

ENERGY EFFICIENCY PROGRAMS

**SoCalREN Workforce Education and
Training Sector
Green Path Careers (GPC)
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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Program Overview

The Green Path Careers (GPC) program aims to empower opportunity youth and adults, including transitioned aged youth (TAY), justice impacted, and low income/ disadvantaged adults as well as those facing homelessness, to access thriving and rewarding careers in the sustainable economy. The program facilitates entry into the energy efficiency workforce, guiding participants from recruitment to job placement and career readiness.

- Equips participants with valuable skills, industry-recognized certifications, and hands-on experience to advance their careers.
- Provides individualized case management services, including career planning, training guidance, employer referrals, job application support services, interview support, and job placement, to effectively prepare participants for success in the field
- GPC participants are supported through regular contact with GPC team members, access to community resources, and participation in scheduled workshops.
- Empowers DAW participants with the tools and knowledge to succeed in the rapidly expanding energy efficiency industry.

Program Budget and Savings

Program and/or Sub-Program Name

Green Path Careers

Program/Sub-Program ID number

SCR-WET-D3

Sub-Program Budget Table

Table 1: Sub-Program Budget Table

Budget Category	Program Segment	2024-2027
GPC	Equity	\$3,337,000

Program/Sub-Program Gross Impacts Table

This is not applicable for non-resource programs.

Program/Sub-Program Cost Effectiveness (TRC)

N/A

Program/Sub-Program Cost Effectiveness (PAC)

N/A

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)	

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	

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

Program Type	Yes	No
Resource		X
Non-Resource	X	

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	

Implementation Plan Narrative

Program Description

The Green Path Careers (GPC) Program provides opportunity youth and adults, including transitioned aged youth (TAY), justice impacted, and low income/ disadvantaged adults as well as those facing homelessness, access to the emerging Energy Efficiency (EE) sector by offering education, training, and work experience in the field. This initiative is made possible through collaboration between the SoCalREN and local workforce boards as well as local government departments of economic opportunity.

The program is designed to address the barriers opportunity youth and adults face when moving into the growing workforce while addressing the EE workforce expansion needs. GPC aims to assist opportunity youth and adults by mitigating the barriers of the EE workforce sector, providing certification training, supportive services, and guidance to help individuals succeed and launch their careers in the energy sector.

The Green Path Careers program provides a multi-step approach to assisting participants in entering the Energy Efficiency workforce, from the initial recruitment phase to becoming Job/ Career Ready all the way to job placement.

Recruitment

Cohorts are formed through ongoing outreach to partner organizations and community events, targeting individuals who are often geographically dispersed within the SoCalREN service territory. Once recruited, GPC candidates are enrolled, and one-on-one sessions are scheduled to determine the most suitable pathway for each participant. To expand placements opportunities, employers are continuously recruited. The GPC team actively engages with employers by attending community events receiving partner referrals and conducting field visits to enroll them in the program's employer pool.

Enrollment

- Candidates complete the GPC Interest Form and are contacted by the GPC team to discuss career goals, certification aspirations, and case management needs
- Candidate completes GPC application
 - The application can be filled out on our website. Once received, a representative will contact the potential candidate to begin the process.
- Candidate will then decide whether to enter the case management support pathway or wait to be placed into the next certification cohort

Throughout the program, GPC works with various partners in the SoCalREN Service Territory. These partners include local employers, America's Job Center of California (AJCC), Community-Based Organizations, Department of Child and Family Services (DCFS), Probation offices, and other organizations that specialize in opportunity youth.

1:1 Orientation

GPC participants are contacted via email and/or phone call to schedule a one-on-one hybrid session. Topics discussed include GPC overview, eligibility criteria, training certification details, supportive services and case management, and work history. career experience, certification need, case management need, soft skills evaluation, GPC overview, upcoming cohort start date, and participant desire within the GPC program. The program is tailored to homelessness, Justice Impacted, and Low-Income youth and adults in the SoCalREN service territory.

Soft Skills Enrichment Training

Personal Enrichment Training (PET) is offered in preparation for the participant's transition into the workforce. This includes financial literacy, work ethic, life skills, career exploration, and goal setting. PET is offered when enrolling in America's Job Center of California (AJCC), which provides training and support for the workforce.

