

Energy Waste Reduction Low Income Workgroup

February 9, 2023





Welcome and Introductions

Brad Banks
MPSC



Marketing Campaign

Maddy Kamaly
Bureau of Community Action and Economic Opportunity



Walker-Miller Energy / DTE Energy Efficiency Academy

Jonathan Miller, Walker-Miller Energy
Jose Goncalves, DTE Energy



Low Income Policy Board Information

Mary Wilkins
Michigan Public Service Commission



Public Forum

Linda Keefe
Lansing Area Policy Advisory Project



Wrap Up and Adjourn

Brad Banks
MPSC

EWR LOW INCOME WORK GROUP WEATHERIZATION MARKETING

FEBRUARY 9, 2023



OUTREACH STRATEGY

- The Weatherization Assistance Program is currently experiencing a major expansion
- DOE Grants:
 - Formula (PY23): \$21,860,318
 - Slightly increasing annually
 - ~1,300-1400 homes annually
 - BIL (until expended ~5-10 years): \$183,184,905
 - 12,837 homes is target
 - Rapid program expansion underway and continuing for the foreseeable future
 - We need a lot more clients and contractors!

EXPANSION

- What does this look like in real time?
 - Local CAAs:
 - Hiring administrative staff
 - Seeking and onboarding additional contractors
 - Seeking additional clients
 - Expanding into multifamily work

EXPANSION

- What does this look like in real time?
 - MDHHS-BCAEO:
 - Expanding number subgrantees
 - Interest survey collection to connect people to the program
 - Pilots where participants are paid in full (Energy Auditor Cohort, Retrofit Installer Cohort)
 - Hiring civil service and MPHI contractor staff
 - Includes administrative staff, monitors and trainers
 - Creating a standard for contractor stipends to be compensated to attend training
 - Creating outreach materials for contractors to learn more about the WAP
 - Partnering with agencies at outreach events to support contractor outreach locally
 - Identifying potential partnerships with Michigan State University and building a framework for internships for students in the WAP
 - Communicating with stakeholders at all levels (higher ups in MDHHS, Governor's Office, Advocacy Community, Governor's office) the need for supplemental funding. Regular, proportionate supplemental funding would do so many things, including allowing agencies to raise wages.

EXPANSION

- What does this look like in real time?
 - Department of Energy-WAP:
 - Reorganizing location in department
 - Hiring additional staff
 - Ray Judy has moved from MiTEC to DOE

MARKETING CAMPAIGN – YOUTUBE VIDEOS

- YouTube videos under development
- Will begin work recording with some agencies
- Focus on
 - Diverse housing stock
 - Diverse client population
 - All various roles and stages in the WAP

MARKETING CAMPAIGN – SOCIAL AND DIGITAL

- Working with state marketing
- Media campaign will be primarily digital and social media based
- Planned to run for first 2 years of BIL (at minimum)
- Will include toolkit for partners/CAAs
 - Content will be accessible to share with external organizations

MARKETING CAMPAIGN – TARGET GROUPS

- General Public
 - The WAP is a free program.
 - Participants may be homeowners or renters.
 - Site built single family, manufactured homes and multifamily homes all may qualify for services.
 - Components of the Weatherization job
 - The WAP saves families an average of \$283 per year on utility bills.
 - A home that has been weatherized uses up to 40% less energy.
 - The WAP provides jobs and boosts the local economy.

MARKETING CAMPAIGN – TARGET GROUPS

- Potential Clients
 - High energy bills could mean that a home lacks proper air sealing and insulation. It could also mean that large appliances like the furnace, water heater, or refrigerator are inefficient and, at times, unsafe.
 - Energy efficiency improvements can make a home more comfortable in winter and in the summer months.
 - An Energy Audit can also determine if a home has an unsafe indoor air quality environment.
 - By reducing energy consumption, the WAP also reduces a client's carbon footprint.

MARKETING CAMPAIGN – TARGET GROUPS

- Existing Contractors
 - Contracting with the WAP provides projects year-round, not just during the usual construction season.
 - Contracting with the WAP gives contractors the ability to “green” their company by marketing their retrofitting work as environmentally conscious.
 - Involvement with the WAP can increase revenue and can allow for additional hiring.
 - Involvement with the WAP builds strong relationships within the community and can lead to more opportunity for company growth.
 - Required and optional trainings for the WAP are provided at no cost to contractors and offer new techniques and perspectives to improve their company’s energy efficiency work.

