



Energy Workforce Steering Committee

Notes from May 30th Planning Meeting -- PG&E Pacific Energy Center

Purpose

Determine the strategy, deliverables, and timeline to guide the Energy Workforce Sector Strategy in 2012 as a platform for 2013-2014 energy efficiency workforce initiatives in PG&E's service area.

Background

The PG&E Energy Workforce Sector Strategy (EWSS) was launched on February 29th, 2012, to accelerate progress toward achieving the CPUC Long Term Strategy for Energy Efficiency. EWSS is currently conceived as an umbrella strategy for multiple energy efficiency subsectors – HVAC, lighting, building control systems, building envelope technologies, etc.

EWSS will develop a workforce capable of marketing, designing, installing, and maintaining non-residential energy efficiency technologies. Over the long term, EWSS proposes to add workforce development initiatives for distributed generation and demand response to the present energy efficiency focus, completing a Sector Strategy for “Integrated Demand Side Management” or IDSM.

The May 30th meeting convened industry stakeholders as a prelude to assembling the full Steering Committee comprised of industry, education, and workforce system representatives. Sector strategies are logically based on priorities established by industry, which was the main purpose of this meeting. A major he Steering Committee

Attendees

Darlene Besst, NECA
Jim Caldwell, Workforce Incubator
Daryl DeJean, Emerging Technology Associates
Harvey DeLorm, CSU Chancellor's Office
Terry Fry, Nexant
Jessie Halpern-Finnerty, Don Vial Center
Yonnie Leung, PG&E
Elizabeth Lowe, Barakat Consulting

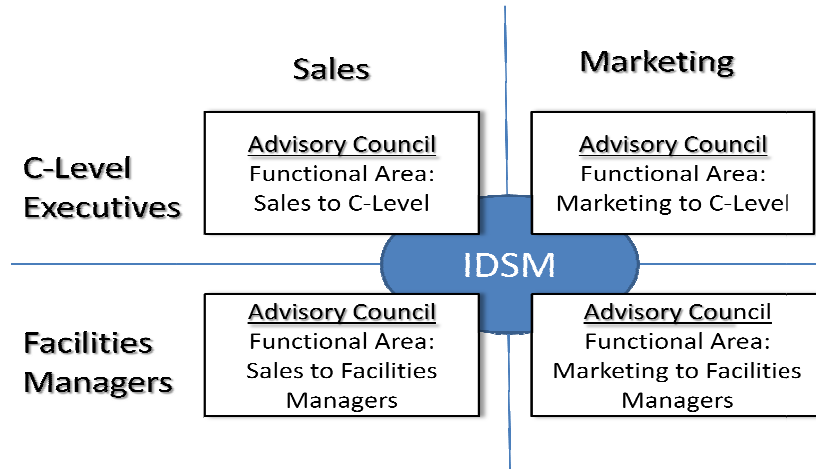
Laurie Maak, WestEd
Robert Marcial, PG&E
Joanne Martens, The Intellecto Advantage
Meg Matt, AESP
Pam Murray, PG&E
Kevin O'Brien, Energy Commercialization
Michele Rodriguez, BKI
Lisa Shell, PG&E

Outcomes

Strategy: Starting with energy efficiency, develop the workforce to drive growth of the Integrated Demand Side Management market through more effective engagement of executives that own and/or operate non-residential buildings.

Tactics:

1. Form Advisory Councils per the diagram below, with further direction from the Steering Committee on the mission and makeup of each.



*Notes: Marketing – analytics, segmentation, messaging tailored by segment
Sales – messaging by segment and C-Level/ Facilities Manager contact, consultative selling
Comment: It's possible that Advisory Councils will be combined into three or fewer Councils.*

2. Through Advisory Council interaction with C-Level Executives and Facilities Managers, identify and prioritize the messaging and presentation elements necessary to create a positive environment for energy efficiency adoption.
3. Develop and deliver curricula by leveraging existing programs that align with the above.
4. Build collaboration with industry, education, and the state workforce system to offer courses and promote enrollment in these curricula.
5. Drive workforce development across the full spectrum of occupations via linkages to other sub-sector workforce programs in lighting (CALCTP), HVAC, building control systems, building envelope, etc. in non-residential buildings.
6. Create templates that can be used in EWSS and other Sector Strategies.
7. Make an impact in 2012 to serve as a platform for 2013-14.
8. Link to other utilities' workforce development programs on an opportunistic basis.

Timeline:

June 30	Form Advisory Councils
July 15	Full Steering Committee – approve 2012 EWSS deliverables and plan
November 30	Launch the first pilot cohort [course(s) to be determined by Advisory Councils]

Assignments:

Steering Committee coordination	Jim Caldwell
Advisory Council formation	Jim Caldwell
Linkages to subsector programs	Lisa Shell

Steering Committee participation
Advisory Council participation

All present at the May 30th meeting
Volunteers from the May 30th meeting

Discussion

Training people for jobs that create new demand for energy efficiency is the focus of EWSS. As these training programs begin to produce results – new energy efficiency projects – the design, installation, operations, and maintenance workforce needs to be prepared to address new technologies and meet new standards.

“Market intervention” is the key variable in creating new demand for non-residential energy efficiency solutions and meeting the goals of the CPUC’s Long Term Strategic Plan. This intervention is engagement of C-Level Executives and Facilities managers in a dialog that causes them to change from “business as usual” to higher energy efficiency adoption rates. In order to be effective, market intervention needs to occur between energy efficiency systems/services providers and the decision-makers who own and/or operate non-residential buildings. These decision-makers are typically C-Level Executives – CEO, COO, CFO, etc. There are excellent examples of executives in these positions generating positive cash flow by investing in energy efficiency. In many cases, these C-Level Executives rely on recommendations from their Facilities Managers before committing to new energy efficiency solutions.

The EWSS Steering Committee is initially focused on up-skilling the energy efficiency systems/services providers’ incumbent workforce to more effectively drive market intervention strategies with potential clients (C-Level executives and Facilities Managers). It’s typical that executives, engineers, and program managers at very senior levels interface with these potential clients, making up the target audience for training in market intervention strategies. High-level definition of the training includes:

Marketing – analytics, segmentation, messaging tailored by segment

Sales – messaging by segment and C-Level/ Facilities Manager contact, consultative selling

Curricula will integrate knowledge, skills, and abilities in technical, business, financial, interpersonal and analytical domains within the energy efficiency space. Initial instruction is likely to be delivered by industry practitioners with fifteen or more years experience in energy efficiency.

There may be a rationale and demand for seminars or symposia based on the above training to educate Facilities Managers and C-Level Executives.

Follow-on programs are needed to build the pipeline of professionals to assume market intervention responsibilities after further real-world seasoning.

Linkages to the trades and skilled craft training are essential to assure a comprehensive workforce solution for installation, operations, and maintenance.

Contact

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