



ERICA 2.0: WORKSITE CULTURE GRANTEE

**CREATING A MORE INCLUSIVE &
SUSTAINABLE TRADES WORKFORCE**

INTRODUCTIONS



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WHO IS GOOD FOR OTHERS?

OUR ROLE IN THE ECOSYSTEM

- California nonprofit and workforce development partner
- We support nonprofits, employers, education, labor, and public agencies
- Builds pathways to quality jobs for underrepresented communities
- Experienced in regional workforce partnerships, apprenticeship readiness, and equity-centered program design

Good For Others builds partnerships with nonprofits, employers, and public agencies, and our ERiCA initiative focuses on inclusive worksite culture through curriculum, workshops, and culture change.

Our lane is not simply training delivery. Our lane is systems change: translating equity goals into practical tools that employers, JATCs, unions, apprentices, and community partners can actually use.



Systems change: practical tools that partners can actually use.

WHO IS GOOD FOR OTHERS?

H RTP: Nonprofit Sector

- 450 participants trained or upskilled for nonprofit careers
- Built a Nonprofit Consortium to identify and address workforce gaps across the sector

H RTP: Healthcare

- Builds and expands high-road healthcare career pathways, in Imperial Valley

Apprenticeship Readiness Program (ARP)

- Launched in 2019 (HRCC-funded)
- 256-hour pre-apprenticeship for union construction careers
- Includes technical training, certifications
 - (OSHA 30, CPR) & job readiness
- Supports both San Diego and Imperial Valley counties

Other regional projects

- Catalyst
- PrideWorks
- Promises2Kids
- UnidosUS
- Casa Familiar
- Nonprofit Consortium
 - Training programs
 - Peer circles
 - CA Retirement Plan
 - Nonprofit Sector Community Owned Healthcare Plan
- Employment Training Panel's first-ever nonprofit-focused Multiple Employer Contract (MEC)

WHY WE APPLIED FOR WORKSITE CULTURE

THE CORE IDEA

Worksite Culture Matters to Apprenticeship Equity

Access alone is not enough.

- Retention depends on whether women, non-binary individuals, and underrepresented apprentices can thrive once they reach the jobsite.
- Good For Others applied because we saw a gap between recruiting underrepresented workers into construction and creating the conditions that allow them to stay, advance, and be respected on the jobsite.



Access must lead to belonging, retention, and advancement.

WHAT WAS THE PROBLEM WE ARE TRYING TO SOLVE

THE RETENTION CHALLENGE

- Women are still a small share of construction employment overall
- Representation is even lower in field/trades roles
- Harassment, lack of respect, isolation, and unequal access to opportunity undermine retention
- Worksite culture affects safety, reporting, mentoring, and advancement

The issue is whether the worksite is prepared to retain women and non-binary individuals.

11.3%

Using 2025 BLS data, women represented about 11.3% of construction industry employment

4.1%

Using 2025 BLS data, women represented about 4.1% of construction/extraction roles within construction

44.4%

IWPR's national tradeswomen survey found that 44.4% of respondents had seriously considered leaving the industry

Harassment and lack of respect were cited as the most common reason among those with leave intentions.

OUR WORKSITE CULTURE PLAN

Curriculum and tools tailored by role

Role-specific tools and curriculum aligned with how construction teams actually work.

Regional workshops with trusted labor and training partners

Delivered through partners that already have trust with workers, training centers, and unions.

Mental wellness and worksite culture supports through Wellness Tools for the Trades

Connects communication, culture, and mental wellness as part of jobsite readiness.

Employer and program-facing practices that go beyond mandated compliance training

Supports practical culture change rather than one-time compliance.

Feedback loop from participants, partners, and worksites

Uses participant and partner insight to continuously improve implementation.

We are intentionally designing this as practical, role-specific culture change, not a generic training. The goal is to help people understand what respect, accountability, psychological safety, and intervention look like in the real conditions of a construction jobsite.