MARKETING CAMPAIGN – TARGET GROUPS

- Potential Workforce
 - Working with the WAP enhances knowledge of building science principles.
 - Working for the WAP improves the local community.
 - Working for the WAP continuously builds upon skills learned on the job and presents opportunity for growth and advancement in the field of energy efficiency.
 - Employment in the WAP provides year-round employment, not just during the usual construction season.

MARKETING CAMPAIGN – TARGET GROUPS

- Students in Technical Fields
 - Partnering with the WAP provides opportunities for personal growth in the energy efficiency field.
 - Partnering with the WAP increases knowledge of building science principles.
 - Short term internships or employment in the WAP are a resume builder with relevant energy efficiency and Department of Energy work experience
 - Short term internships or employment offer hands on experience in the energy efficiency career field

RECOMMENDATIONS OR IDEAS FOR OUTREACH?

- We want all our outreach efforts to be successful
- If you have ideas or perspectives on this campaign or other outreach efforts, please be in touch with me by email at Kamalaym@michigan.gov



Workforce Development Initiative

José Gonçalves – DTE Energy
Manager Energy Efficiency

Jonathan Clark – Walker Miller Energy Services
Manager of Workforce Development

February 9, 2023

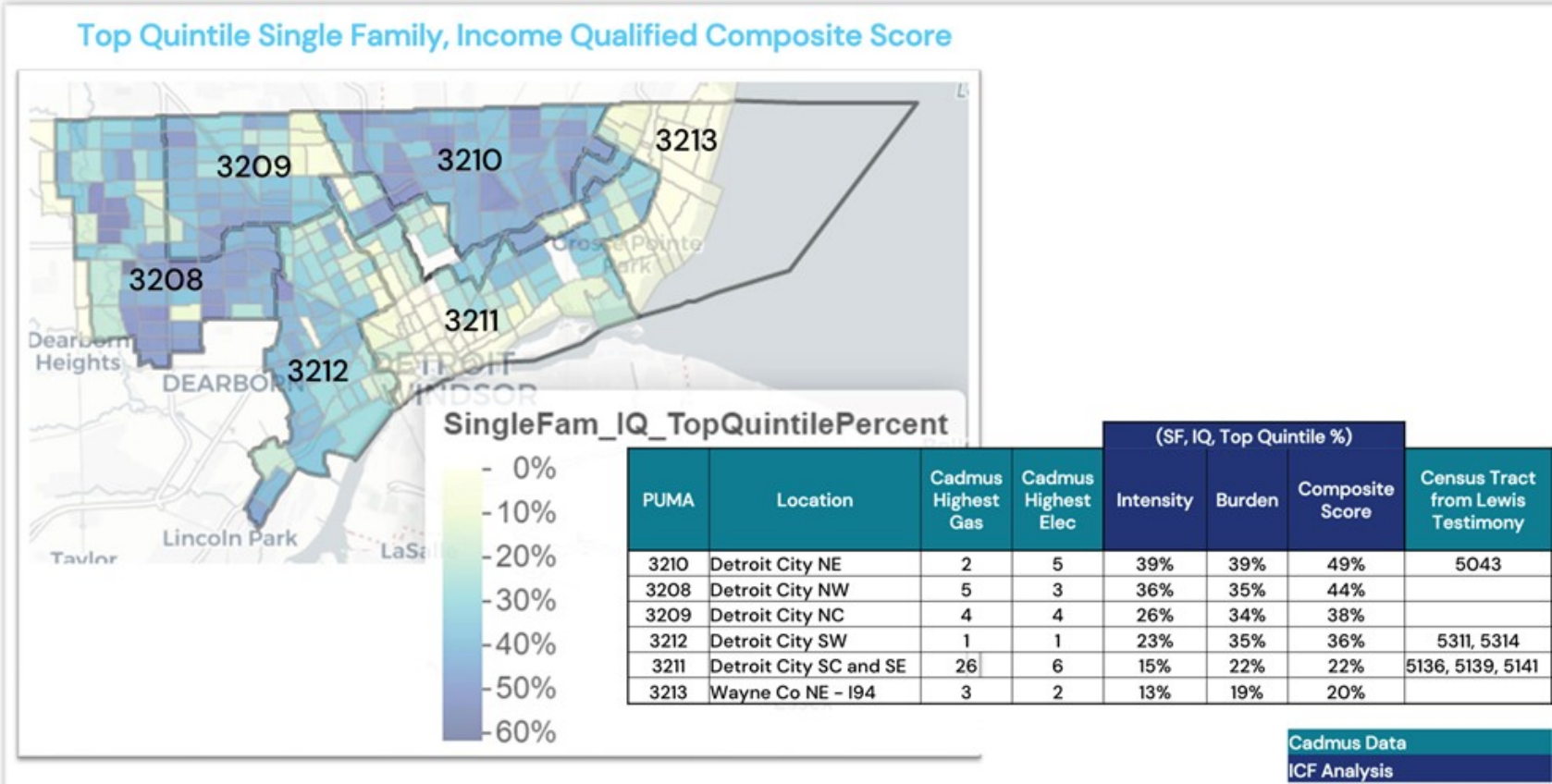
Agenda

- Background
- Walker Miller Energy Services
- BPI Certification
- Business Incubator
- EE Academy 2023

Background

Energy Burden study
as the foundation for
Workforce
Development area of
focus in 2022

PUMA codes 3208
and 3210



Workforce Development at Walker Miller

Target audience:

- Diverse/underrepresented individuals reflective of the communities they live in
- CBO based referrals
- Un/Underemployed
- Opportunity Youth (18-24)
- Single Parents
- Individuals looking to be upskilled/retrained
- Returning Citizens
- Veterans

Walker Miller Workforce Development

