



BREAKOUT SESSIONS

Best Practices for Workforce Success

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Speakers

Erika Reel, VAEEC (moderator)

Roxana Ayala, ACEEE

Sherie Fulcher, Southern Air

Dan Taylor, Blue Green Alliance



Best Practices for Workforce Success

VAEEC EEWI

- In June 2024, **VAEEC launched the Energy Efficiency Workforce Initiative** in Hampton Roads, VA with the intent to eventually scale statewide. We chose Hampton Roads for several reasons. First, under new federal funding guidelines, called the Justice40 Initiative, 40% of federal funding benefits must go to disadvantaged communities. According to the latest Census data, the average poverty rate of the six major cities in Hampton Roads- Norfolk, Newport News, Hampton, Portsmouth, Chesapeake, and Virginia Beach- is 13.4%, which is above the national average.
- The data also shows there is a huge demand for weatherization services in Hampton Roads. There is currently a massive backlog of work, which means providers and their subcontractors will need to hire en masse quickly. Currently weatherization providers are located outside of the region they serve, and the goal is to increase the amount of locally based providers in an attempt to reduce the backlog in this area.
- Additionally, Tidewater Community College and Trane Technologies have partnered to deliver a new HVAC training program at the Skilled Trades Academy in Portsmouth, to provide both classroom and hands-on-training. This is the perfect opportunity for the EEWI to support HVAC training in the region.



Best Practices for Workforce Success

VAEEC EEWI

- In the first 3 months of the Energy Efficiency Workforce Initiative program we are providing support services to 7 participants living or working in Hampton Roads.
- We have established partnerships with Community Based and Government organizations that refer program participants.
- We have identified several Employment Partners that will assist with job opportunities for our program participants.



How Philadelphia is Preparing its Workforce to Deliver Home Energy Upgrades

Roxana Ayala

October 2, 2024





About ACEEE:

The American Council for an Energy-Efficient Economy (ACEEE), is a nonprofit research organization that develops policies to reduce energy waste and combat climate change. Its independent analysis advances investments, programs, and behaviors that use energy more effectively and help build an equitable clean energy future.

Learn more at aceee.org

ACEEE::
Smart Energy. Clean Planet. Better Lives.

Presenter



Roxana Ayala, a senior research analyst with the American Council for an Energy-Efficient Economy (ACEEE). She conducts research, writing, and technical support on local-level energy efficiency policies and initiatives, with a focus on energy equity and workforce development.

Agenda and takeaways

- Green Retrofit Immersive Training (GRIT) program is connecting Philadelphians to the growing demand for energy jobs
- Technical training and wraparound services set up participants for success
- Hands-on internship experience develops career readiness
- Developing partnerships build capacity for a successful program

Green Retrofit Immersive Training (GRIT)

ACEEE



About the Program

- 18-week paid training program administered by the Philadelphia Energy Authority (PEA)
- Prepares individuals to become skilled energy efficiency and clean energy professionals
- Three main components of the program:
 - **Technical skills training coupled with wraparound services**
 - **Internship**
 - **Job placement support**



Photo Credit: Philadelphia Energy Authority, 2024

Technical Training and Wraparound Services Set Participants up for Success

- For 12 weeks, individuals participate in intensive in-lab training to gain technical skills and prepare for industry-recognize certifications (e.g., BPI's WHASI, NCCER Level 1, OSHA 10 & 40, HAZWOPER, EPA's RRP)
- Every Friday (for 12 weeks) participants receive wraparound services such as:
 - Job preparedness (e.g., write resumes)
 - Career Coaching (e.g., prepare for interviews)
 - Transportation support

Hands-on Internship Experience

- For six weeks, participants are placed in an internship with a local trade center
- Participants work on a residential or commercial property, applying skills learned in technical training
- During their internship, participants have performed various skills like laying wires, inspecting a home's plumbing & electricity, installing HVAC systems or installing drywall



