



SEEA

SOUTHEAST ENERGY EFFICIENCY ALLIANCE

WEBINAR SERIES

**JOBS: WORKFORCE DEVELOPMENT IN RAPIDLY
EXPANDING EE MARKETS**

Part 8 of the SEEA Learning Circle Series

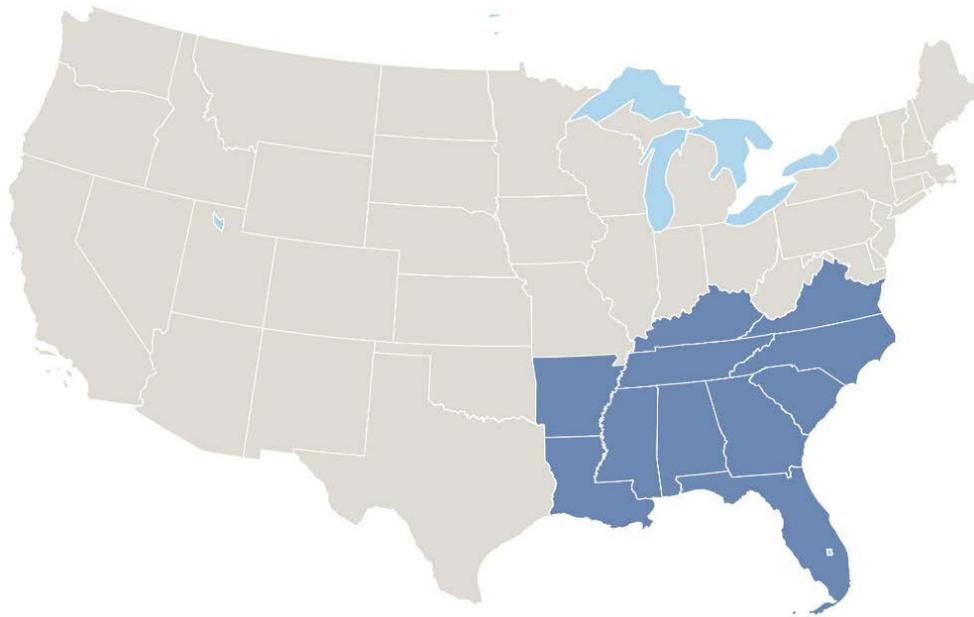
SEEA Serves the Southeast

Mission

The **Southeast Energy Efficiency Alliance (SEEA)** works to ensure people in the Southeast have the knowledge, resources, and opportunities to optimize energy use.

Vision

Energy efficiency is a primary driver of a prosperous, healthy and sustainable Southeast.



Work Areas:

Built Environment

State, Local & Utility Policy

Energy Efficiency Finance



Drawing on Experience

- ✓ **Max Toth**, Director of Operations and Partnerships for Clean Energy Works
- ✓ **Larry Bratton**, Social Justice Advocate and Green Jobs Coach for the Energy Conservation Corps at the Sustainability Institute of South Carolina
- ✓ **Tammy Agard**, Partner, EEtility, the Program Operator for the Ouachita electric Co-op's HELP PAYS program



Why focus on Workforce Development within the Learning Circle Series?

Inclusive financing opens access to new markets with lucrative opportunities for energy efficiency upgrades, and that leads to a surge of investment that creates new job opportunities.

It is important to plan for workforce development because *work quality can affect whether estimated savings are achieved.*

Training and certification assure that the people performing the work are well-qualified with skills to do the job, a key consumer protection of the PAYS[®] system.

Workforce development and high-road labor strategies support critical **economic development** in persistent poverty areas which need it most.



Sustainability Institute's Energy Conservation Corps: Our Goals

The goal of the Energy Conservation Corps Program (ECC) is to produce qualified and certified industry leaders that are ready to meet the regional demand for professionals that are trained and certified to perform specialized energy upgrades on both new and existing homes. Corps members:

- Are recruited directly from local communities
- Serve 6 month to 1 year terms;
- Receive a successful combination of classroom training, on-the-job training, and apprenticeship;
- Give back to their communities through their service work.



Sustainability Institute's Energy Conservation Corps: Training & Certification



ECC's workforce development program includes 6 months (900 hours) of instruction: 4 days per week of on-the-job apprenticeship, and one full day of classroom instruction on topics ranging from budgeting and math skills to job preparedness.

Certifications earned:

- All participants earn a DET certification (Duct & Envelope Tightness).
- Some participants continue on to qualify for BPI (Building Performance Institute) certification;
- Some graduates have gone on to receive BPI's Building Analyst certification.

Participants are supported by AmeriCorps stipends during their training and go on to be hired by local employers.



Sustainability Institute's Energy Conservation Corps: Indicators of Success

- Overall, we've seen a 94% job placement percentage.
- As part of the Pathways Out of Poverty program serving 268 participants aged 25-55, many of whom were long-term unemployed, 86% found job placements after participating in ECC's program.
- Graduates have moved from an unclear future to a reliable income of \$38-\$54k with benefits in a few years' time.





