



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

# Open & Public Process

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](mailto:jgreen@mceCleanEnergy.org)

# Welcome & Introductions

**Jennifer Green-MCE**

**Qua Vallery-MCE**

**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



# Program Development Timeline

- 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



# Program Background-MCE EE Business Plan

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

Problem Statement	Market Barrier	Desired Market Effect	Intervention Strategy
EE workforce requires a variety of trainings for all skill levels	Lack of diverse trainings	Stackable programs that meet workforce where they are	<ol style="list-style-type: none"> <li>1. Work with partners and industry experts to design and implement trainings</li> <li>2. Develop a plan for funding sector specific, stackable certifications (entry level to professional certifications)</li> </ol>
Trainings take contractors away from their core job responsibilities	Lack of time for trainings	To seamlessly integrate trainings into day-to-day operations	<ol style="list-style-type: none"> <li>1. Schedule trainings around peak work schedules</li> <li>2. Incorporate on-the-job training</li> <li>3. Bring trainings to contractors</li> </ol>
There are not enough comprehensive educational programs focused on energy efficiency	Discrete trainings do not contribute to a career pathway	Create meaningful career paths for participants	<ol style="list-style-type: none"> <li>1. Design an energy efficiency vocational program</li> </ol>
Contractors don't know how to use, install or explain the value of new technology	Lack of training on new technologies	New technologies are valued and installed by the masses upon release	<ol style="list-style-type: none"> <li>1. Facilitate educational workshops with product manufacturers</li> <li>2. Provide on-the-job training for operations and maintenance staff</li> </ol>

# 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

# Budget

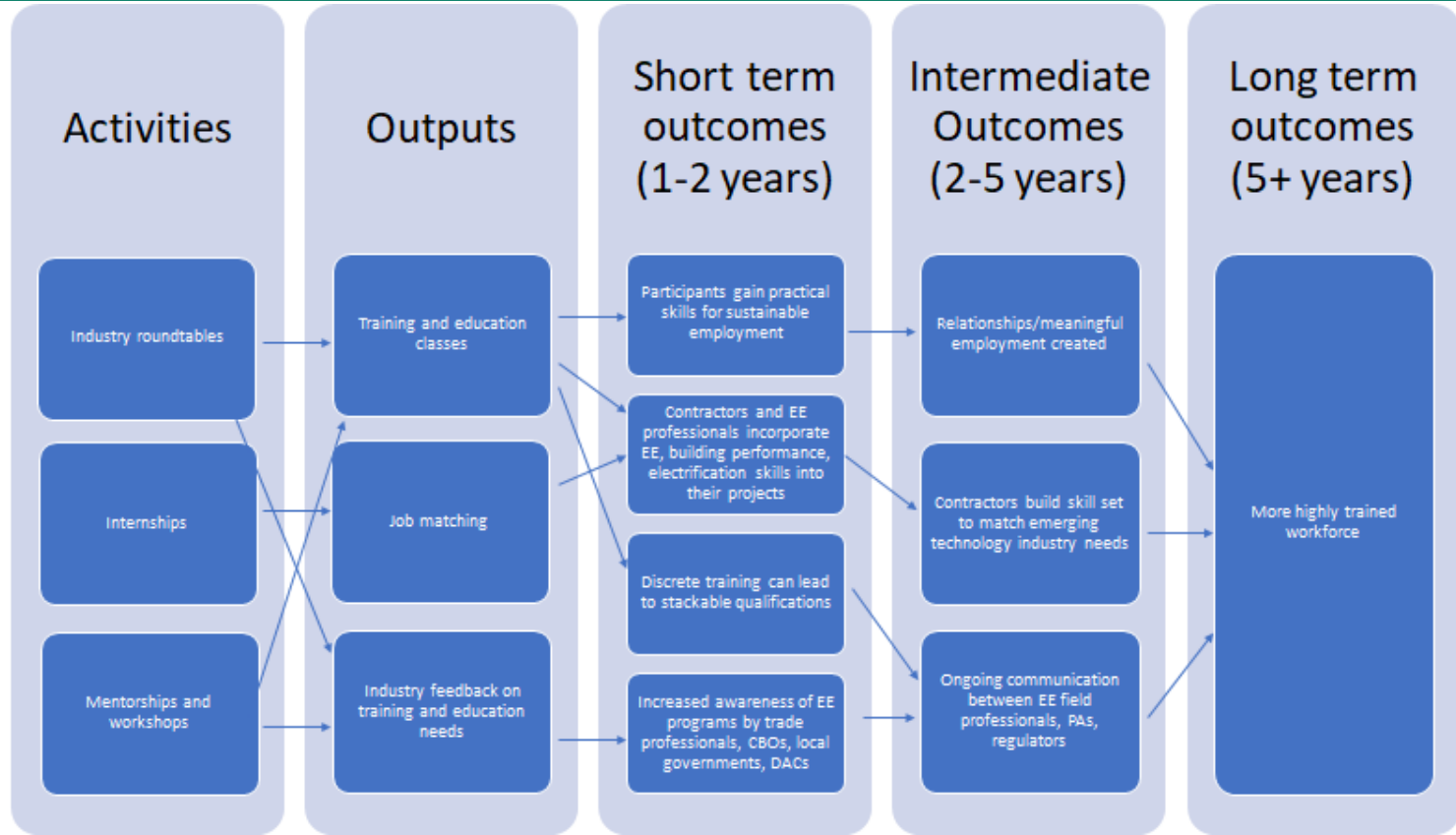
<b>MCE16: Workforce, Education, and Training Program</b>	<b>2020</b>
Administration	\$34,600
Marketing, Education, and Outreach	-
Implementation (Direct Install Non-Incentives)	\$312,067
Incentives	
<b>Total</b>	<b>\$346,667</b>

