Draft Implementation Plan Workshop
MCE Workforce Education & Training Program (WE&T Program)
Agenda

- Welcome & Introductions
- Program Development and Overview
- Program Implementation Plan Content
- Q&A
This workshop is intended to elicit feedback on MCE’s DRAFT Implementation Plan for its Workforce, Education & Training program.

https://www.mcecleanenergy.org/customer-programs/

Feedback received may directly inform the program design. Input may be provided today or via email through Thursday, June 25, 2020 to jgreen@mceCleanEnergy.org
Welcome & Introductions
Jennifer Green-MCE
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Alexandra McGee-MCE
Alexis Whitaker-AEA
Megan Ching-AEA

Program Team
Our Mission

Address climate change by reducing greenhouse gas emissions

Renewable Energy
Stable, Competitive Rates
Local Economic & Workforce Benefits
Energy Efficiency
34 Member Communities

Marin County
+ 11 cities

Solano County
+ 1 city

Napa County
+ 5 cities

Contra Costa County
+ 13 cities
MCE WE&T Program Development
5.2018: MCE’s EE Business Plan is adopted
3.2019: MCE releases RFQ for WE&T providers
4.2019: MCE develops shortlist and interviews qualified candidates
9.2019: MCE begins discussion with AEA about WE&T scope of work
4.2020: MCE contracts with AEA to implement WE&T program
5.2020: WE&T program launches
6.2020: IP and PM submitted to CPUC via CEDARS
Program Coordination
MCE’s WE&T programs offered will “...help achieve deeper market penetration with expertise in multiple demand-side management technologies and ensure each project has high program quality standards.

MCE will support the success of its energy efficiency programs with complementary workforce development and training.”
## Barriers and Intervention Strategies

<table>
<thead>
<tr>
<th>Problem Statement</th>
<th>Market Barrier</th>
<th>Desired Market Effect</th>
<th>Intervention Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>EE workforce requires a variety of trainings for all skill levels</td>
<td>Lack of diverse trainings</td>
<td>Stackable programs that meet workforce where they are</td>
<td>1. Work with partners and industry experts to design and implement trainings 2. Develop a plan for funding sector specific, stackable certifications (entry level to professional certifications)</td>
</tr>
<tr>
<td>Trainings take contractors away from their core job responsibilities</td>
<td>Lack of time for trainings</td>
<td>To seamlessly integrate trainings into day–to–day operations</td>
<td>1. Schedule trainings around peak work schedules 2. Incorporate on–the–job training 3. Bring trainings to contractors</td>
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<tr>
<td>There are not enough comprehensive educational programs focused on energy efficiency</td>
<td>Discrete trainings do not contribute to a career pathway</td>
<td>Create meaningful career paths for participants</td>
<td>1. Design an energy efficiency vocational program</td>
</tr>
<tr>
<td>Contractors don't know how to use, install or explain the value of new technology</td>
<td>Lack of training on new technologies</td>
<td>New technologies are valued and installed by the masses upon release</td>
<td>1. Facilitate educational workshops with product manufacturers 2. Provide on–the–job training for operations and maintenance staff</td>
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MCE WE&T Program
Overview
Program Design

The Program is designed to provide:

• Long-term, relevant WE&T opportunities for the existing energy efficiency contractor workforce
• On-ramping opportunities for job seekers into sustainable and long-term career paths
<table>
<thead>
<tr>
<th>MCE16: Workforce, Education, and Training Program</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>$34,600</td>
</tr>
<tr>
<td>Marketing, Education, and Outreach</td>
<td>-</td>
</tr>
<tr>
<td>Implementation (Direct Install Non-Incentives)</td>
<td>$312,067</td>
</tr>
<tr>
<td>Incentives</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$346,667</strong></td>
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Program Implementation Methods

- Engaging Existing Workforce
  - Industry roundtables with EE industry professionals, workforce development groups, Community-Based Organizations, and local governments
  - Direct outreach to energy efficiency industry professionals

- Participating Contractor Education
  - Contractor workshops
  - Contractor mentorships

- New Workforce Development
  - Funded and curated trade internships and new workforce development training coordination
Program Theory & Logic

**Activities**
- Industry roundtables
- Internships
- Mentorships and workshops

**Outputs**
- Training and education classes
- Job matching
- Industry feedback on training and education needs

**Short term outcomes (1-2 years)**
- Participants gain practical skills for sustainable employment
- Contractors and EE professionals incorporate EE, building performance, electrification skills into their projects
- Discrete training can lead to stackable qualifications
- Increased awareness of EE programs by trade professionals, CBOs, local governments, DACs