Sustainability Institute's Energy Conservation Corps: Key Findings in the Field

- The clean energy economy can promote economic opportunity both in terms of energy savings and through pathways to local good, green jobs;
- Willing recruits are out there – partner with your local community institutions for success with outreach;
- For participants, a well-designed program can be a fast track to a better future;
- Proven programs exist to support rapid growth in demand for energy efficiency upgrades that is associated with inclusive financing programs

Continuous Workforce Development in the Field: Experience in the HELP PAYS[®] program

Qualifications for contractors with HELP PAYS:

- Contractor and at least one crew leader must have BPI certification (or equivalent);
- For contractors working with the HELP PAYS program, Eetility requires an additional two-day program operations training on their cost-effectiveness analysis software creating accurate assessments and scopes of work;
- As the assessor is also the contractor providing the work, Eetility performs an oversight role to ensure the accuracy of assessments and assure quality control over the work performed.

Continuous Workforce Development in the Field: Experience in the HELP PAYS[®] program

- The success of the program has created demand from additional member-owners, but also sparked demand from friends and neighbors in surrounding REC service areas;
- Quality contractors require a steady flow of work to support them to earn a good living, and the pace and volume of investments from HELP PAYS supports that flow;
- Since HELP PAYS was offered in Ouachita, Eetility has seen growth from 1 consistent contractor and 4 crew members to 3 steady contractors and 16 crew and support workers;
- HELP PAYS has reached 4% of Ouachita's membership over the first year, so more opportunity ahead

Continuous Workforce Development in the Field: Experience in the HELP PAYS® program

Assuring high work quality assures savings that deliver value to the utility and program participants. Key elements of the contractor/Program Operator relationship include:

- Providing training and tools to ensure quality reports, clear communication and smooth administrative functioning;
- Ongoing support on the job site and off, troubleshooting challenges at the job site when they arise;
- Relationship based on an understanding of the key role contractors play in program success;
- Providing ongoing feedback -- especially positive feedback, where credit is due

Questions?

Learning Circle on Inclusive Financing: We've Come A Long Way!

1. Introduction to Inclusive Financing for Energy Efficiency
2. Update on Existing Programs
3. Consumer Protections in Inclusive Financing for Energy Efficiency
4. Due diligence with the *Decision Tool for Utility Managers*
5. Exploring Program Operator Models
6. Establishing a Reserve Fund for Tariffed On-bill EE Programs
7. Sourcing Capital for a Tariffed On-Bill Investment Program
8. Jobs: Workforce Development in Rapidly Expanding EE Markets

Thanks to Clean Energy Works!

Holmes Hummel, PhD.

Principal, Clean Energy Works

+1 (336) 939-6741

Holmes.Hummel@CleanEnergyWorks.org



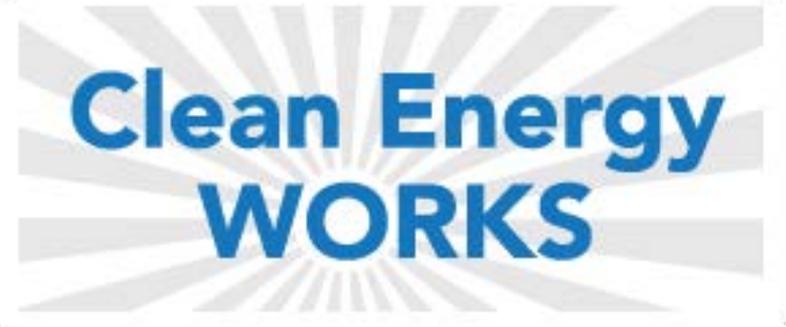
Max Toth

Director of Operations and Partnerships

Clean Energy Works

(202) 838-6124

max.toth@cleanenergyworks.org



Thanks to all of our Learning Circle presenters!

- Tammy Agard, President, EEtility
- Mark Cayce, CEO, Ouachita Electric Cooperative
- Marshall Cherry, Chief Operating Officer, Roanoke Electric
- Chris Woolery, Program Manager, MACED
- D. Maurice Kreis, Consumer Advocate, Public Utilities Commission of New Hampshire
- Harlan Lachman, Principal, Energy Efficiency Institute and one of the creators of Pay As You Save[®] (PAYS[®])
- David Neal, Staff Attorney, Southern Environmental Law Center
- Jen Weiss, Energy Efficiency Policy Manager, Southern Alliance for Clean Energy

Stay in touch!

Have a colleague or contact who is looking to learn more about developing an On-Bill Financing program?

All 8 of the Inclusive Financing Learning Circle sessions can be accessed at:
<http://seealliance.org/2017-webinar-archive/>



The screenshot shows the SEEA website header with the logo (Southeast Energy Efficiency Alliance) and social media icons for LinkedIn, Facebook, and Twitter. A search bar is located to the right of the social icons. The navigation menu includes: ABOUT, INITIATIVES, EVENTS, RESOURCE CENTER, MEMBERS, and CONTACT.

The main content area features a large banner for the 'TRANSFORM' event. The banner text reads: 'TRANSFORM', 'October 16th - 18th, 2017', and 'Georgia Tech Global Learning Center | Atlanta, GA'. Below the banner, it says 'JOIN US! Transform 2017 - Energy Efficiency: Current and Future.'

On the right side of the page, there are two sections: 'Updates' and 'Popular Links'. The 'Updates' section lists: 'Tickets available for the 2017 SEEA & AESP SE Conference: October 16th-18th in Atlanta, Georgia!', 'Full Report: Residential Construction Data Review (2005-2015)', and 'Building Operator Certification'. The 'Popular Links' section lists: 'Meet SEEA's Members', 'Check Energy Code Status by State', and 'Check out our webinars!'.



www.SEEALLIANCE.org