- Training & Education - United Way of SE Michigan
- Upskilling BPI training - Consumers Energy
- EESP Incubator - ComEd, Illinois
- Diverse Trade Ally Incubator Pilot - Ameren, Illinois



Workforce Development at Walker Miller

- Significant investments in energy efficiency and clean energy
- Creating healthier, efficient, more affordable, and resilient homes
- Establishes robust, local Clean Energy economies
- Multi-sector opportunities
 - Not just jobs, but careers
- Low barrier to entry, high economic & career mobility
- Good for people, planet and economy



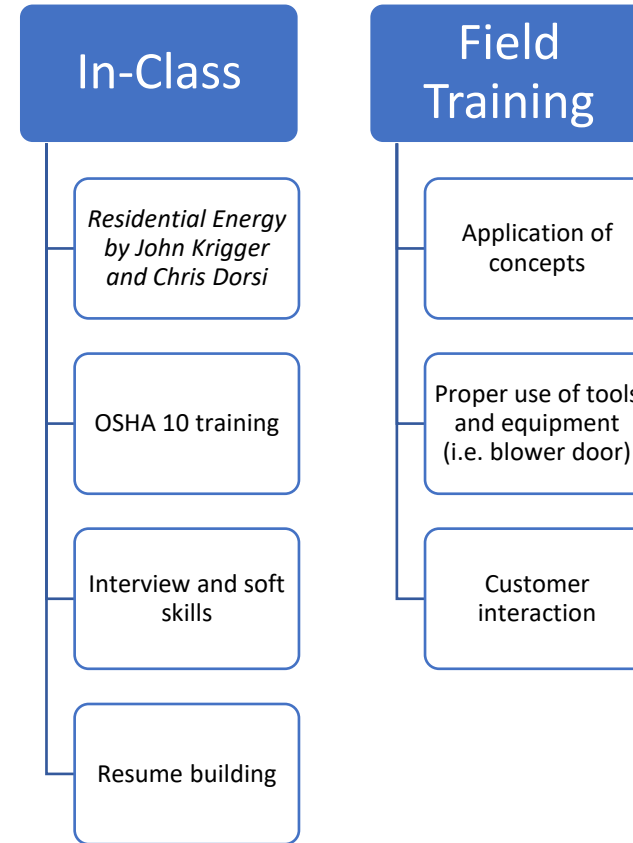
Workforce Development – BPI Certification

- 8-week program on Building Performance Institute's (BPI) Building Analyst and Healthy Housing Principles (HHP) certifications¹
- Certification requires participants to complete coursework and pass both written and field exams
- Program compensated participants (\$16/hour) and provided wrap around services
 - Transportation costs, meals and childcare stipend
- Interviews and job opportunities in the field of energy efficiency upon graduation



Workforce Development – BPI Certification (cont'd)

- Curriculum
- Building Science
- Safety – OSHA 10 and Energy Efficiency Safety
- Math and Problem Solving
- In-class instruction and Field Training



Workforce Development – BPI Certification (cont'd)

Program Applicants	2022 Cohort
# Interviewed	51
# Accepted	11
# Enrolled	10
# Completed Training	8
Economically Disadvantaged	5
Long-term unemployed	1
Female participants	4
Male participants	6

Program Results (BPI)	2022 Cohort
Completed Coursework	8
BPI Building Analyst certified ¹	3
BPI Healthy Housing Principles certified	8
# Participants employed in EE industry 30 days post graduation	3
# Participants employed in EE industry 6 months post graduation	-
# Participants employed in EE industry one year post graduation	-
Average wage for employment in EE industry post graduation	\$20.94

Of the 8 graduates, 7 have conducted at least one interview with EE industry employers.