**Intermediate Outcomes (2-5 years)**
- Relationships/meaningful employment created
- Contractors build skill set to match emerging technology industry needs
- Ongoing communication between EE field professionals, PAs, regulators

**Long term outcomes (5+ years)**
- More highly trained workforce
Diagram of Program

**Cross-Cutting Programs:**
MCE coordinates with WET&T PAs (IOUs, RENs, CCAs) through shared marketing and outreach through as established in posted JCMs.

**Workforce, Education and Training Programs:**
WE&T training provides no-cost energy technology education to enable participation in MCE and other PA incentive programs; this program will leverage complementary PA WE&T and EE incentive programs.

**Emerging Technologies and Codes and Standards Programs:**
WE&T training provides no-cost energy technology education to enable participation in MCE and other PA programs focused on emerging technologies.

**Demand-Side Management Programs:**
MCE will provide targeted education and training on demand side technologies that complement EE projects.
<table>
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<tr>
<th>Quarter</th>
<th>Deliverable</th>
<th>Quantitative Goals</th>
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<tbody>
<tr>
<td>Q2 2020</td>
<td>Host first Industry Roundtable</td>
<td>1 Organization</td>
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<tr>
<td></td>
<td>Perform 2 contractor Field Mentorship Sessions</td>
<td>5 Attendees</td>
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<td></td>
<td>Host second Industry Roundtable</td>
<td>1 Organization per session</td>
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<tr>
<td></td>
<td>Host Electrification topic workshop</td>
<td>7 Attendees</td>
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<tr>
<td></td>
<td></td>
<td>10-20 Participants</td>
</tr>
<tr>
<td>Q3 2020</td>
<td>Host Electrification topic workshop</td>
<td>1 Organization per session</td>
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<tr>
<td></td>
<td>Perform 3 Contractor Field Mentorship Sessions</td>
<td>1 Organization per session</td>
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<tr>
<td></td>
<td></td>
<td>10-20 Participants</td>
</tr>
<tr>
<td>Q4 2020</td>
<td>Host Industry Roundtable to share program insight and solicit feedback</td>
<td>7 Attendees</td>
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<tr>
<td></td>
<td>Host 1 Electrification Topic Workshop</td>
<td>1 Organization per session</td>
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<tr>
<td></td>
<td></td>
<td>10-20 Participants</td>
</tr>
<tr>
<td>Q1 2021</td>
<td>Perform 3 Contractor Field Mentorship Sessions</td>
<td>1 Organization per session</td>
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<tr>
<td></td>
<td>Host 2 Electrification Topic Workshops</td>
<td>10-20 Participants</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>Perform 2 Contractor Field Mentorship Session</td>
<td>1 Organization per session</td>
</tr>
<tr>
<td></td>
<td>Host 1 Electrification Topic Workshop</td>
<td>20 session attendees</td>
</tr>
<tr>
<td>Q3 2021</td>
<td>First Contractor/Trades Internship Starts</td>
<td>1 Internship</td>
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<tr>
<td></td>
<td>Host 1 heat pump education workshop</td>
<td>10-20 Participants</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>Perform 2 Contractor Field Mentorship sessions</td>
<td>1 Organization per session</td>
</tr>
<tr>
<td></td>
<td>Second Contractor/Trades Internship starts</td>
<td>1 Internship</td>
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WE&T Metrics

• Number of partnerships by sector (complete “partnership” defined by curriculum developed jointly + agreement)
• Number of participants by sector
• Percent of participation relative to eligible target population for curriculum
• Percent of disadvantaged participants trained (ID by zip code)
• Percent of incentive dollars spent on measures verified to have been installed by contractors with a demonstrated commitment to provide career pathways to disadvantaged workers
• Number of energy efficiency projects related to the WE&T training on which a participant has been employed for 12 months after receiving the training
Reference / Document Locations

• MCE Workforce, Education, and Training Program Implementation Plan, and
• MCE Workforce, Education, and Training Program Manual

https://cedars.sound-data.com/

• CPUC D.18-10-008 October 11, 2018

https://docs.cpuc.ca.gov/PublishedDocs/Published/G000/M234/K071/234071190.PDF
Questions
Thank You

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