Certification

Participants in the GPC training program have the option of preparing for EE professional certifications. These certifications are made available to meet the labor shortage and shift based on employer demands.

The pathways offered, but not limited to are HERS Residential Alterations Certification + EPA 608 Type II Certification. The GPC program provides a study guide to supplement their understanding of upcoming training prior to certification enrollment

- **HERS Raters:** Trainees gain an understanding of California's Home Energy Rating System (HERS) Program, learn HERS Regulations (Title 20), and become versed in California's Energy Code (Title 24, Parts 1 & 6). This program covers topics related to heating, ventilation, and air conditioning (HVAC) systems, including HVAC design methodology and installation best practices, energy fundamentals and the laws of thermodynamics. This includes the inspection process for diagnostic testing and verification of HVAC systems installed in single-family and multifamily low-rise residential buildings.
- **EPA 608 Type II:** The certification course consists of a Core Section and a Type II Section. The Core Section covers the environmental impact of refrigerants and all laws and regulations regarding the maintenance and handling of refrigerants. The Type II Section focuses on high-pressure appliances and proper leak detection methods.

Opportunity youth and adults undergo additional training through a curriculum designed to achieve maximum outcomes and preparations. Additional certificated curriculum includes:

- OSHA 30
- LEED Green Associate
- Construction Management/Project Management Software
- Customer Service
- Additional EE certification will be provided through the WIOA I-Train

Funding through I-Train will be provided by WIOA funds. Participants will be provided with the opportunity to expand their career options within the energy sector by exploring different EE certifications.

On Job Training/ Paid Work Experience

The program establishes an employee referral program to help GPC participants GPC participants are connected to EE contractors participating in SoCalREN's EE programs and employer partners in the EE sector. To incentivize EE contractors to hire GPC participants, the first 140 hours of employment would be funded through the Department of Economic Opportunity (DEO) Paid Work Experience Program (PWEX). Employer protocols will be provided to all interested employers to support GPC participants and their transition to employment.

A worksite agreement is created between AJCC and the employer. The employer must provide a job description, business license, a copy of their workers' compensation coverage page (must be active), and the worksite address and contact information. The employer sets the wage/salary rate. AJCC will cover half the set wage/salary, and the employer is responsible for the other half. Participants receive at least 300 hours, which could be increased as needed.

The worksite must agree to adhere to and comply with the following: Americans with Disabilities Act (ADA); health and safety (general, fire, and earthquake); emergency and evacuation plan; workforce postings; and CA and federal child labor laws. The worksite must also provide AJCC with signed monthly performance evaluations and a final evaluation, and only authorized time sheets must be utilized by AJCC. AJCC must agree to assume the cost of wages and all appropriate benefits; be responsible for payment of participant hours; issue paychecks to the participants according to verified time records; and ensure liability and accident coverage of participants during authorized work hours through workers' compensation. Participants must agree to receive 160 hours of paid work experience (140 hours on worksite and 20 hours of personal enrichment training). Hours may be extended on a case-by-case basis.

Job Placement/ Job Ready

In the final stage of the program, participants are offered significant step-by-step support to enter the workforce. Supportive services to be offered include but not limited to:

- Case Management support
- Resume and Cover Letter Development
- Career coaching and planning
- Individualized career plan
- Job Application support and tracking
- Interview preparation
- Post Interview follow-up
- Thank you letter development
- Job search assistance
- Employer referrals
- Job placement

The overarching goal is to get participants placed within the green economy.

Best Practices

GPC is unique among workforce programs in that program staff provides support and referrals to help participants remain engaged, including case management services that are versatile and responsive to the needs presented. The program also actively engaged a variety of employers, continuously cultivating new relationships with employer-partners to serve as internship and worksites for trained participants. Program participants benefit from training and support as well as placement, resulting in a pipeline that offers immense benefits to all involved, including the new employers.

Program Delivery and Customer Services

Program Strategies

The program targets opportunity youth and adults encompassing TAY youth, homeless, justice-impacted, and low-income adults who are seeking additional opportunities. Offering multi-level certification training that will prepare participants for a career pathway in the energy efficiency sector.

Marketing and Outreach

The GPC Program is promoted through a variety of tactics to educate the primary target audience and potential employers—about the program, how to get involved, and how to best support opportunity youth and adults in their educational and career goals. Individual tactics are described below.

