

ENERGY EFFICIENCY PROGRAMS

**SoCalREN Workforce Education and
Training Sector**

**E-Contractor Academy
Program Implementation Plan**

*Prepared by the County of Los Angeles on behalf
of the Southern California Regional Energy Network*

Version 1.0
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Contents

Program Overview	
Program Budget and Savings	4
Implementation Plan Narrative	5
Program Description	5
Program Delivery and Customer Services	5
Program Design and Best Practices	5
Innovation	5
Metrics	5
To-Code Savings Claims	6
Pilots	6
Workforce Education and Training	6
Workforce Standards	6
Disadvantaged Worker Plan	7
Additional Information	7
Supporting Documents	8
Program Manual and Program Rules	8
Program Theory and Program Logic Model	8
Process Flow Chart	8
Incentive Tables, Workpapers, and Software Tools	8
Quantitative Program Targets	8
Diagram of Program	8
Evaluation, Measurement, and Verification (EM&V)	8
Normalized Metered Energy Consumption (NMEC)	9
Index of Tables	
Table 1. WE&T Sector	
Table 2. WE&T Sector	5

Program Overview

The E-Contractor Academy and Training Program prepares small, Minority, Women, and veteran contractors to perform energy retrofit and other green infrastructure projects. The training is tailored to contractors so that they can effectively pursue and perform EE projects across Southern California.

Program Budget and Savings

The CEDARS platform generates summary views of the following information based on application tables that the PAs upload to CEDARS. The information is organized at the program level and, if applicable, sub-program level to enable multiple cross-tabulations and outputs for stakeholders' review and consideration. Programs with subprograms will be displayed at the subprogram level and will roll up to a program summary page.

1. Program and/or Sub-Program Name
 - a. E-Contractor Academy
 - b. Regional Workforce Alliance (RWA)
2. Program / Sub-Program ID number
 - a. SCR-WET-D6
3. Program / Sub-program Budget Table

Budget Category		2024 - 2027
ECA	Equity	\$1,880,000

Table 1: Program Budget Table

4. Program / Sub-program Gross Impacts Table
 - a. This is not applicable for non-resource programs.
5. Program / Sub-Program Cost Effectiveness (TRC)
 - a. N/A
6. Program / Sub-Program Cost Effectiveness (PAC)
 - a. N/A
7. Type of Program / Sub-Program Implementer (PA-delivered, third party-delivered or Partnership)

Program Implementer	Yes
SoCalREN Only	
SoCalREN – Statewide Lead	
Other PA – Statewide Lead	
Third Party	X
Other (Partnership)	

8. Market Sector(s) (i.e., residential, commercial, industrial, agricultural, public)

Market Sector	Yes
Residential	
Commercial	
Industrial	
Agricultural	
Public	
Codes & Standards	
Workforce Education & Training	X
Finance	
Other	

9. Program / Sub-program Type (i.e., Non-resource, Resource)

Program Type	Yes	No
Resource		X
Non-Resource	X	

10. Market channel(s) (i.e., downstream, midstream, and/or upstream) and Intervention Strategies (e.g., direct install, incentive, finance, audit, technical assistance, etc.), campaign goals, and timeline.

Market Channels	Yes	No
Upstream		
Midstream		
Downstream	x	

Intervention Strategies	Yes	No
Direct Install		
Incentive		
Finance		

Audit		
Technical Assistance	X	

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Implementation Plan Narrative

Program Description

The E-Contractor Academy Program is a multifaceted program that offers support and guidance to licensed Small Minority Women Disabled Veteran Business Enterprise (SMWDVBE) contractors as they prepare to compete in the public contracting arena or become qualified in California EE programs to perform energy efficiency retrofit projects. Enrolled contractors can participate in multi-week training academies and participate in one-day workshops focused on critical industry-related topics. Additionally, the E-Contractor Academy Program offers one-on-one technical assistance to participating contractors. This personalized support is available to contractors who want help with business development, certifications, marketing, bid/RFP review, referrals to resources, partners, project opportunities, project support, and more, including retrofits through the SoCalREN Multifamily and Public Agency Programs.