PRE-APPRENTICE SUPPORT

How We Support Pre-Apprentices

- 8-hour workplace readiness workshops (SD & Imperial Valley)
- Focus on job readiness + apprenticeship success

Core Components:

- Behavioral assessment (self-awareness + communication)
- Inclusive workplace + conflict resolution training

PARTNERS



San Diego
Workforce
Partnership



PRE-APPRENTICE SUPPORT

Tools & Resources

- Provide access to a centralized website with tools, guides, and ongoing support resources

An ERICA Grantee Initiative

Building Inclusive Worksite Culture in Construction

Supporting construction companies in creating jobsites where women and non-binary individuals can thrive — through curriculum, workshops, and culture change.

[Partner With Us](#) →

♡ [Support This Work](#)

Our Work With ERICA

As a grantee of **ERICA (Equity and Representation in the Construction Industry Alliance)**, Good For Others Foundation is focused on a critical challenge: helping construction companies create inclusive worksite culture for females and non-binary individuals on the jobsite.

Women make up only about 11% of the construction workforce, and non-binary individuals face even greater barriers. Our initiative develops practical, role-specific curriculum that gives everyone on a jobsite — from company leadership to new apprentices — the tools they need to build a culture of respect and belonging.

We believe that when worksites are inclusive, everyone benefits: retention improves, productivity rises, and the industry grows stronger.



CONSTRUCTION WORKFORCE RESOURCE HUB

A centralized platform

Good For Others developed the hub to bring networking, workforce resources, industry events, and career opportunities into one accessible place.

Why it matters

Employers, training providers, workforce organizations, and job seekers can collaborate, share resources, and connect people with high-quality construction careers.

A Resource Hub for Women in the Trades

Practical guides on gear, safety, workplace rights, and the day-to-day realities of working in construction, created with women and non-binary tradespeople in mind.



🕒 5 min read

FOOTWEAR

Steel Toe vs. Composite Toe: What's the Difference?

New to the trades? Learn the difference between steel, composite, alloy, soft, and mock toe boots, and how to pick the right one for your body and your jobsite.

[Read guide →](#)



🕒 4 min read

GETTING STARTED

Getting Into the Trades: A Starter Guide & Scholarship Resources

New to the trades? Here's a simple starting point, plus real ways to get money to help you get there, right here in San Diego.

[Read guide →](#)



🕒 5 min read

SAFETY

How to File an OSHA Complaint

If something feels unsafe at work, you have the right to say something. Here's how, step by step.

[Read guide →](#)



🕒 4 min read

SAFETY

Safety Basics: OSHA, NIOSH, ANSI, ASTM

The alphabet soup of workplace safety, what each agency does and why the acronyms on your gear matter.

[Read guide →](#)

SUPPORT WOMEN & NON-BINARY WORKERS

Community Building

- Quarterly focus groups & meet-ups across pre-apprenticeship, apprenticeship, and trades
- Foster connection, peer support, and shared experiences

Voice & Engagement

- Facilitate roundtables and networking across trades and experience levels
- Elevate participant voices to identify challenges and inform program & industry improvements



WHAT MAKES A JOBSITE FEEL ISOLATING

unfamiliarity no other women on site
vulgarity lack of respect hostility left out rudeness
isolation condescending
toxic masculinity
none social unwilling to teach
aggressiveness everyone is watching us inequalities
no other women big heads

MENTORSHIP & NETWORKING MIXERS

Building community

- Connecting tradeswomen, apprentices, and pre-apprentices across career stages
- Creating space for honest conversations about challenges, barriers, and resources

Encouraging mentorship

- Creating opportunities for experienced tradeswomen to guide those entering the industry
- Building relationships through coffee meetups, beach days, and informal gatherings

The goal

Ensure participants have a trusted community and support system throughout training, apprenticeship, employment, and advancement.



REGIONAL EXPANSION THROUGH WELLNESS TOOLS FOR THE TRADES

California Expansion Opportunities

7 counties reached

Sacramento, Fresno, Alameda, Napa, Solano, Stanislaus, and Yuba.

