



Small Developer Incubator

Build It Green is developing a housing workforce grounded in local communities to address labor shortage

This initiative will support the training and mentorship of a robust workforce composed of small contractors, builders, and developers from historically neglected communities.

“We must center regenerative design as we train small developers,” says Devani Santos, Build It Green’s Program Manager. “And to reach the developers from the diverse populations we want to build upon, we need to consider language barriers, cultural barriers, and pay equity.”

This initiative will have two distinct work tracks that support one another.

Small Developer Boot Camp

The small developer bootcamp is set to be a two-day event to increase the capacity and capabilities of small developers, identifying what they need to know in order to advance in their career and informing other stakeholders how to help contribute to emerging small developers.

We plan to offer this bootcamp in several regions across California, and hope to partner with regional organizations as instructors and provide local training.

Small Developer Network

Similarly, we’re building a small developer network that would prioritize emerging BIPOC and women developers, builders and contractors interested in entering the developer space. While we’re still refining our strategy, the overall goal is to create a foundational network that provides pilot project participants the opportunity to connect with one another and have access to community connections w/ folks who have expertise in workforce development, financing, access to capital, and other necessary resources for emerging developers.

We're currently contracting Garlynn Woodsong + team to provide research that will help inform the who, what, and where's of BIG's strategy for this initiative.

Goals

- Enable this housing workforce to make a livable wage, grow their skills, and business acumen
- Prepare workers in building retrofits, building decarbonization, and in the construction and development of small, vacant lots, for homes
- Address the shortage of qualified small contractors, builders, and developers working in residential housing, including renovations and multi-unit construction projects

Assessment period

This project will identify training and resources that support BIPOC and organizations. It will evaluate the skills, resources, and relationships necessary to be successful in this workforce.

Background

The California Department of Housing and Community Development (HCD) determined that 1.8 million new homes are needed by 2025 to meet projected population and housing growth.

Conversely, the construction trade is dwindling across the U.S., with fewer people entering the industry.

According to the National Association of Home Builders, in 2016, only 3 percent of 18-25 year old Americans planned to work in the construction trades, while 6 percent of all employment was in construction.

Small contractors, small builders, and small developers are businesses with fewer than 500 employees. They are usually local businesses focused on building and investing in their communities. This workforce is essential to build and develop infill residential homes, and retrofit and decarbonize homes.

Partners

- Emerald Cities Collaborative
- See Change Institute
- Passive House BB

- Council of Infill Builders
- City and County of San Francisco
- All-Electric California
- Sidekick Homes
- Woodsong Associates
- EPA CAN DO
- CivicWell
- StopWaste
- U.S. Green Building Council
- Bay Area Regional Health Inequities Initiative
- Richmond Neighborhood Housing, Inc.
- San Francisco Council of Community Housing Organizations
- Metropolitan Transportation Commission (
- Rocky Mountain Institute
- LMNOP-Design
- Disruptive Creations

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Resources

As Build It Green develops resources, we will share them here.