# Program Implementation Methods

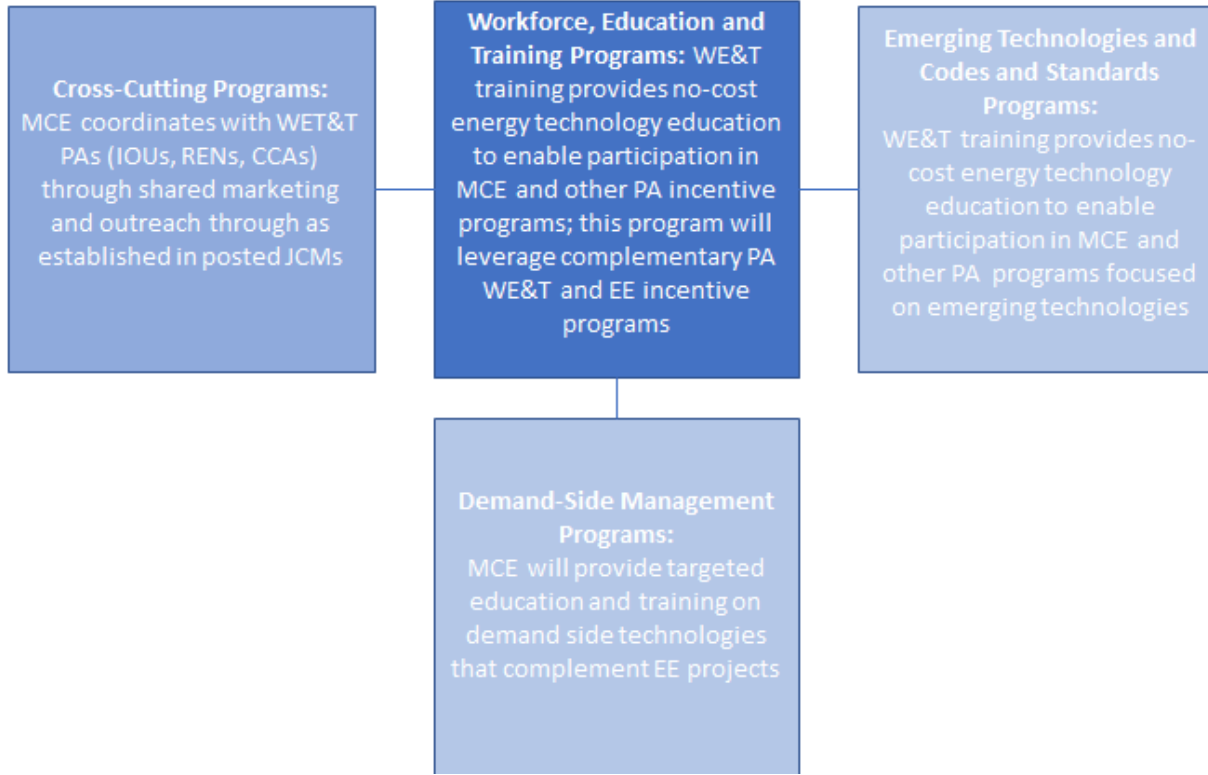
- Engaging Existing Workforce
  - Industry roundtables with EE industry professionals, workforce development groups, Community-Based Organizations, and local governments
  - Direct outreach to energy efficiency industry professionals
- Participating Contractor Education
  - Contractor workshops
  - Contractor mentorships
- New Workforce Development
  - Funded and curated trade internships and new workforce development training coordination



# Program Theory & Logic



# Diagram of Program



# Program Targets

	Deliverable	Quantitative Goals
Q2 2020	session	1 Organization
	Host first Industry Roundtable	5 Attendees
Q3 2020	Perform 2 contractor Field Mentorship Sessions	1 Organization Per Session
	Host second Industry Roundtable	7 Attendees
	Host Electrification topic workshop	10-20 Participants
Q4 2020	Perform 3 Contractor Field Mentorship Sessions	1 Organization Per Session
	Host Second Electrification Topic Workshop	10-20 Participants
Q1 2021	Host Industry Roundtable to share program insight and solicit feedback	7 Attendees
	Host 1 Electrification Topic Workshop	10-20 Participants
	Perform 3 Contractor Field Mentorship Sessions	1 Organization Per Session
Q2 2021	Host 2 Electrification Topic Workshops	10-20 Participants
	Perform 2 Contractor Field Mentorship Session	1 Organization Per Session
Q3 2021	Host 1 Electrification Topic Workshop	20 session attendees
	Perform 3 Contractor Field Mentorship Sessions	1 Organization Per Session
	First Contractor/Trades Internship Starts	1 Internship
Q4 2021	Host 1 heat pump education workshop	10-20 Participants
	Perform 2 Contractor Field Mentorship sessions	1 Organization Per Session
	Second Contractor/Trades Internship starts	1 Internship

# 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

MCE Manager of Customer Programs  
[jgreen@mceCleanEnergy.org](mailto:jgreen@mceCleanEnergy.org)