Trusted partner

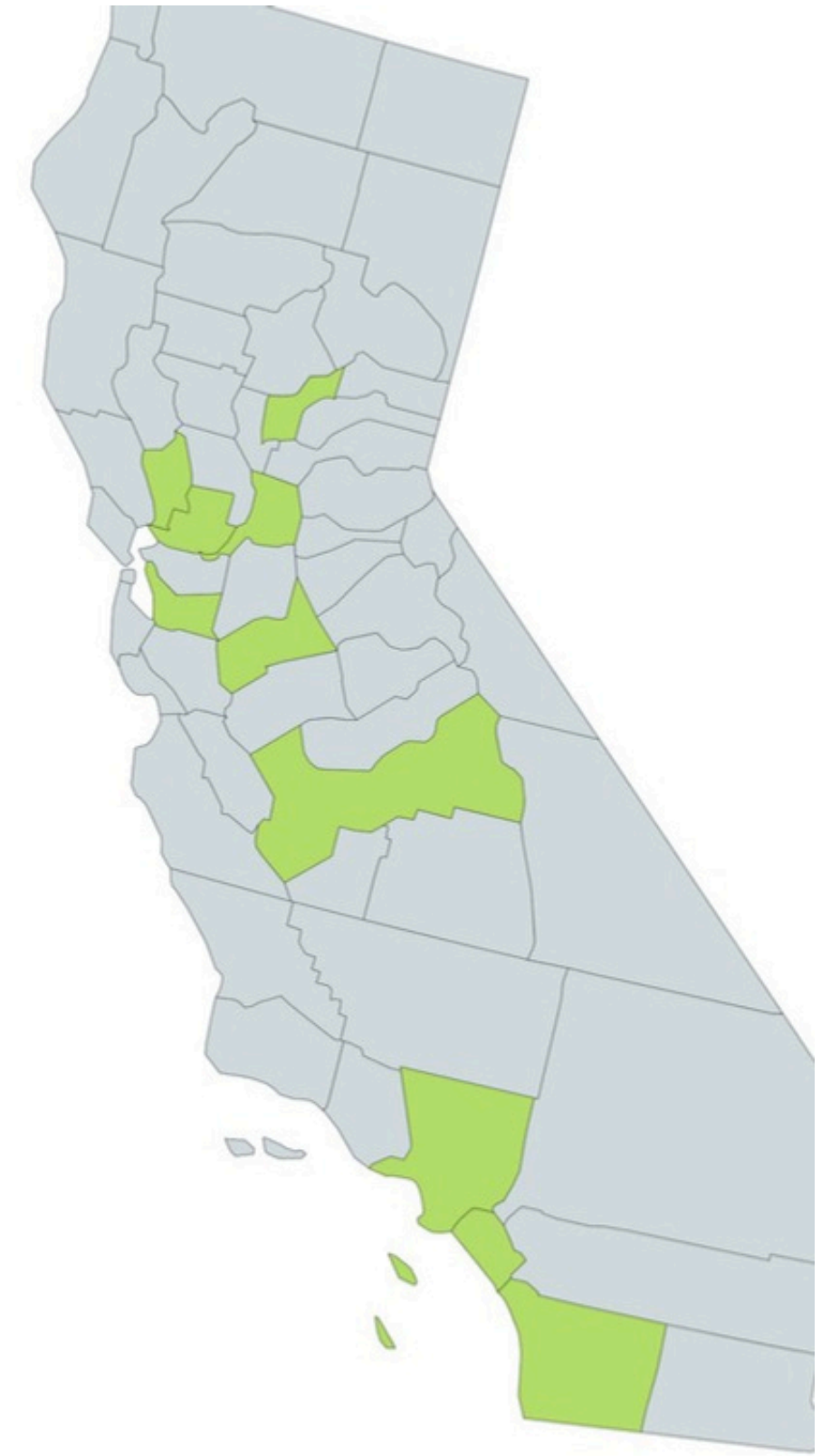
Wellness Tools for the Trades is delivering workshops on healthy worksite culture, communication, and mental wellness.

First workshop launched

The first regional workshop was held at Central Valley Roofers JATC in Fresno and served approximately 20 women members and ValleyBuild pre-apprenticeship participants.

