

Powering Opportunity: The Future of Transportation Electrification and Quality Jobs in the Bay Area forum

Estolano Advisors and Better World Group, in partnership with the [Bay Area Jobs First Collaborative](#) and funded by [California Jobs First](#), hosted the **Powering Opportunity: The Future of Transportation Electrification and Quality Jobs in the Bay Area** forum — a timely, high-level conversation with the state's most influential leaders actively shaping California's transportation electrification transition.

Leaders from across the transportation electrification field reported on the current state of the transition to clean transportation in the Bay Area and the opportunities for building a strong workforce to meet transition demands. Speakers included:

- **Nancy Skinner**, Commissioner, California Energy Commission
- **Sarah Swig**, Deputy Cabinet Secretary and Senior Advisor on Climate, Office of Governor Newsom
- **Gia Brazil Vacin**, Deputy Director, ZEV Market Development, Governor's Office of Business and Economic Development (GO-Biz)
- **Aaron J. Vogel**, Chief Operating Officer, AC Transit
- **Tarecq Amer**, Assistant Director, West Oakland Jobs Resource Center
- **Ruben Aronin**, Senior Principal, Better World Group

Session highlights and themes included:

- California continues to lead the nation in the transition to clean transportation with record high electric vehicle sales, transit and cargo fleet electrification, new ownership incentive programs, and major manufacturing and workforce development opportunities, despite Federal disinvestment.
- Charging infrastructure growth has improved electric vehicle connectivity and presents major employment and workforce development opportunities related to installation and maintenance.
- The Bay Area is a unique hub for clean transportation innovation, creating opportunities and models for agencies to expand access to quality jobs while advancing the transition to electrification. AC Transit's Zero Emission Bus University (ZEBU) is a key example. This world-class training facility is aimed at equipping workers across the region with the skills to operate and maintain zero-emission buses. By preparing a regional workforce for in-demand public transit roles, ZEBU will help scale access to high-quality jobs.
- Apprenticeship programs related to clean transportation and logistics can help meet the rapidly growing need for trained workers and present economic opportunities for communities most impacted by these sectors.

The recording of the forum can be found [here](#). If you have any questions, comments, or would like to connect, please don't hesitate to reach out to the team:

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