

# State-Based Home Energy Efficiency Contractor Training Grants Program

## Draft Program Framework

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Maine Governor's Energy Office  
January 10, 2024

# State-Based Home Energy Efficiency Contractor Training Grants Program (TREC)

<b>Overview &amp; Timeline</b>	\$1.3 million in formula funding	Public comments due January 24, 2024	Application due January 31, 2023
<b>Topic Areas</b>	Reduce training costs for contractors	Provide workforce development tools	Partner with nonprofits and CBOs
<b>Priorities</b>	DEIA & Justice40	Good Quality Jobs	Stakeholder Engagement

Department of Energy Office of State and Community Energy Programs  
<https://www.energy.gov/scep/state-based-home-energy-efficiency-contractor-training-grants>



## Maine's Climate and Clean Energy Targets:

**REDUCE  
GREENHOUSE  
GAS EMISSIONS**

**45%**

BELOW 1990 LEVELS  
**BY 2030**

**80%**

BELOW 1990 LEVELS  
**BY 2050**

**TRANSITION TO  
CLEAN ENERGY**

**80%**

**BY 2030**

**100%**

**BY 2040**

**ACHIEVE CARBON  
NEUTRALITY**

**2045**

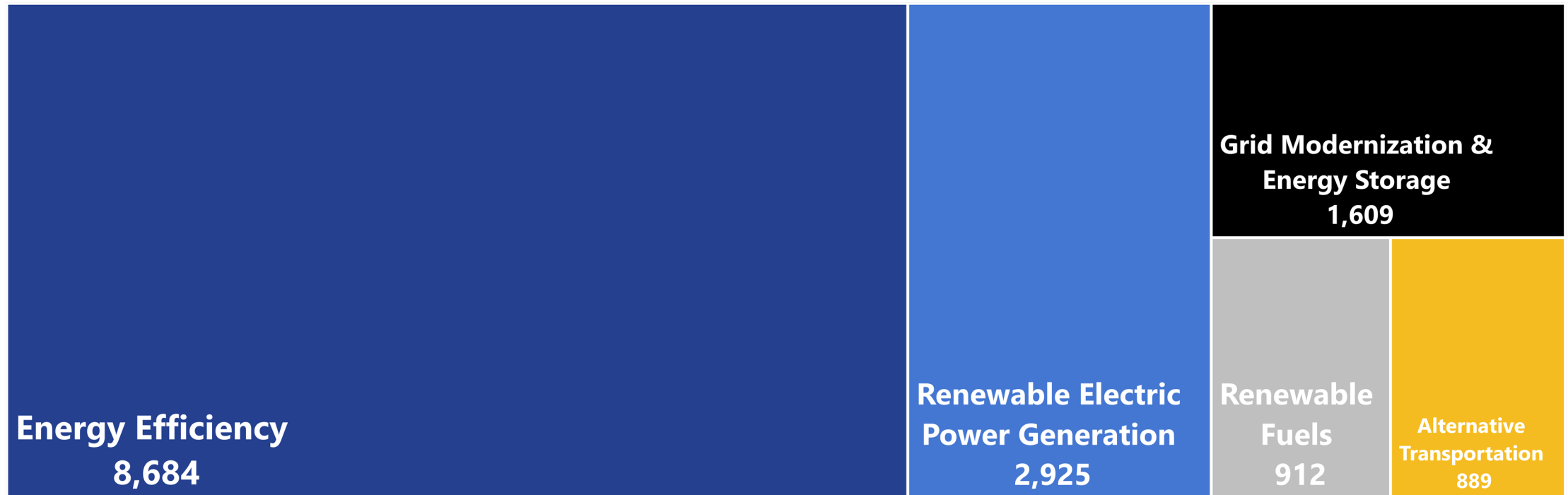
**CREATE CLEAN  
ENERGY JOBS**

**30,000**

**BY 2030**

# Maine's energy efficiency workforce

**Energy efficiency jobs comprise over half of the clean energy jobs in Maine.**



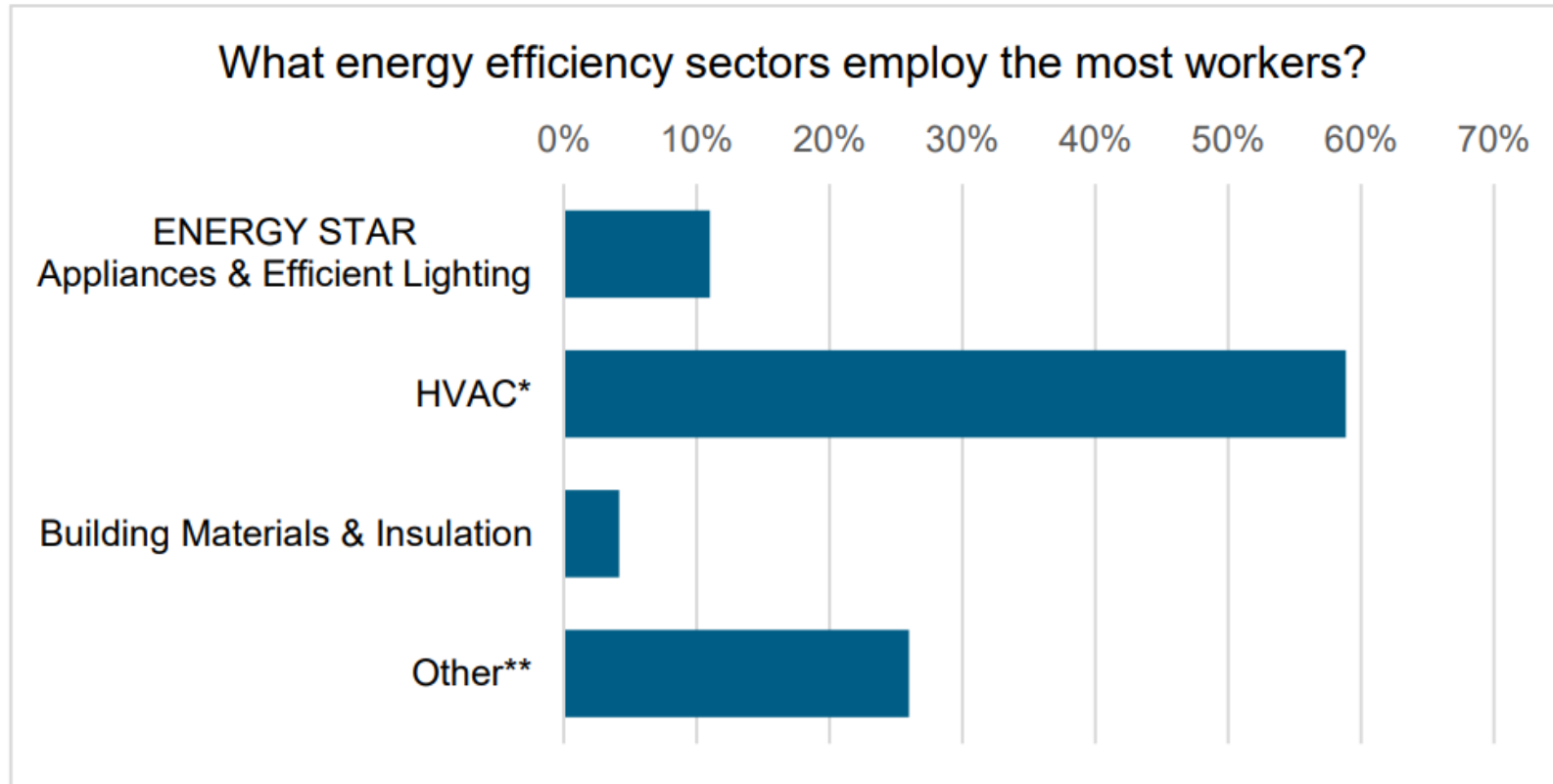
Source: 2023 U.S. Energy and Employment Report, BW Research Partnership

# Energy efficiency firms in Maine

- **1,634** EE businesses throughout Maine
- **70%** of EE businesses work in construction
- **85%** have fewer than 20 employees
- **45%** have less than 5 employees

Source: 2023 U.S. Energy and Employment Report, BW Research Partnership, and [e4thefuture 2023 Maine Fact Sheet](#)