Contractors undergo training through a curriculum designed to achieve maximum outcomes and preparation. Curriculum includes, but is not limited to:

- Bidding and Estimating
- Bonding and Insurance
- Access to Capital
- Worker and Site Safety Programs
- Project Management and Contract Administration
- Labor Compliance and Prevailing Wages
- Project Labor Agreements Marketing/Networking
- Decarbonization topics such as: Green Building/Construction Standards and Requirements and Fundamentals of Building Green, Heat Pump Water Heater Installation
- Certification Training: GPRO and EPA 608 Type II



Program Delivery and Customer Services

Program Strategies

The program targets SMWDVBE contractors, and those enrolled will benefit from the support and guidance offered by procurement managers, industry experts, and technical assistance specialists.

Marketing and Outreach

The E-Contractor Academy Program will be promoted through various tactics to target our primary audience.

Direct Outreach to Contractors

The E-Contractor Academy Program will directly reach contractors via contractor associations, minority organizations, and industry partners. Once enrolled, contractors will learn firsthand from program staff about the services offered.

Training Sessions for Contractors

Contractors will have an opportunity to attend various internal and external training workshops on introductory and advanced topics and have the opportunity to enroll in our multi-week Academy sessions.

Technical Assistance

Contractors will work with a Technical Assistance Specialist who will provide one-on-one technical assistance and personalized coaching to prepare them to bid on energy efficiency projects. The Specialist will also help contractors develop a tailored capability statement highlighting their business capacity and coach them through goal-setting activities designed to grow their business.

Bid support

A Technical Assistance Specialist will meet with contractors to review all project bid documentation to ensure accuracy and provide suggestions free of charge. Contractors will also receive the assistance needed to pre-qualify and perform energy efficiency projects.

Project support

As needed, SoCalREN can assist contractors during a project by providing in-the-field support.

Marketing and Advertising Engagement Channels

Marketing Collateral

A program overview and other materials (contractor collateral, resources, etc.) have been developed to provide potential participants with information about the E-Contractor Academy Program and its benefits.

Toll-Free Phone and Email Support

The E-Contractor Academy Program will provide toll-free phone and email support for program inquiries. The toll-free line is available on weekdays from 9:00 a.m. to 5:00 p.m. PT

Web-Based Digital ME&O

The SoCalREN website includes a section dedicated to the E-Contractor Academy Program. In addition, E-Contractor Academy Program is featured on SoCalREN social media platforms and in Quarterly SoCalREN E-Newsletters.

Program Design and Best Practices

Barrier	Solution
Lack of small, minority contractors with green building knowledge and skills	Host workshops to increase SMWDVBEs basic information and knowledge
Access to Capital, bonding, and insurance	One-on-one Technical assistance, participation in workshops to provide resources to advise and refer contractors to 'access to capital, bonding, and insurance
Access to green building technologies and equipment/materials	Participants will receive training options, certification opportunities, access to construction technologies, and equipment materials resources
Public procurement policies and requirements	One-on-one technical assistance and RFP development Assist public entities with language that is inclusive of SMWDVBE business participation

Table 3: E-Contractor Program Barriers

Innovation

Regional Workforce Alliance (RWA)

The Regional Workforce Alliance's mission is to provide workers and contractors from disadvantaged communities with equitable access to training and employment opportunities generated by investments in energy efficiency. Membership in the RWA consists of CBOs, chambers, workforce boards, labor unions, industry leaders, employers, and local governments. In addition, the Regional Workforce Alliance assists with information sharing on career/business pathways, convening experts in the field who share relevant opportunities with participants. As a result, the RWA disseminates EE information on training, job, and project opportunities for contractors and DAC workers.

The Regional Workforce Alliance convenes quarterly to strengthen partnerships, to share innovative programs and opportunities for collaboration, and align public, private, and community-based programs in the development of quality career jobs and business opportunities for disadvantaged communities of color in the clean energy sector. This includes workforce, education, and training programs for in-and-out of school youth, community college students, unemployed and underemployed individuals, incumbent workers and contractors in ACE professional services, construction and maintenance and operations. Through its quarterly convening the RWA addresses the following:

- Discusses occupations and skills requirements for workers performing energy efficiency work

- Discusses the development of curricula and workforce development pathways for youth, disadvantaged adults and incumbent workers
- Identifying opportunities for targeted local workers or small contractors to participate in energy efficiency projects
- Sharing information on training options, certificated programs, access to construction technologies, equipment/materials, and capital, bonding, and insurance for small and diverse businesses
- Provides input to public agencies and institutions to help achieve local clean energy goals, such as the Los Angeles Community College Sustainability Vision 2040 Plan;
- Provides resources such as training, expertise, and marketing/outreach strategies to achieve shared goals
- Discusses marketing and outreach to maximize program awareness via partner websites and social media;
- Forum for sharing lessons learned and best practices; and
- Opportunities for joint initiatives.