Direct Outreach to Participants

The GPC Program will directly reach opportunity youth and adults via schools, agencies, and organizations that work with and support them. During this outreach activity, GPC program staff will provide information about the educational and work experience offerings and the opportunities available with careers in the energy efficiency sector.

Direct Outreach to Employers

- **Recruitment** The GPC team engages employers through community events, partner referrals, and direct contact via phone, email, and field visits.
- **Interest Form** Thereafter, an employer interested in participating in the GPC program completes an employer interest form. The GPC team then connects with the Human Resource Department to schedule and complete the program overview.
- **Program Overview** GPC team members will provide a program overview by informing them of the goals of the GPC program and what is required of the employer to participate. In addition, employers will be introduced and provided the option to partner with AJCCs for additional services such as Paid work experience (PWEX) or On-The-Job training (OJT). AJCC-enrolled employers utilizing PWEX and OJT must provide additional information to join the program. This includes submitting copies of their workers' compensation insurance, employer tax ID, and job descriptions. Once provided with the information, AJCC will provide the employer with a GPC worksite agreement.

GPC Orientation Meetings

SoCalREN will present orientation training to opportunity youth and adults who enroll in the GPC Program. During this orientation, they will receive more information on the program and participation expectations and complete an initial assessment and intake form.

Marketing and Advertising Engagement Channels

Marketing Collateral A program overview and other materials (e.g., fact sheets, FAQs, etc.) provide opportunity youth, adults, and potential employers with information about the GPC Program and its benefits. All materials are provided in English and Spanish, with other languages available as needs arise.

Toll-Free Phone and Email Support The GPC 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. The toll-free phone number and hours of operation will be prominently featured in program collateral. The GPC team will respond to all application submissions within 72 hours.

Web-Based Digital ME&O The SoCalREN website includes a section dedicated to the

GPC Program. It will also be featured on SoCalREN social media platforms and in Quarterly SoCalREN E-Newsletters. In support of the GPC Program, developing a TAY Resource Handbook that will cover:

- Emergency Shelter
- Food Assistance
- Transitional Housing/Independent Living Programs
- Disability Services
- Health and Wellness
- Mental Health Support

Public Relations

Information about the launch and subsequent activities of the GPC Program may be shared with local media outlets.

Program Design and Best Practices

The GPC program aims to provide participants with assistance to career pipelines into the Energy Efficiency sector. Participants will undergo an individual assessment to identify their individual barriers. Once those barriers have been identified, such as access to technology, transportation, or clothing, the participants will receive supportive services to eliminate or mitigate those barriers.

Barrier	Solution
Access to Technology	Participants enrolled in the program will have access to Tablets and hotspots (if needed) to complete online certification training; participants will also have access to a computer lab via one of our partners.
Transportation	Upon eligibility, participants can access a bus pass or gas reimbursement to travel to and from the training site via DEO supportive services.
Clothing	Upon eligibility, participants will receive a clothing stipend for training/work site attire via DEO Supportive services once they enroll in PWEX or OJT.

Table 4: GPC Program barriers.

Innovation

N/A

Quantitative Program Targets

The SoCalREN GPC program aims to achieve the following goals:

Metrics - Unique Values

Program Goals	2024	2025	2026	2027
Career Plans	25	30	35	40
Enrolled	45	50	55	60
Certifications	20	25	30	35
Trained Participants	25	25	30	36
Employer Commitments (Interest Form)	14	19	24	29
Placements	5	10	15	20
Participants On the Job Training (OJT AJCC)	4	8	12	16

For Programs claiming to-code savings

N/A

Pilots

N/A

Workforce Education and Training

1. Expand/initiate partnerships with entities that do job training and placement
 - a. Our partnership through DEO and the AJCCs provides job training, supportive services, and placement in various fields for participants.
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.

b. Utilizing our Employer Interest Form partners as a referral process for job placements

c. Continue to attend events and recruit employers to expand employer pool through the year

Workforce Standards

N/A

Disadvantaged Worker Plan

N/A

No direct installation or modification.