Photo Credit: Philadelphia Energy Authority, 2024

Building Career Pathways

- PEA engages with local employers (e.g., contractor businesses) to connect participants to job opportunities
 - For example, PEA connected graduates to contractor crews working on PEA's Built to Last program, a home restoration program improving the efficiency of low-income owner-occupied homes
- PEA builds relationships with employers by attending business events, and connects with local industry advisory board and associations (e.g., electrical association)
 - Employers learn about GRIT's goals and curriculum and are encouraged to offer feedback on curriculum

Program Successes

- In 2023, 21 of the 23 GRIT program participants completed training.
- Since 2021, 57 participants completed the GRIT program
- Participants have gained employment with energy utilities and contractor crews, become entrepreneurs, or found work in adjacent industries (e.g., sales)

“A trainee became a parent while participating in GRIT, which led to financial and personal challenges. He left GRIT to pursue a full-time job, and after a week, he left his full-time job and contacted GRIT to re-enroll. He was re-enrolled, successfully completed the program, and obtained employment at Habitat for Humanity. He regularly speaks to GRIT participants about the value of the skills gain from the program”

Stefani Green, PEA Senior Workforce Manager

Concluding Thoughts

- GRIT serves as model for growing a robust, equitable workforce to ensure successful clean energy investments
- Through technical training and wraparound services participants could enrich their professional development and remove barriers to program participation
- Attracting employers can support long-term job placement for program participants

Thank you!

Please contact me with any questions or comments:

Roxana Ayala

Senior Research Analyst

American Council for an Energy-Efficient Economy

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ACEEE

Upcoming conferences

Energy Efficiency Policy Forum	December 3, 2024	Washington, DC
2025 Hot Water Forum & Hot Air Forum	March 4-6 2025	Portland, OR
2025 Summer Study on Energy Efficiency in industry	July 16- 18 2025	Charlotte, NC
2025 Energy Efficiency as a Resource	October 7-9, 2025	Denver, CO

Registered Apprenticeship

Grow Your Own Talent

What is Registered Apprenticeship???

Registered Apprenticeship is a voluntary and employer driven occupation specific structured training program that combines supervised paid on-the-job training and related technical instruction (classroom studies) that support the work experience. The program was established in 1937 with the passage of the Fitzgerald Act.

Before the passage of the Fitzgerald Act, many industries relied on informal training methods, which varied in quality and consistency. Registered Apprenticeships aimed to create a formal system that ensured workers were trained to specific standards, leading to higher quality workmanship and consistency across industries.

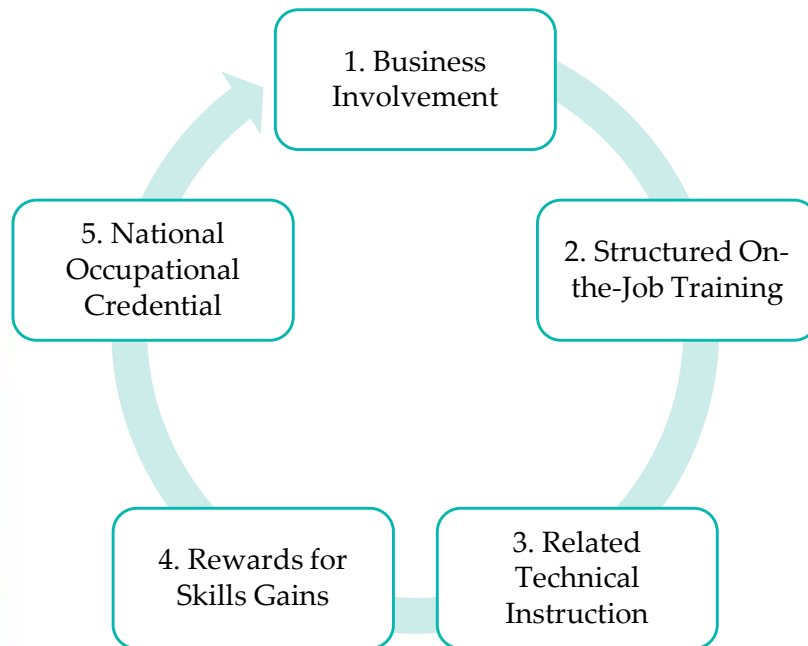
Today, all the same facts are true, but the program is also instrumental in attacking labor shortages. There is a growing need for skilled workers and apprenticeships help to meet this demand by producing workers with the skills necessary to support industry and the economy.