Decarbonization Academy

Training in development will include the following pathway tailored to small and minority contractors:

Green Building Technologies

Focusing on energy-efficient practices innovative technologies and methodologies that enhance building efficiency.

Decarbonization Best Practices

strategies for reducing carbon emissions with construction/retrofit projects.

EPA 608 Type II Certification

Mandatory certification for HVAC technicians who will work with high-pressure refrigerants. Installation, maintenance, service, repairs, and disposal of high-pressure refrigerant equipment.

Hands-on Training

Heat Pump Installation

E-Contractor License Assistance Program (E-CLAP)

This program is an extension of the E-Contractor Academy and Training Program. E-CLAP is designed to assist individuals currently working in the construction industry in starting their own companies and obtaining their Contractor's License. This program removes some of the financial barriers to the Contractors State License Board (CSLB) process, CSLB Exam preparation, and business start-up costs. It also creates a pathway for entrepreneurship in the clean energy industry. The process to obtain a contractor's license and start a construction business takes 4 to 6 months.

Journey to Obtain Your California Contractor's License

Journey to Obtain Your California Contractor's License



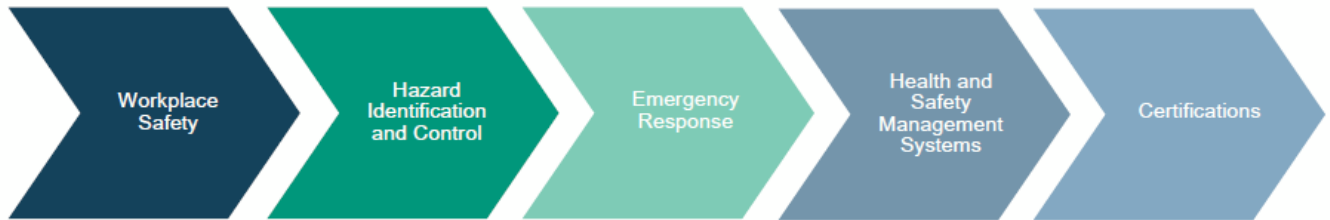
OSHA Safety Technician Program

In partnership with HUB Cities (Letter of Support Attached), an LA County AJCC, utilizing their iTrain and ETPL funding available, contractors will have the opportunity to go through the OSHA (Occupational Safety and Health Administration) Safety Technician Program. California State University, Dominguez Hills (CSUDH) offers the Safety Technician training program through its OSHA Training Institute Education Center, designed to provide comprehensive education and training in occupation safety standards and practices. Training curriculum aligned with OSHA standards will consist of, but not limited to:

- Workplace Safety
- Hazard Identification and Control
- Emergency Response
- Health and Safety Management Systems
- Certifications

The program will help create job opportunities in disadvantaged and hard-to-reach communities by equipping contractors with the skills and knowledge needed to perform EE retrofit projects, contributing to economic development.

OSHA Safety Technician Program



Metrics - Unique Values

The metrics to be gathered by the SoCalREN E-Contractor Academy program are as follows:

Table 4. WE&T E-Contractor Academy Program

Program Goals	2024	2025	2026	2027
Course Participants	250	275	300	325
Contractors Receiving Technical Assistance/Coaching	10	15	20	25
Certifications (Industry, City/County)	15	20	25	30
Bids Submitted	3	6	9	12
Unique Participants	115	120	125	130
Coaching/Technical Assistance Hours	20	25	30	35
Events (Training Courses)	6	6	8	8

To-Code Savings Claims

N/A

Pilots

N/A

Workforce Education and Training

Describe how the program will support workforce, education, and training to:

1. Expand/initiate partnerships with entities that do job training and placement

- a. Partnerships will include contractor associations, minority organizations, industry-related organizations, and labor/trades for collaboration and training.
2. Require placement experience for any new partners in the workforce, education, and training programs and new solicitations
 - a. N/A
3. Require “first source” hiring from a pool of qualified candidates, before looking more broadly, beginning with self-certification
 - a. N/A
4. Facilitate job connections, by working with implementers and contractor partners, and utilizing energy training centers.
 - a. Our collaboration with the IOUs provides participants the opportunity for further specialized training through the energy training centers.