Supporting Documents

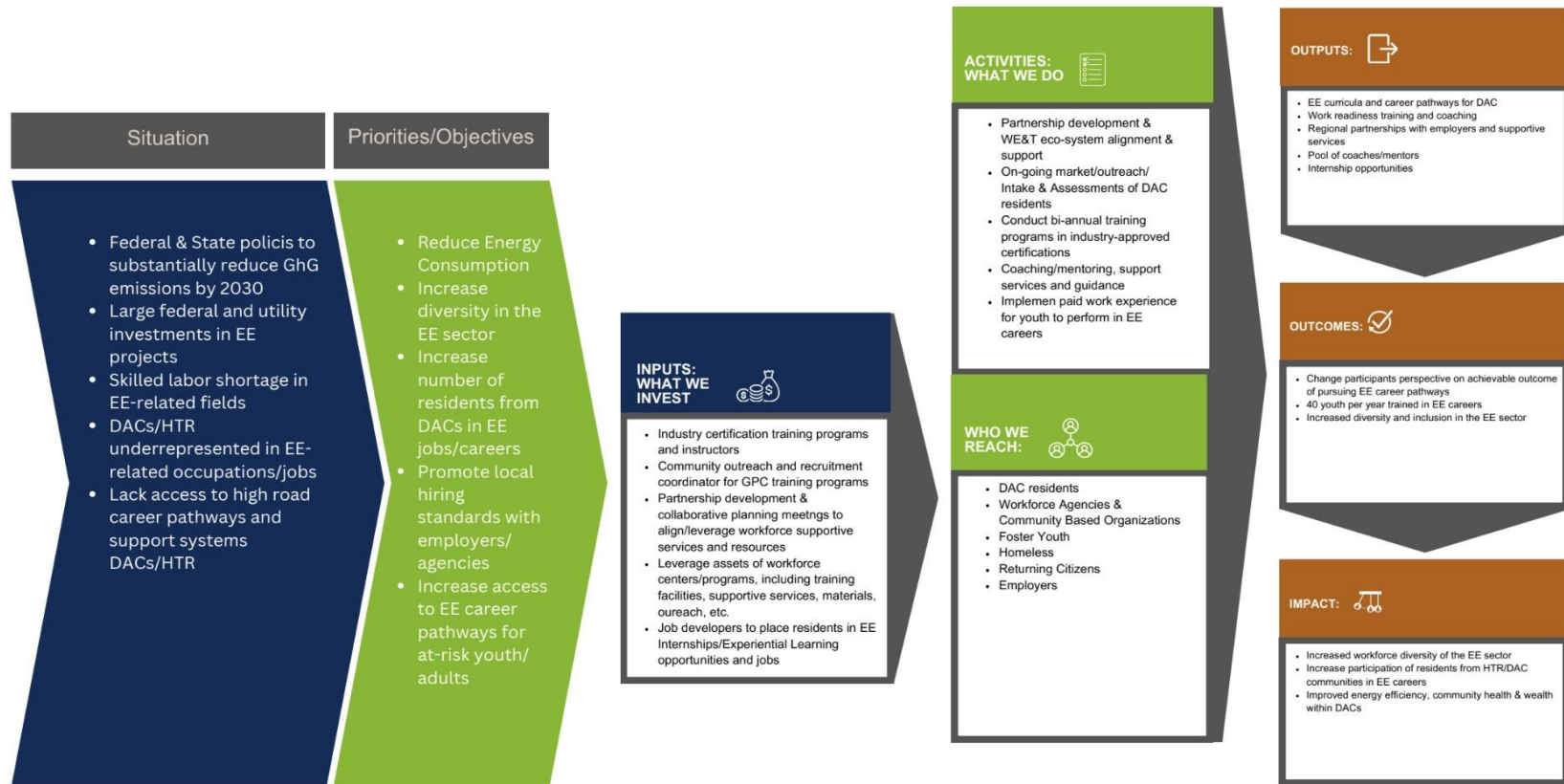
Program Manuals and Program Rules

Program Manual will be prepared after approval of the Business Plan.

