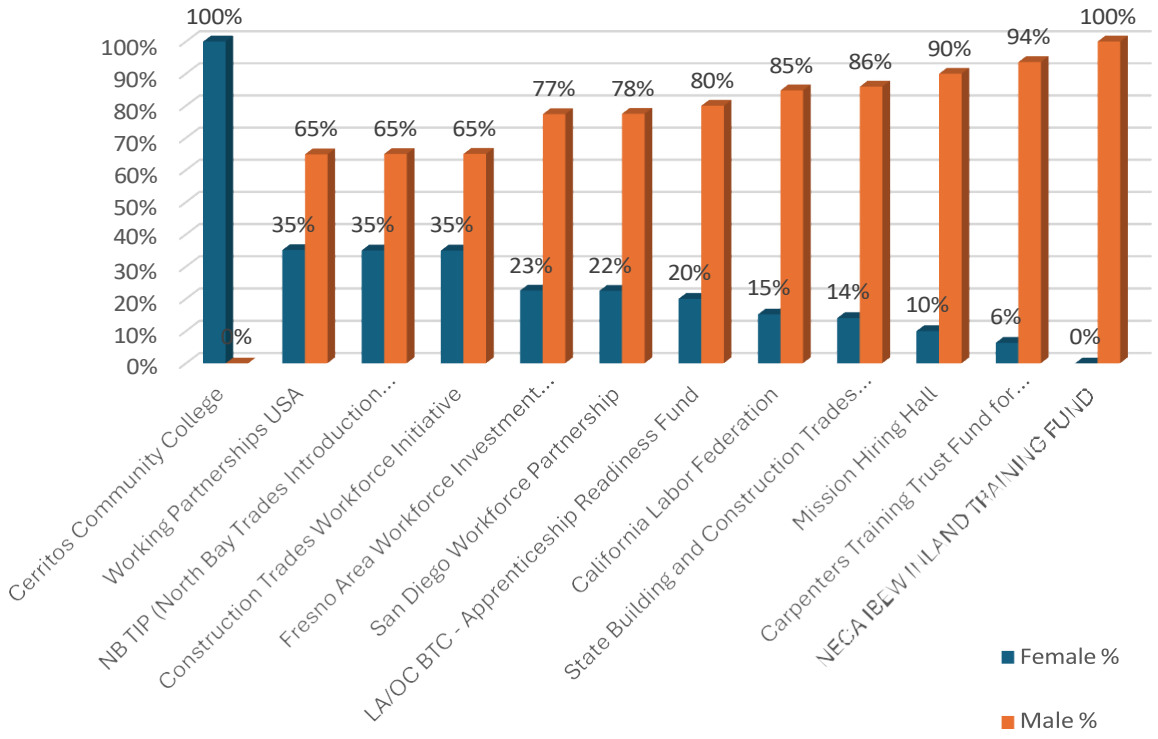
Number of Women vs. Men Served by Each Grantee



$ Amount that Went to Women vs. Men per Grantee

Grantee	Amount for Female	Amount for Male
Construction Trades Workforce Initiative	$ 557,857.14	$ 1,037,142.86
Cerritos Community College	$ 492,000.00	$ -
San Diego Workforce Partnership	$ 304,339.45	$ 1,049,660.55
California Labor Federation	$ 212,658.23	$ 1,187,341.77
State Building and Construction Trades Council of California	$ 199,146.34	$ 1,220,853.66
Fresno Area Workforce Investment Corporation	$ 288,708.50	$ 988,607.88
LA/OC BTC - Apprenticeship Readiness Fund	$ 255,000.00	$ 1,020,000.00
Carpenters Training Trust Fund for Northern California	$ 120,973.78	$ 1,779,026.22
Working Partnerships USA	$ 54,748.97	$ 101,075.03
NB TIP (North Bay Trades Introduction Program)	$ 46,557.00	$ 86,463.00
Mission Hiring Hall	$ 28,434.72	$ 255,912.52
NECA IBEW INLAND TRAINING FUND	$ -	$ 1,141,326.00
Total	**$ 2,560,424.14**	**$ 9,867,409.48**