# Energy efficiency jobs in Maine



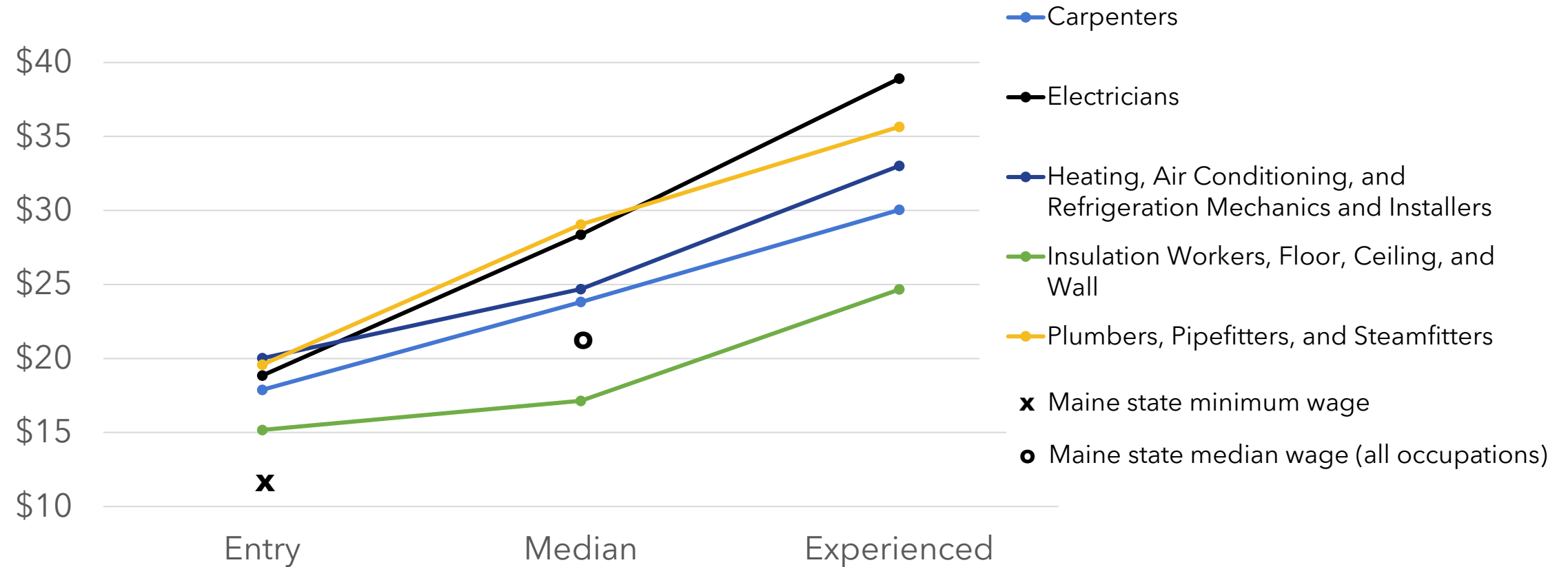
***60% of energy efficiency workers in Maine are in the HVAC sector***

\*Heating, Ventilation, Air Conditioning of higher than standard efficiency/renewable heating & cooling

\*\*Other such as energy audits, building certifications, and software services

Source: 2023 U.S. Energy and Employment Report, BW Research Partnership, and [e4thefuture 2023 Maine Fact Sheet](#)

# Energy efficiency wages in Maine



Source: Maine Center for Workforce Research and Innovation, Occupational Employment and Wage Estimates, 2022

# Clean energy employer workforce needs

According to a survey of clean energy employers (n=42) conducted as part of the *2022 Maine Clean Energy Workforce Analysis* report:

- **90.2%** reported that hiring was somewhat or very difficult, **47.6%** reported it was very difficult
- **50.6%** responded to an open-ended question that a small applicant pool was the biggest hiring challenge followed by lack of experience or industry specific knowledge

Based on interviews with 23 clean energy stakeholders:

**“workforce recruitment is a challenge**, particularly for trade positions in home performance sector for **weatherization and heat pump installation positions.**”



# Draft Program Framework

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*This Draft Program Framework outlines the potential content of GEO's application and provides an opportunity for interested stakeholders to offer input. GEO may modify the final application contents from what is described in this draft and may make changes based on feedback received from interested stakeholders.*

# Maine's application to the TREC program

- Application to include a **Community Benefits Plan** and describes how the project will:
  - Support meaningful community and labor engagement
  - Invest in America's workforce
  - Advance diversity, equity, inclusion, and accessibility
  - Direct 40% of the overall benefits from certain federal investments to disadvantaged communities
- Application to include a **State Workforce Development Plan**, including the following:
  - A Residential Energy Workforce Needs Assessment
  - A Participant Outreach, Engagement, and Service Plan
  - A Statement of Work with defined objectives, activities, and metrics
- The GEO will build upon prior and ongoing **stakeholder engagement** activities:
  - Maine Energy Efficiency Contractor Needs Assessment and outreach to contractors
  - Feedback from the Clean Energy Partnership Advisory Group, community, and workforce stakeholders
  - Outreach to program administrators, training providers, manufacturers, and distributors, and other stakeholders