Program Theory¹ and Program Logic Model²

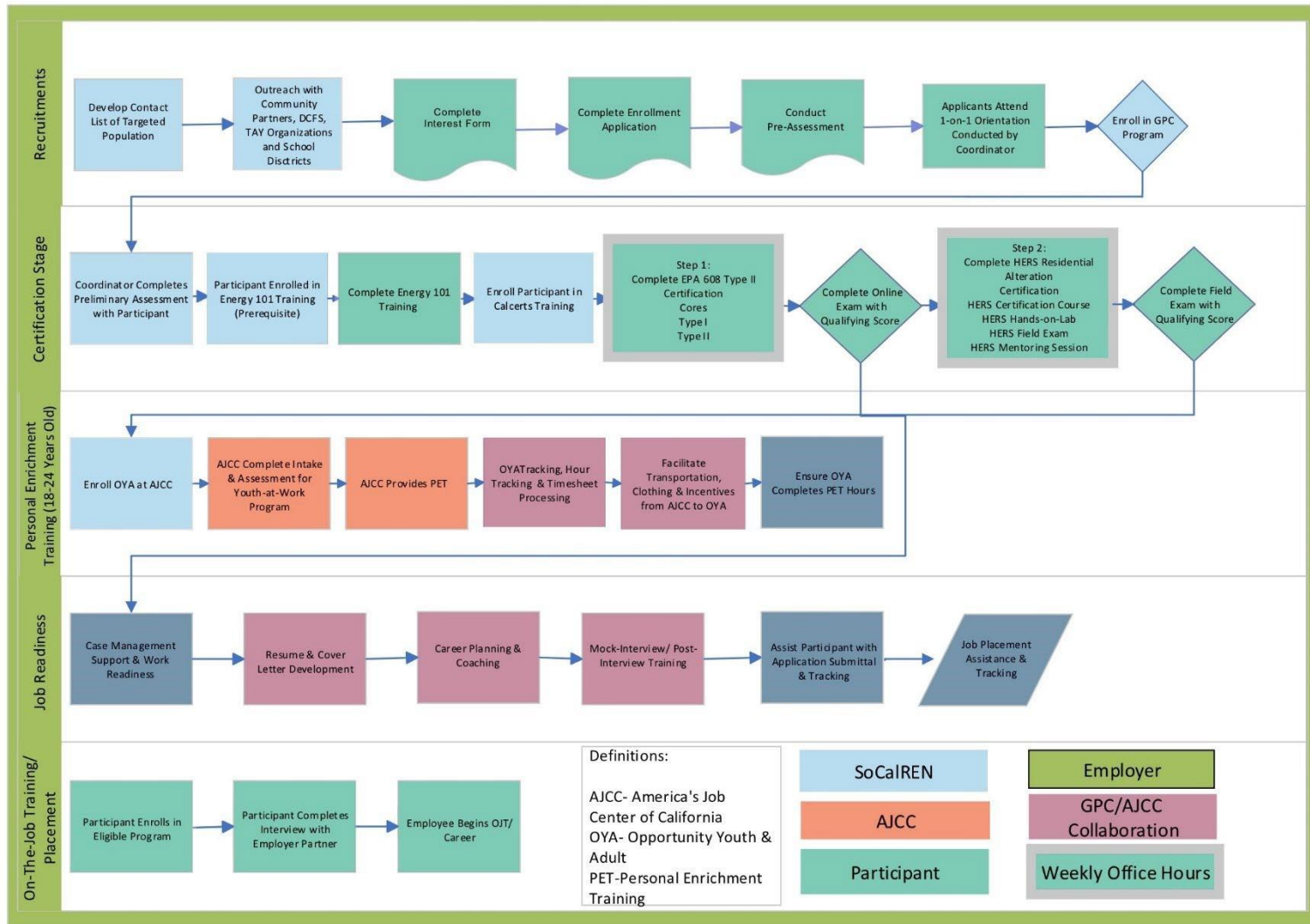
¹ The expected causal relationships between program goals and program activities in a way that allows the reader to understand why the proposed program activities are expected to result in the accomplishment of the program goals. A well-developed program theory can (and should) also describe the barriers that will be overcome in order to accomplish the goals and clearly describe how the program activities are expected to overcome those barriers. California Evaluation Framework, June 2004. ² The graphical representation of the program theory showing the flow between activities, their outputs, and subsequent short-term, intermediate, and long-term outcomes. California Evaluation Framework, June 2004.