Workforce Standards

N/A

Disadvantaged Worker Plan

N/A

No direct installation or modification.

Additional Information

N/A

Supporting Documents


Program Manual and Program Rules

Program Manual will be prepared in the coming weeks. It may contain proprietary program information and can be provided as redacted if requested.

Program Theory and Program Logic Model

ECA Program Theory and Program Logic Model

Situation	Priorities/Objectives
<ul style="list-style-type: none"> Federal and State Investments in carbon reduction: 40% by 2030, 100% RE by 2045 Lack of EE service penetration in DAC/HTR Federal Climate/Energy Investments in Justice40 CPUC demand for increased workforce and supplier diversity Lack of small, minority contractors with green building knowledge and skills MWDVBs with legacy and 21st challenges, including access to capital, bonding /insurance & new construction/green building technologies, equipment, software & materials Challenging public procurement policies and requirements for MWDVBs Fragmented clean energy small business ecosystem 	<ul style="list-style-type: none"> Expand the # of EE and high performance buildings, especially in DAC/HTR communities Increase MWDVBE capacity in green building technologies/EE projects- through training & T.A. Leverage assets of the region's small business ecosystem to help small, minority businesses compete for EE RE business/contracting opportunities Expand EE services in DAC/HTR communities

INPUTS: WHAT WE INVEST 


- Program staff for marketing/outreach and partnership development to support MWDVBs in SoCalREN
- Trainers and subject matter experts to develop and conduct contractor EE & public procurement training workshops
- Leverage assets of business assistance orgs/specialists to coach and address contractor barriers to capital, bonding, insurance & certifications
- Technology infrastructure for virtual training, information sharing and business networking
- Network development convenings & collaborative planning of regional business assistance program partners
- Public sector training & T.A. to improve procurement processes for EE projects
- Green building/project mgmt. technology

ACTIVITIES: WHAT WE DO 


- Host quarterly "Doing Business with REN" workshops to increase MWDVBs basic information about CPUC & SoCalREN & IOU EE programs
- Host bi-annual multi-week training series on green building technologies, marketing, public procurement processes and utility rebate programs for multi-family & public sector programs
- Provide 10 hours of coaching and assistance to acquire public and private sector EE projects
- Develop partnership agreements with business assistance partners
- Host bi-annual partnership meetings and contractor network events
- Bi-annual public sector workshops and technical assistance to enhance supplier diversity/procurement systems

WHO WE REACH: 


- Community-level contractors with focus on MWDVBs
- SoCalREN partner agencies
- Utilities/Employers/Industry specialists
- Ethnic/Minority/Women Business Disabled Veteran & Contractor Associations
- Small Business Technical & Capital Assistance Agencies

OUTPUTS: 

- Contractor EE Curricula/Training programs by market/building sector
- Public sector sustainability/EE staff trained in supplier diversity strategies
- Technology platform for online training, network development/brokering
- State-of-art bidding, estimating, and project management software.
- Expanded pipeline of skilled MWDVBs contractors with certifications, EE capacities, access to capital and support
- Partnership MOUs/agreement

OUTCOMES: 

- Increased public and private EE projects awarded to small women-owned, MWDVBs & DAC businesses
- Increased penetration of EE programs & services within DAC and HTR communities
- Regional networks of small business assistance agencies supporting businesses in EE sectors