Continued momentum

The next workshop is scheduled at Ironworkers Local 378 in Alameda County, with participation expected from Ironworkers and Boilermakers.



SUPPORT CONTRACTORS & FOREMEN

Engagement & Listening

- Host contractor & foremen breakfasts to understand challenges & current practices
- Gather insights on supporting women & non-binary workers on jobsites

Education & Training

- Provide targeted education on inclusive worksite practices
- Jobsite orientation video + short quizzes to reinforce key concepts
- Track participation through Absorb LMS

On-the-Job Tools

- Tool Talks for foremen to lead with their crews
- Short, practical conversations on worksite culture & communication
- Reinforce respectful and inclusive behaviors in daily operations

Ongoing Resources

- Centralized hub with tools, guides, & materials for contractors and crews

TOOLTALKS: CULTURE-BUILDING MADE PRACTICAL

MICRO-COURSE SERIES

10 short micro-courses

Five to 10-minute modules designed for morning meetings, safety talks, or supervisor-led discussions.

Completed micro-course series includes

- Building an Inclusive Site Culture
- Respect and Inclusion at Work
- Psychological Safety in Construction
- Effective Communication Across Teams
- Opening Doors Through Mentorship
- Sparking Early Interest in Construction
- Bridging Generations on the Jobsite
- Valuing Different Backgrounds and Experiences
- Career Re-entry and Second Chances
- Expanding Opportunity in Construction

**Designed
for impact**

**Focused on real
workplace needs**

**Easy to
implement**

Talk 1: Opening Doors Through Mentorship

INSTRUCTOR'S GUIDE



Built for the construction workforce: videos, interactive activities, quizzes, speaker notes, facilitator guides, and student guides.

JOBSITE ORIENTATION VIDEO

Building Equality: Stronger Teams, Safer Sites.

Setting expectations from day one

A seven-minute video designed to be shared at the beginning of each new jobsite.

Created for the entire crew

A practical resource for general contractors, supervisors, safety teams, apprentices, and field workers.

Culture and safety

Shows how respect, equality, trust, and open communication contribute to safer and more productive jobsites.

Values into action

Provides practical guidance for preventing bias, including every voice, supporting coworkers, and addressing inappropriate behavior.

The goal

Create a consistent cultural standard across jobsites where every crew member understands their role in building a respectful, supportive, and safe workplace.



OUR OUTCOMES

Contracted Outcome	Target	Due Date	Actual to Date	Where are we short
Worksite culture workshops across priority counties	13 workshops	Ongoing through grant period	3 ARP Workshops, 4 Bootcamps	1 ARP Workshop, 4 Bootcamps, Tool Talks Rollout workshop, Orientation Video Rollout worksop
Wellness Tools for the Trades regional activation	7-county rollout	Ongoing through grant period	Fresno completed; Alameda scheduled Aug. 15	6 counties not yet completed as of Aug. 12; continue scheduling Sacramento, Napa, Solano, Stanislaus, Yuba
Curriculum / worksite culture materials	10 Tool Talk Kits / Orientaion Video	Completed July 2026	10 Tool Talk Kits completed / Video footage recorded	Need to schedule rollout workshops
Website Resources	Needed resources bases on Women in the Trades roundtable sessions & networking events	Initial content completed July 2026 with ongoing monthly updates	Over 100 resources added to site	Need to add final orientation video and tool kits once rolled out
Participant reach	500 individuals	Ongoing through grant period	218 participants	Participant reach will grow with competed workshops
Reporting and evaluation	Quarterly reporting	Ongoing through grant period	Q4 Updates complete	Second half deliverables, add pre/post feedback, lessons learned, and retention indicators

WHAT HAS NOT WORKED?