% of Stipends Distributed by Gender

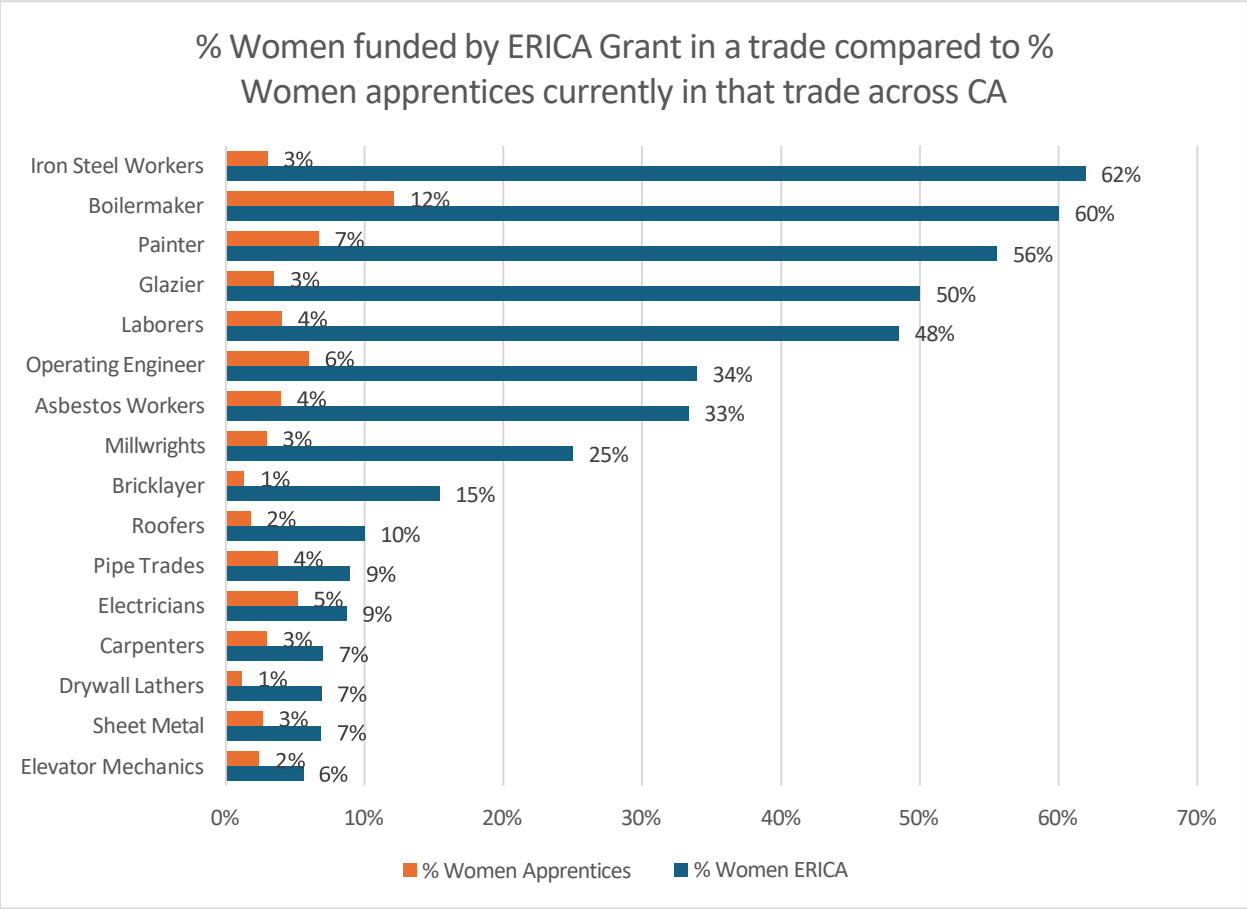


The following is a table of the # and % of women in each trade as funded by the ERiCA Grant with supportive resources for childcare.

Occupation	Total Participants	Women Participants	% Women ERICA
Elevator Mechanics	18	1	6%
Sheet Metal	88	6	7%
Drywall Lathers	73	5	7%
Carpenters	201	14	7%
Electricians	392	34	9%
Pipe Trades	134	12	9%
Roofers	10	1	10%
Bricklayer	13	2	15%
Millwrights	4	1	25%
Asbestos Workers	3	1	33%
Operating Engineer	56	19	34%
Laborers	33	16	48%

Glazier	4	2	50%
Painter	18	10	56%
Boilermaker	5	3	60%
Iron Steel Workers	84	52	62%

The following is a chart of the % women funded by the ERiCA Grant in a trade compared to the % of women apprentices currently in that trade across California.



For all 16 occupations represented by the ERiCA funded participants, the % of women funded by ERiCA in that trade is higher than the overall representation of women in apprenticeships in that trade. This is the trend that we want to see in this investment, that the ERiCA Grant is inviting a higher % of women into that trade and slowly over time, improving gender representation in the building trades.

ERICA funded participants have an overall matriculation rate of 36%, with women having a matriculation rate of 19%.