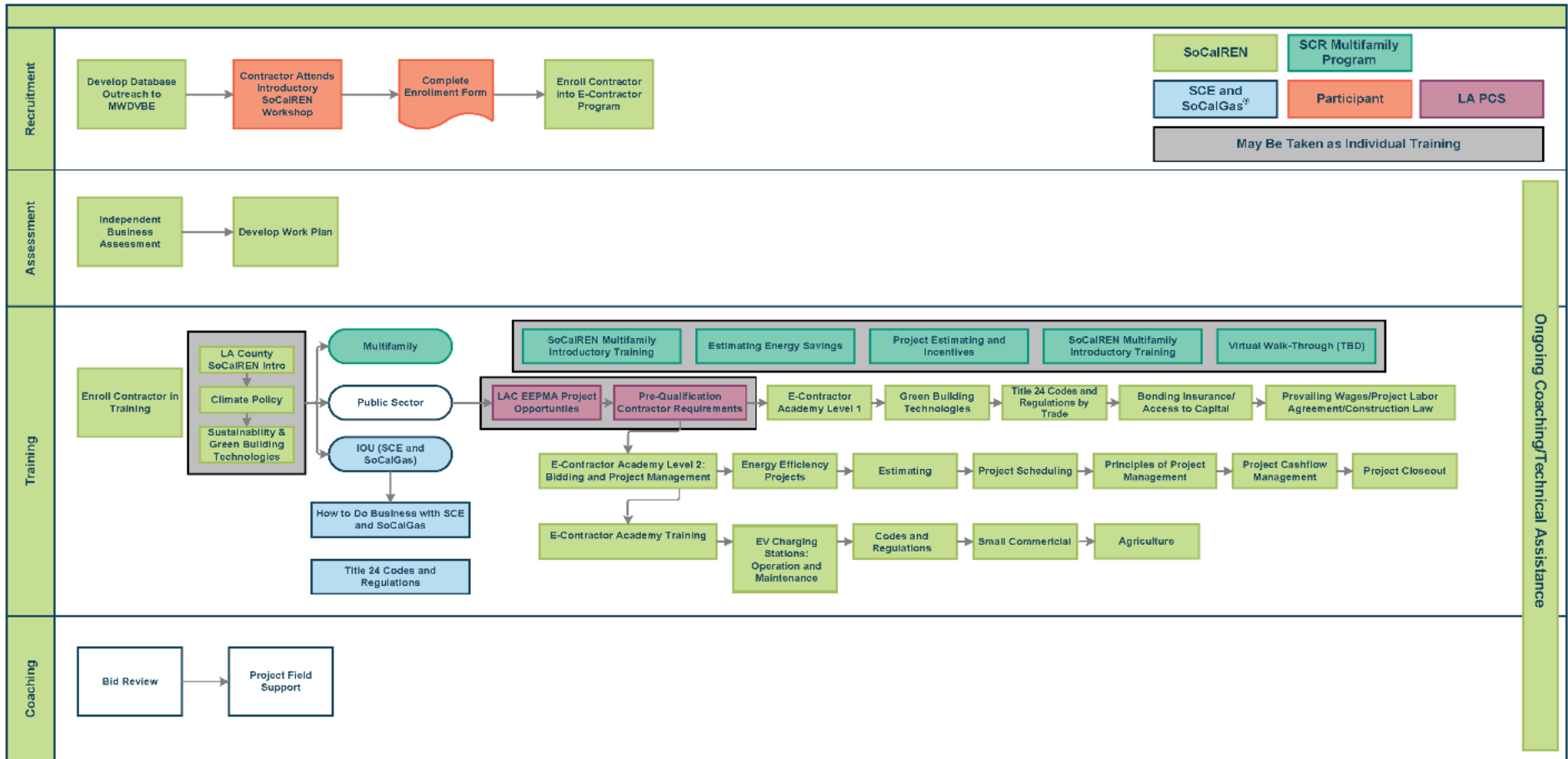
IMPACT: 

- Reduced energy consumption and GhG emission, especially in DAC/HTR communities
- Improved community wealth and health in DAC/HTR

Process Flow Chart



SoCalREN Workforce Education and Training: Contractor Flowchart



Definitions:

- IOU** Investor-Owned Utility
- LAC** Los Angeles County Energy Efficiency Project Services Master Agreement (EEPMA)
- LA PCS** Los Angeles County Purchasing and Contracts Division
- SCE** Southern California Edison

