

# **PG&E Energy Workforce Sector Strategy – Phase 2**

## **2012 Metrics Report**

**February 2013**

# Outcome # 1: Align the Sector Strategy with the Project Implementation Plan.

**Metric : Complete by August 27, 2012**

## **Result:**

- Addressed key elements of the Project Implementation Plan
  - College & university: identified programs, developed relationships
  - Internships: in discussions with Connections team
  - Labor market information: gathered, analyzed, published
  - Market Transformation: researched, published baseline info
- Published the EWSS Sector Strategy Implementation Report

# **Outcome #2: Train the first cohort of incumbent Senior Industry Professionals to increase adoption of energy efficiency solutions by C-level Executives and Facilities Managers.**

**Metric: Complete training of the first cohort by December 31, 2012.**

## **Result:**

- Course specifications completed in fall 2012 following completion of interviews with energy efficiency industry professionals.
- Daryl DeJean selected as initial instructor after vetting of various candidates suggested by industry stakeholders.
- Daryl DeJean contract negotiation handed off to PG&E staff and management.
- First cohort scheduled tentatively set for Q2 2013 in accordance with internal PG&E funding/budget considerations.

# **Outcome # 3: Create linkages between existing courses at Tier 1 colleges and the new Senior Industry Professional curriculum (Outcome #2).**

**Metric: Create linkages by December 31, 2012.**

## **Result:**

- Researched CSU and Community College energy efficiency programs and related these to top 20 occupations for which training is needed. Identified intensity of energy efficiency offerings by school.
- CSU and Community College educators participated in December meetings of the Advisory Council and Steering Committee.
- Educators received briefings on the research results of college energy efficiency programs intensity and proposed sales/business development training course specifications resulting from industry interviews.
- These linkages will be expanded and enhanced in 2013 through a set of career pathway development tasks and associated deliverables.

# **Outcome #4: Create a platform for 2013 strategy.**

**Metric: Complete platform and submit to PG&E management for review by November 30.**

**Result:**

- Incorporated 2013 platform into EWSS Strategic Implementation Plan, approved by PG&E Management
- Reviewed with industry and education partners in Advisory Committee meeting in December
- Reviewed with CPUC WE&T Task Force Lead in December
- Began implementation in December

# **Outcome # 5: Provide measurements to indicate effectiveness of the 2012 Sector Strategy.**

**Metric: Develop metrics to evaluate 2012 EWSS effectiveness and submit for review by PG&E staff by December 15, 2012.**

## **Result:**

- 2012 metrics were drafted and submitted by October 18, 2012.
- These were tied to expected outcomes of the 2012 EWSS Project Plan.
- These measurements form the basis for this 2012 evaluation report.

# **Outcome # 6: Deliver a “how-to” primer on Sector Strategy development.**

**Metric: How-to primer completed by December 31, 2012.**

## **Result:**

- First draft of the primer delivered in August, 2012 (commenced in June).
- PG&E project manager suggested moving the target completion date into 2013.
- Web portal developed as potential delivery vehicle for final product.

# **Outcome # 7: Develop and implement the communication plan to drive the Energy Workforce Sector Strategy.**

**Metric: Complete EWSS communication plan by December 31, 2012.**

**Result: Draft plan completed January 2, 2013**

- The outline of the 2013 EWSS Communications Plan was created the first week of January, 2013 (Detailed messaging components of the plan to be completed in early 2013).
- It is designed to drive interactions with industry and education stakeholders through proactive communications.
- The outline identified:
  - Primary industry stakeholders
  - Key topics for outreach communications with associated messaging
  - Frequency and mode of communications
  - Measurement and evaluation of outreach communication activities



# Summary of 2012 Accomplishments

Completed interviews of 40 electrical contractors, 12 senior energy professionals, 8 third-party partner firm executives, and 7 university energy center research and program staffers in order to identify market adoption challenges, workforce needs, and staff training priorities.

Developed content for a sales/business development course for EE industry specialists based upon the industry input mentioned above.

Sales course instructor candidates identified and vetted. Daryl DeJean selected as the initial instructor.

Obtained input and guidance from educators and industry stakeholders via Advisory Council and Steering Committee meetings.

# Summary of 2012 Accomplishments Continued

Researched CSU and Community Colleges existing programs that relate to EWSS and priority occupations. Identified courses that relate to the top 20 EE occupations and mapped CC and CSU EE program intensities by campus. Presented results to CSU and CC representatives at the Advisory Committee meeting and solicited additional input. (Portions of this 2012 work was completed in Phase 1, with remaining tasks done in Phase 2.)

Researched courses and curricula offered at NECA-IBEW training facilities.

Researched courses and curricula offered at Pacific Energy Center (PEC). Recommended positioning of PEC programs as a gateway to advanced training at colleges, universities, and NECA-IBEW facilities.

Produced a working draft of the Energy Efficiency Sector Strategy and incorporated feedback from PG&E Customer Care organization and the Steering Committee into the paper.

# Summary of 2012 Accomplishments Continued

Proposed a stackable credentials framework to encompass various education and training programs. Introduced the concept of “badges” or micro-credentials that reflect priorities for student learning outcomes critical to EE industry stakeholders.

Developed EWSS web portal ([www.eesectorstrategy.com](http://www.eesectorstrategy.com)) and updated content periodically, including reports and meeting summaries, in order to keep stakeholders apprised of EWSS activities and accomplishments.

Developed 2013-2014 metrics to evaluate effectiveness of EWSS activities and initiatives. These were distilled from various CPUC and PG&E documents relating to measurement and evaluation of progress toward overall WE&T goals.

Phase 1 work in 2012 included survey of 53 UEPs with 20 interviews; commissioned EMSI report of 67 SOCs in 13 NAICS related to EE; and inventoried EE programs at all Nor-Cal CSUs and CCs, which set the foundation of data for Phase 2 activity. EWSS Phase 2 was launched in February at the large convening of stakeholders in San Ramon.