WHAT DID NOT WORK

Broad outreach without a trusted local intermediary

ADJUSTMENT

Shifted to JATCs, building trades councils, unions, and pre-apprenticeship partners

WHAT DID NOT WORK

Treating culture as one-time training

ADJUSTMENT

Moved toward role-specific tools and facilitated dialogue

WHAT DID NOT WORK

Assuming one county model fits all regions

ADJUSTMENT

Localized each workshop around partner capacity, trade, and regional dynamics

WHAT DID NOT WORK

Scheduling outside the rhythm of training centers and union calendars

ADJUSTMENT

Built around existing meetings, training days, and local champions

The biggest implementation lesson is that worksite culture cannot be parachuted into a region. It has to be carried by trusted people who already have standing with apprentices, journey workers, training coordinators, and contractors.



SUPPORT WOMEN & NON-BINARY WORKERS

YMCA Bootcamp Partnership

- Mental health & physical readiness bootcamps with YMCA of San Diego County
- Prepare ARP graduates for laborer bootcamps and apprenticeship entry

What Participants Gain

- Physical training led by a certified personal trainer
- Wellness workshops (nutrition, yoga, breathwork, healthy habits)
- Resource sharing and peer support

Mentorship & Leadership

- Led by ARP instructors (Ironworker & Sheet Metal)
- Supported by apprentices providing mentorship and guidance



CONSTRUCTION READINESS MIND & BODY BOOTCAMP

Who it serves

Women and non-binary ARP graduates interested in, or sponsored to join, a Laborers Union.

Preparation focus

- Physical activities reflecting union bootcamp demands
- Confidence, resilience, self-advocacy, and realistic industry expectations
- Nutrition, recovery, stress management, and mind/body care
- Communication, worksite culture, and professional expectations

The goal

Help participants enter the union process prepared, pass the physical test, and build a sustainable construction career.

ERiCA 1.0 IMPLEMENTATION SUPPORT

Childcare roundtable

Gathered participant-informed pros and cons from past participants to strengthen support strategies.

4x mentorship opportunities

Created touchpoints for participants to build relationships, ask questions, and navigate career pathways.

6x Day in the Life videos

Authentic career exploration videos showed multiple pathways into the construction trades.

Featured trades

Sheet Metal Worker, Roofer, Painter, Ironworker, Floor Layer, and Electrician.

Context for ERiCA 2.0

This work demonstrates Good For Others broader role in advancing regional ERiCA goals and strengthening Worksite Culture strategies.

Separate SDWP agreement

This implementation support was separately funded, tracked, invoiced, and reported through the San Diego Workforce Partnership; it is included here for context.

ADVICE FOR FUTURE WORKSITE CULTURE PROGRAMS

1 Start with trust before training

2 Co-design with tradeswomen and non-binary workers

3 Train the ecosystem, not only the underrepresented apprentice

4 Build mental health and psychological safety into the model

5 Measure more than attendance: track confidence, reporting awareness, belonging, and retention signals

6 Understand that harassment is both a barrier to recruitment/retention and a safety issue in construction, and recommend coordinated worksite leadership, accessible reporting channels, regular feedback, and role-specific prevention strategies.

This category allowed us to address the environment around the apprentice, not just the apprentice themselves.

HOW THE GRANT CATEGORY COULD BE STRENGTHENED

1 Add a funded planning/start-up period before outcome targets begin

2 Require and fund trusted regional intermediaries

3 Provide a statewide evaluation framework for worksite culture

4 Clarify allowable costs around non-mandated training

5 Encourage braided models across recruitment, childcare, mentoring, and culture

6 Fund implementation supports after the workshop, not only training delivery

This category allowed us to address the environment around the apprentice, not just the apprentice themselves.

THE CASE FOR WORKSITE CULTURE INVESTMENT



1 Recruitment opens the door

2 Childcare removes a major barrier

3 Worksite culture determines whether people stay

4 ERiCA 2.0 is helping California move from access to belonging, retention, and advancement

Good For Others believes the future of California construction depends not only on who we recruit, but on the worksites we are willing to build for them.

The background of the slide is a blue-tinted aerial photograph of a city, likely San Francisco, showing a dense urban landscape with numerous skyscrapers and a large stadium in the foreground. On the far left, there is a vertical bar with three colored segments: light green at the top, red in the middle, and yellow at the bottom.

QUESTIONS?

 **GOOD FOR OTHERS**
FOUNDATION