Incentive Tables, Workpapers, and Software Tools

N/A

Metrics - Indicators

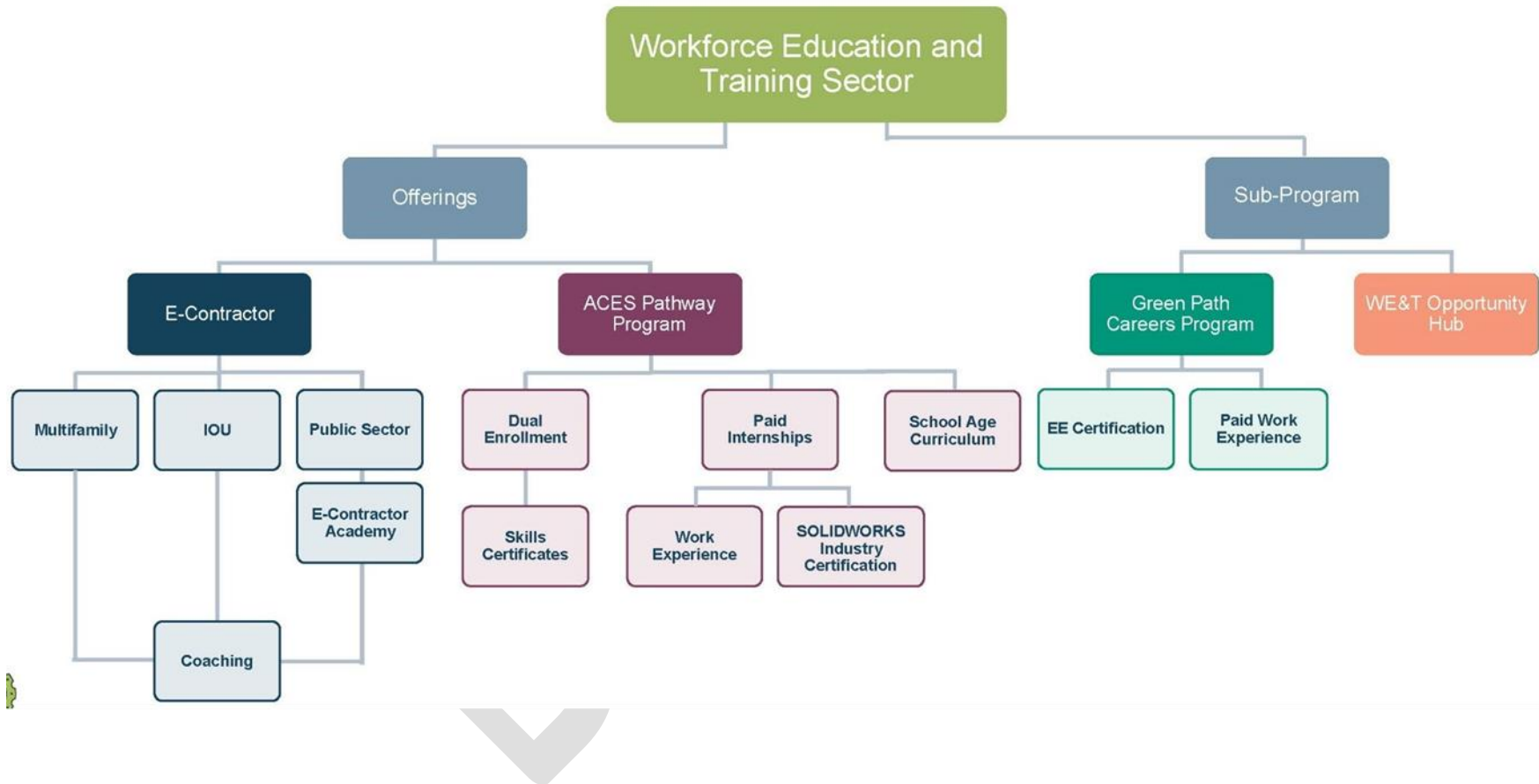
The metrics to be gathered by the SoCalREN ECA program are as follows:

Metric	Data Collected
Contractors with increased knowledge of topics (energy efficiency)	# of Contractors with increased knowledge of topics (energy efficiency)
Contractors pre-qualified for LAC EEPMA	# of Contractors pre-qualified for LAC EEPMA
E-CLAPP coaching/technical assistance hours	# of E-CLAPP coaching/technical assistance hours
E-CLAPP contractors receiving technical assistance/coaching	# of E-CLAPP contractors receiving technical assistance/coaching

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Diagram of Program

WE&T Sector Program Structure



Evaluation, Measurement, and Verification (EM&V)

The E-Contractor Academy program completes ongoing evaluation to ensure the goals and targets are met while keeping stakeholders fully informed of program operations and outcomes. A comprehensive workplan will be developed by SoCalREN's third-party EM&V team at the beginning of each year to identify the study needs in the portfolio, determine the timeframe and allocate the budget per study.

Normalized Metered Energy Consumption (NMEC)

N/A

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