Workforce Development – BPI Certification (cont'd)

- Lessons Learned

Training expectations

Clarity on career path and job requirements

Transportation limitations

Logistical challenges with field testing

- Steps taken for 2023

Additional screening / vetting in recruitment

Workshops ahead of training sessions

Landing page

Schedule assessments early in the process

Workforce Development – Incubator

- Educate diverse contractors on DTE's EWR programs
 - Emphasis on income qualified programs
- Facilitate Diverse Certification application process with local organizations
- Assist contractors through onboarding process for DTE's EWR programs
- Introduce contractors to financing organizations
- Partnerships with Community Based Orgs, Trade Orgs and Chambers of Commerce

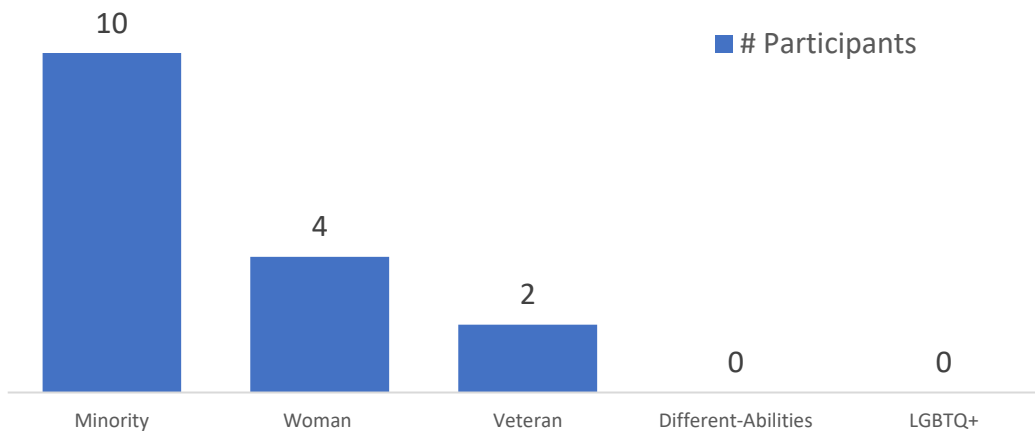
Workforce Development – Incubator (cont'd)

Cohort Overview for
2022 Business
Incubator

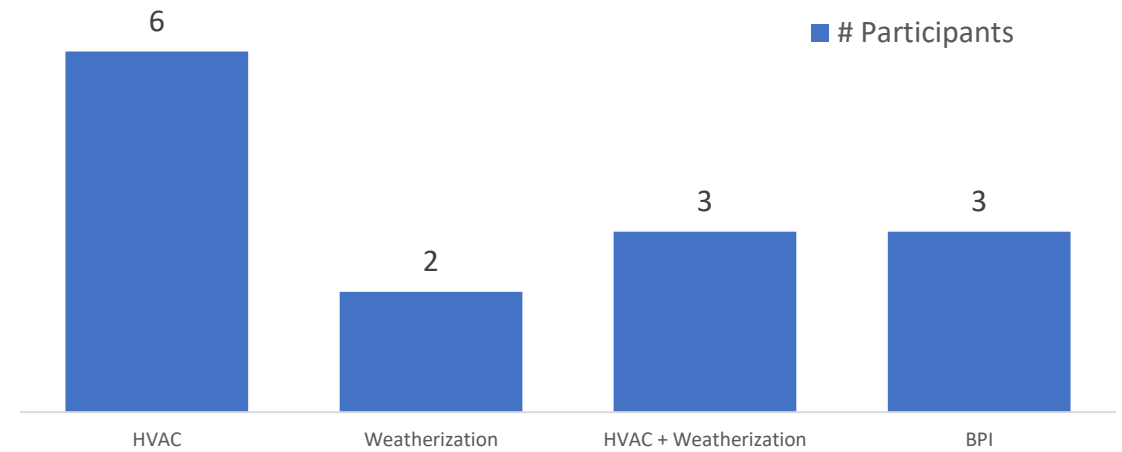


Workforce Development – Incubator (cont'd)