GPC Program Theory and Program Logic Model



Process Flow Chart

SoCalREN Workforce Education and Training- HERS Rater



Incentive Tables, Workpapers, Software Tools

N/A

Quantitative Program Targets

The SoCalREN GPC program aims to achieve the following goals

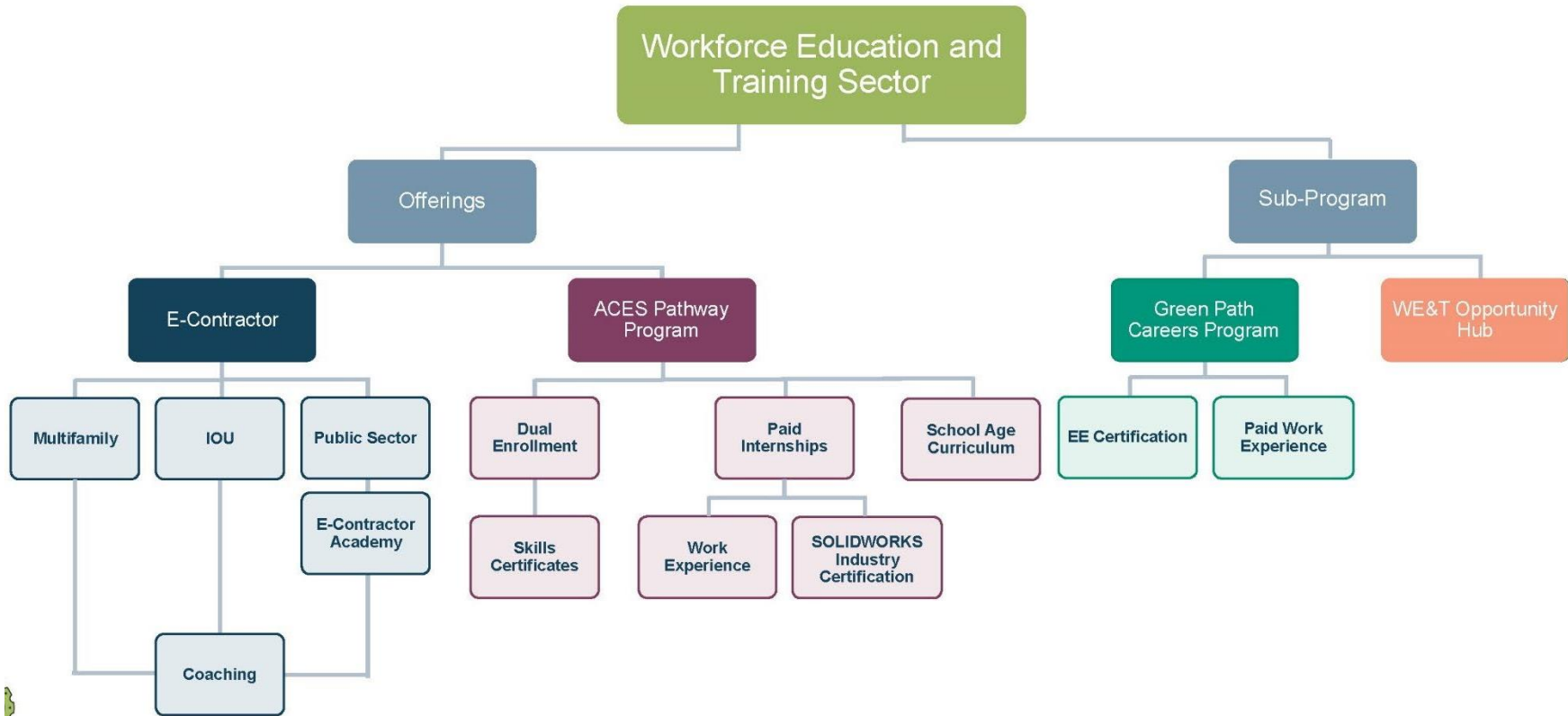
Metrics - Indicators

Metric	Data Collected
Employer Partnership	# of Employer Partnerships
Case Management Support Hours	# of Case Management Support Hours
External Training Partnerships	#of External Training Partnerships

2024-2027.

Diagram of Program

WE&T Sector Program Structure



Evaluation, Measurement & Verification (EM&V)

Performance and outreach metrics are collected throughout the GPC Program process for all participants. SoCalREN gathers information during the outreach phases, collecting data on potential participants and the effectiveness of outreach methods. Participants will go through a series of introductory orientations and assessments in order to collect all necessary data and they will be tracked through the life of the program.

Normalized Metered Energy Consumption (NMEC)

N/A

Population-level NMEC Programs

N/A

DRAFT