- Programs vary in length from 2,000 hours to 12,000 hours in length
- Average length of a program is 8,000 hours
- For every 2,000 hours of OJT... 144 hours of RTI must occur to support the work experience
- RTI can be received at a community college, technical center, or an in-house program
- Completion of all OJT and RTI results in a portable and nationally recognized credential that can lead to licensure depending on the occupation of choice.

How Do I Build a Program?

- Registered Apprenticeship starts with identifying the occupation(s) that will be taught in the program.
- Contact and work with your local Registered Apprenticeship Consultant to begin building your program. (viriniaworks.gov)
- Related Technical Instruction (RTI) is identified. (community college, technical center, etc.)
- A work process is created. This is the structured outline of activities apprentices will learn in their program.
- A progressive wage scale is designed.
- Apprentices are identified and registered.

The Five Core Components of Registered Apprenticeship



- It starts with businesses that build a program to grow their own talent
- Work Process – Outline of the program.
- RTI reinforces hands on learning
- Earn while you learn training model
- Journey Worker’s Credential – can lead to licensure in certain occupations

What's in it For Me?

- *Skilled Workforce
- *Employee Recruiting and Retainment
- *Employee Loyalty
- *Rebuild the Talent Pool
- *Customized Training (Programs can be Customized to Fit Needs of Industry)
- *Increased Employee Morale
- *Increased Safety in the Workplace
- *It's FREE

How Do I Find My Consultant?

<https://doli.virginia.gov/registered-apprenticeship/>

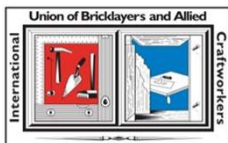
Sherie Fulcher | Personnel Development Coordinator | Southern Air, Inc.



The BlueGreen Alliance **unites labor unions and environmental organizations** to solve today's environmental challenges in ways that create and maintain quality jobs and build a clean, thriving, and equitable economy.



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Labor and energy efficiency

Building and Construction Trades: IUPAT and UA (BGA members), others include IBEW, SMART, LIUNA, Carpenters, etc.

Public sector unions that represent workers in MUSH facilities: AFT, NEA, SEIU, etc. AFT and SEIU are both BGA members.



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BGA resources

The 117th Congress passed historic infrastructure legislation that can be utilized to retrofit buildings, including Municipal, University, School, and Hospital (MUSH) buildings. MUSH buildings are particularly important, serving as essential community assets that represent significant opportunities to reduce greenhouse gas emissions, improve health outcomes, build climate resilience, and support and create good, local jobs all while addressing equity and environmental justice. The objective of this roadmap is to identify the federal funding opportunities available through the Inflation Reduction Act, The Bipartisan Infrastructure Law, and, in the case of schools, the American Rescue Plan, that can be used to upgrade MUSH buildings.

[BlueGreen Alliance | Roadmap to Navigating Federal Funding for Public Buildings](#)



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Good Jobs Principles

The Administration is also ensuring jobs created are good jobs, through incentives, requirements attached to federal funding.

See the 8 [Good Jobs Principles](#) - established by DOL and Dept of Commerce, which include things such as: fair pay; benefits; job security, skills and career advancement, etc.



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Potential job opportunities and economic benefits center on both the manufacturing of materials and their installation!

Manufacturing: BuildingClean.org - database for domestically manufactured building materials such as heat pumps, windows and insulation

Installation: Studies have shown that poor installation of energy efficiency measures often results in energy savings losses of up to 50%. Investing in a qualified workforce that will install these technologies properly ensures that stakeholders realize the full potential of their investments and building occupants receive the full expected economic and health benefits.



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EE jobs are increasing - 2023 US Energy and Employment Report (USEER)

The energy efficiency sector supported nearly 2.3 million jobs in 2023, adding about 75,000 positions from the year prior, which was the most out of any sector.

Despite gains, the report said women and Black workers remain underrepresented in the U.S. energy workforce.



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Audience Q&A

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Up Next
BREAK

Breakout sessions will resume at 3:00 pm