Diversity in Cohort for 2022

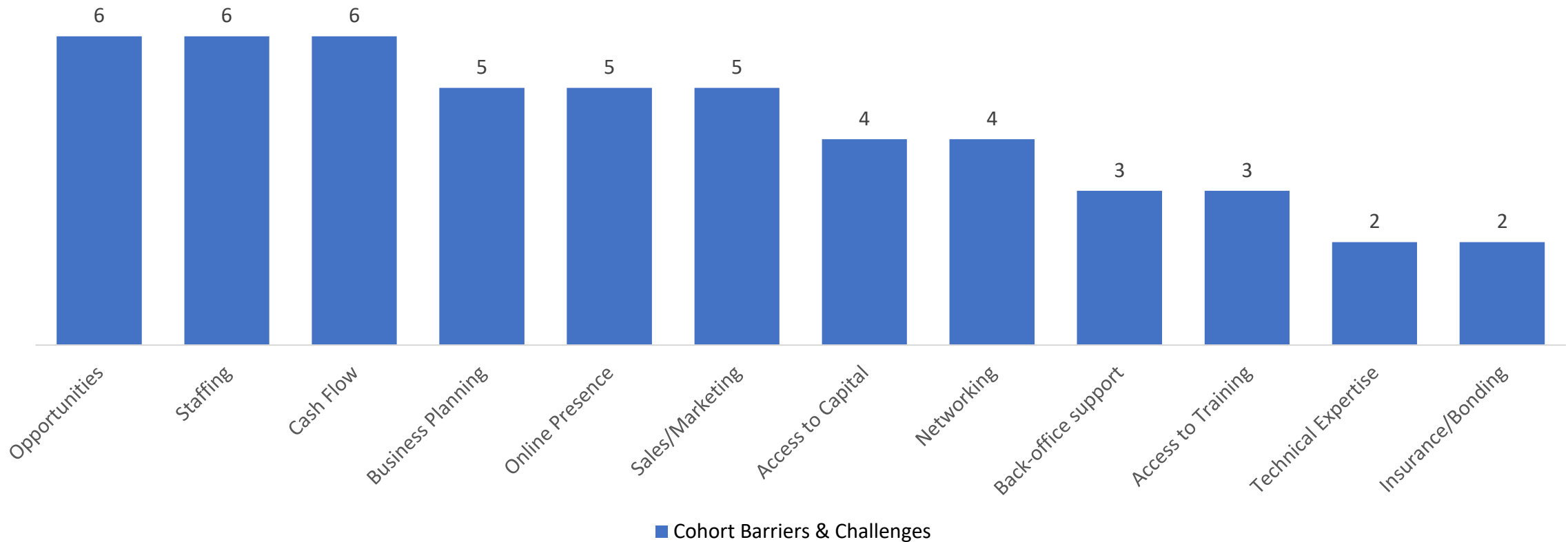


Trades in Cohort for 2022



Workforce Development – Incubator (cont'd)

Cohort Barriers & Challenges



Workforce Development – Incubator (cont'd)

Curriculum

- Orientation
- Overview of DTE's IQ programs
 - Energy Efficiency Assistance
 - Multifamily
- Project Financing
- Marketing & Co-Branding, Lead Development & Best Practices in EE
- Interactive Activities
 - Business Growth Plan
 - Business Model Canvas
 - Contractor/Staff Interviews
 - Back-office Support Assessment & Action Plans

Workforce Development – Incubator (cont'd)

Program Applicants (Incubator)	2022 Cohort
# Applications Received	17
# Accepted	12
# Enrolled	11
# Completed Training	11
Minority	10
Woman owned	4
Veteran	2
Different-Abilities / LGBTQ+	0

Program Results (Incubator)	2022 Cohort
Completed Coursework	11
Back-Office Assessment	11
Business Growth Plan	3
# EWR Projects Submitted	20
Participant Satisfaction	97%

Workforce Development – Incubator (Cont'd)

- Lessons Learned



- Steps taken for 2023



Workforce Development – 2023

- Launching DTE's EE Academy in Spring of 2023 to build on 2022 and generate increased awareness for workforce development in the energy efficiency space
 - Expand cohorts for BPI and Incubator

“My experience with this program has been so positive, including the fact that I now have a job helping customers understand energy efficiency,” said Marquise Burnett, energy specialist, Walker-Miller Energy Services. “All the science that goes into how a home operates and its relationship to energy efficiency is taught in this program. It’s exactly what I need to assist customers in how to save energy and money.”



Thank you!



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Public Forum

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Lansing Area Policy Advisory Project

Close & Adjourn

Thank You!