
ATLAS



Alameda Transportation and Logistics Support

PCCD Board Meeting
April 7, 2009

WHO WE ARE

ATLAS is a dynamic partnership between:

- College of Alameda
 - The Workforce Collaborative
 - Teamsters Union
 - Oakland Adult and Career Education
 - International Longshore & Warehouse Union
-

Why ATLAS?

- A response to the Oakland Partnership's industry cluster analysis identifying transportation & logistics as a major sector growth area for the SF Bay Area.
 - To build a dynamic transportation and logistics education program to serve the needs of employers and the workforce.
-

BAY AREA TRANSPORTATION & LOGISTICS BUSINESSES



ATLAS Funding

- State Chancellor's Industry Driven Regional Collaborative Grant (\$500K - 2008-2010)
 - Department of Labor (recent award \$2.2 mil. – 2009-2012)
 - Career Advancement Academy (\$30K -2008-2009)
 - Port of Oakland (donated equipment)
-

Additional Industry Advisory Partners

- ❑ Port of Oakland
 - ❑ Oakland Chamber of Commerce
 - ❑ N. California Teamster Apprenticeship Training
 - ❑ Sailors Union of the Pacific
 - ❑ Alameda WIB
 - ❑ UPS
 - ❑ Berkeley Farms
 - ❑ CSU Maritime
 - ❑ Goodwill Industries, SF
 - ❑ Give Something Back
 - ❑ CMA CGM (container shipping)
 - ❑ AccountAbilities/warehouse & logistics
 - ❑ Federal Express
 - ❑ CSU Maritime
 - ❑ Union Pacific
-

Current ATLAS Programs

- Warehouse Operations
- Forklift Operations
- Office Administration for the Logistics Industry (beginning Summer 2009)



Moving Forward...California Transportation & Logistics Initiative (CaTLI)

- State-wide initiative for transportation & logistics begun in southern CA
 - College of Alameda as site of northern CaTLI hub
 - Regional community college and CSU participation
 - Goal: develop a regional response to transportation & logistics training needs
-

Northern CaTLI Partners

Community Colleges:

- ❑ City College of San Francisco
- ❑ Skyline College
- ❑ CITDs – Peralta, Skyline, Central Valley
- ❑ Lassen Community College
- ❑ Modesto Junior College
- ❑ San Joaquin Delta Community College

- ❑ Career Ladders Project
- ❑ State Chancellor's Office
- ❑ Center of Excellence

CSU:

- ❑ CSU Maritime

CBO Partners:

- ❑ The Workforce Collaborative

Workforce Development:

- ❑ Alameda County WIB

K-12/Adult Education

- ❑ Oakland Unified School District/Adult Education
-

Future Directions for *ATLAS* Certification Programs

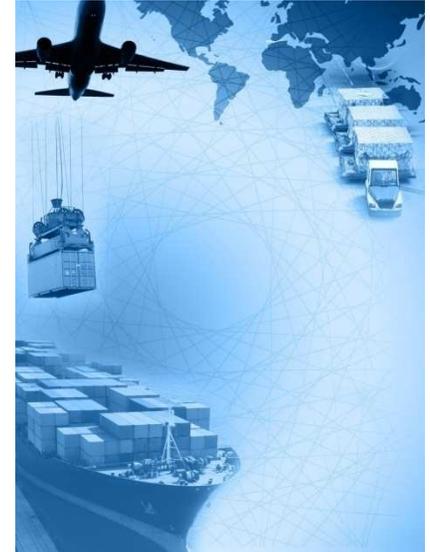
- Supply Chain Mgmt.
 - RFID
 - Air Cargo
 - Port/Air Security
 - Diesel – Preventive Maintenance
 - Forklift/equipment repair
 - Class A Truck Driving
 - ❖ Transfer to CSU Maritime
-

DoL Grant and Northern CaTLI

Directions

- Partner with Teamsters for highway construction vehicle driver training
 - Use of additional federal stimulus funding for recruiting dislocated workers and new workforce entrants for transportation & logistics training
 - Robust contract education training via the ATLAS Program for incumbent worker training and customized training
-

Challenges Ahead



Physical Infrastructure:

- Expansion of training and need for offsite facility

Organizational Infrastructure:

- Role of district in the development of contract education
-