



Overarching EWSS Theme:

Drive job creation and address the full spectrum of workforce needs to implement the CPUC's Long Term Strategy for Energy Efficiency. http://www.cpuc.ca.gov/NR/rdonlyres/A54B59C2-D571-440D-9477-3363726F573A/0/CAEnergyEfficiencyStrategicPlan_Jan2011.pdf.

EWSS Governing Principles:

1. **Priority 1:** Demand creation is first priority
 - a. Achieve higher energy efficiency adoption rates with decision-makers (C-Level executives)
 - b. Create positive energy efficiency recommendations from Facilities Managers
2. **Priority 1 Target Audience:** The initial target audience for new skills development is incumbent workers currently charged with energy efficiency demand creation; the secondary target audience is students and career-changers from which a recruiting pipeline can be built
3. **Priority 2:** EWSS monitors concurrent and parallel workforce development, training, and education programs at all levels, creating linkages with Priority 1 and Priority 2 programs as appropriate
 - a. Bachelors and Graduate-level
 - b. Community College
 - c. Labor Union JATCs

4. **Priority 2 Target Audience:** The full workforce spectrum is addressed by linking EWSS initiatives and associated resources to existing and proposed workforce programs
 - a. Stationary Engineers
 - b. HVAC Technicians/Sheet Metal Workers
 - c. Lighting Technicians/Electricians
 - d. Building Control Systems Technicians
 - e. Process Control Systems Technicians
 - f. Other
5. **Segmentation:** Creating more effective engagement with C-Level Executives and Facilities Managers requires market segmentation to determine appropriate financial and technology training for building classification, size, nature of ownership/operation, etc.
6. **Data-Driven:** C-Level and Facilities Manager engagement training will be based on research with stakeholders in those positions as well as evaluation of proven models, parameters, and justifications
7. **Bridge to the Future:** In 2012, the EWSS Steering Committee will build and test a platform of strategies and programs that will guide development of EWSS programs for 2013-14
8. **Sustainability:** Training programs will be made sustainable through collaboration between industry, education and workforce system stakeholders
9. **Leveraged Curricula:** Existing curricula and case studies will be leveraged to the extent possible in creating training programs for more effective engagement with C-Level and Facilities Managers
10. **Modularity:** Training programs will be tailored such that they can be delivered as modules within existing academic settings or delivered through short stand-alone courses
11. **Credentials:** Industry recognition of the education/training is a key objective for EWSS programs in meeting the needs of employers (recruiting) and students (employment and career advancement)
12. **Accessibility:** To the extent possible, training programs will evolve to technology-enabled platforms that allow access across the barriers of time and distance
13. **Implementation:** The EWSS Steering Committee plans and manages implementation through its own actions and those of Advisory Councils established for collaboration of industry, education, and workforce system stakeholders
14. **Progress Reporting:** The EWSS Steering Committee provides progress reports and metrics for PG&E review to assist in fulfilling PG&E's responsibility to the CPUC

Contact

Jim Caldwell
CEO, Workforce Incubator
(925) 899-2665
jcaldwell@workforceincubator.org