



ENERGY WORKFORCE SECTOR STRATEGY

Energy Workforce Sector Strategy (EWSS) Planning Meeting For the Central Valley Regional Industry Forum May 6, 2013 San Joaquin Partnership, Stockton

Meeting Minutes

PARTICIPANTS

In Person:

Mike Ammann, San Joaquin Partnership
Walter Kim, ConSol
Neil Paschall, The McLean Group
Hector Uriarte, Proteus
Lisa Shell, PG&E
Jim Caldwell, Workforce Incubator
JD Stack, Workforce Incubator

By Phone/Webinar:

Bob Carlson, PG&E
Gary Girardi, PG&E
Harold Harris, PG&E

PRESENTATIONS

- Lisa Shell opened the meeting. She and Mike Ammann (co-host) welcomed all participants and asked participants to introduce themselves and their professional affiliation.
- She explained why we are here discussing workforce preparation needs in the commercial, industrial, and agricultural energy efficiency industry and described desired meeting outcomes.
- Jim Caldwell then presented an overview of the Energy Workforce Sector Strategy (EWSS) project. This included:
 - Energy efficiency market drivers
 - EWSS research process
 - Long-term and near-term employment outlook
 - Distribution of job openings by region
 - Survey of education and training programs pertinent to energy efficiency
 - Current and planned portfolio of energy efficiency training programs



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- Then JD Stack presented a summary of the EWSS 2013 project focus areas. This includes:
 - A regional “deep dive” to understand energy efficiency industry workforce requirements and to identify training and education gaps
 - Development of “career pathways” to guide students in their skills building
 - Building robust content for the EWSS web portal, a resource for employers, educators, and students and job seekers

OPEN DISCUSSION

- Next, JD led an open discussion on how best to conduct a Central Valley Energy Efficiency Industry Forum. Key take-aways from this discussion follow:
- When: Lisa Shell and Mike Ammann suggested that the meeting(s) be about two hours in length to accommodate peoples’ busy schedules. Walter Kim recommended that we should allow plenty of lead-time for “staged promotion” to get on peoples’ calendars during the busy summer vacation season. So perhaps July meeting dates ought to be considered.
- Where: Bob Carlson suggested that two meetings were needed to adequately cover the breadth of the Central Valley, with one meeting covering the north valley and one for the south valley. Hector Uriarte offered to have Proteus host the south valley meeting in Visalia.
- Who to Invite: A number of firms and organizations were suggested. These include:
 - Proteus – Visalia, along with its association with La Cooperativa (**Hector**)
 - ConSol – Stockton (**Walter**)
 - Richard Heath Associates (RHA) – Fresno
 - Region Builders Green Building Committee (includes unions, contractors, architects, HVAC firms, electricians, plumbers) (**Walter has contacts**)
 - Green Energy Cluster (Fresno EDC) (**Hector has contacts**)
 - California Partnership for the San Joaquin Valley (Mike Dozier of Fresno State) (**Neil has contacts**)
 - 8 economic development organizations (one for each county) (**Hector has some contacts in Tulare, Fresno, and Kern. Mike knows many of the ED people.**)
 - Quanta Power Generation (**Hector**)
 - San Joaquin Clean Energy Organization (**Mike has contacts**)
 - PG&E trade professionals (**Gary said he has contacts**)
 - Workforce Investment Boards (WIBs) (**Bob has specifics**)
 - **Mike offered to use NAICS codes to identify firms and to ask Doug Hinton of Collaborative Economics**
 - Groups underlined above were identified as possible co-conveners for this and future EWSS activities.



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- Content & Format:
 - Offer participants something of value to walk away with. This might include data on highest demand jobs, maps of CSU and CC programs where employers may find skilled hires, and introduction to web portal resources for employers.
 - Walter suggested that information on PG&E programs and incentives to drive deep energy retrofits could be a good way to draw people to the forum. Also discussion on strategies for growing the market for energy efficiency services and products (“market developer” function). He emphasized that messaging is vitally important and that demand analysis must tie to PG&E programs.
- The meeting adjourned at 12:30 p.m. **Lisa thanked all who participated and indicated that the EWSS team would like to stay in touch with them, particularly for follow-up on pledges of support to help get people to the forum.**
- **Participants are encouraged to submit names and contact information of people to invite to the Forum.**

Minutes prepared by JD Stack.

Corrections and/or names and contact information can be sent to jd@EmpowerAdvisors.com.