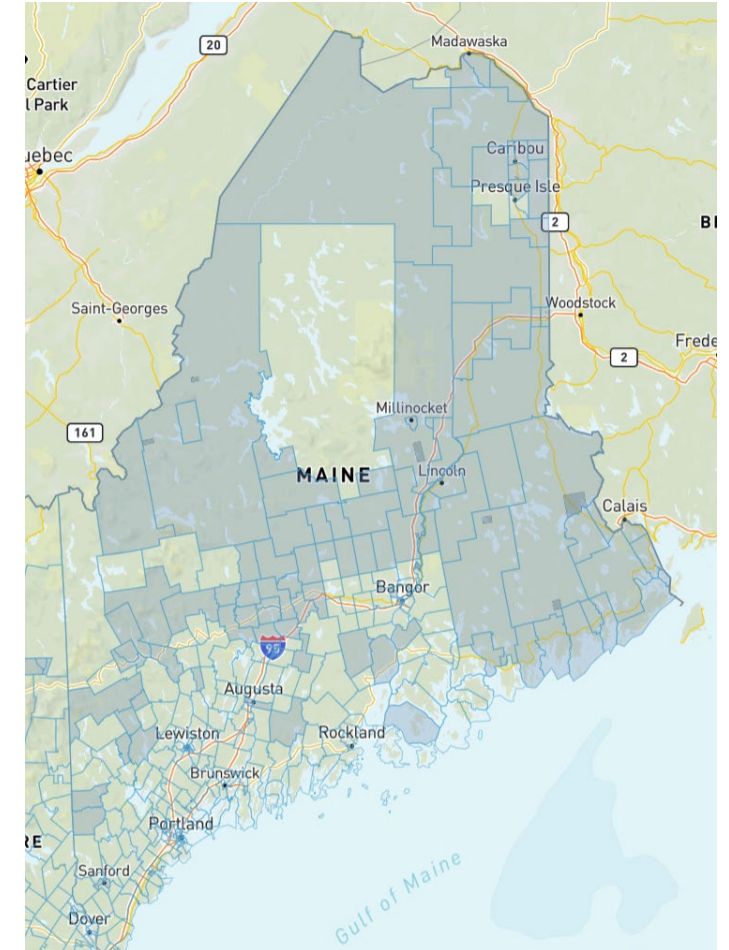
# Proposed draft program framework overview

- **Goal:** Grow the talent pipeline of energy efficiency workers and support existing contractors and employees.
- **Target populations:** Includes potential new energy efficiency workers, and existing workers such as contractors and employees. Additionally, GEO is working to ensure Maine's application will align with the goals established by Maine Won't Wait, serve disadvantaged communities and underrepresented groups, and meet federal Justice 40 requirements.
- **Target occupations:** HVAC installers and technicians, weatherization technicians, insulation workers, or other in-demand occupations based on stakeholder feedback.

# Federal Justice40 requirements

- The Federal Justice40 Initiative establishes a goal that 40 percent of the overall benefits of certain Federal investments flow to disadvantaged communities that are marginalized, underserved, and overburdened by pollution.
- Disadvantaged communities are defined by the White House Climate and Economic Justice Screening Tool (CEJEST) and include U.S. Census tracts that meet the threshold for:
  1. environmental, climate or other burdens and
  2. associated socio-economic burdens

<https://screeningtool.geoplatform.gov/>



# Proposed draft program framework concepts

- 1) Innovative marketing, recruitment, and retention strategies** to increase and diversify enrollment in existing energy efficiency workforce training programs.
- 2) New or expanded short-term training, pre-apprenticeship or internship programs that reduce barriers** faced by disadvantaged communities and underrepresented groups.
- 3) Training and upskilling opportunities for energy efficiency contractors** and employees.

*The GEO may propose one or multiple project concepts and invites specific comments from stakeholders regarding whether one concept should be preferred, or whether multiple should be proposed. The GEO may modify the final application contents from what is described in this Draft Program Framework, including based on feedback received from interested stakeholders.*

# Concept 1: Innovative marketing, recruitment, and retention strategies

## Goal:

Increase and diversify enrollment and retention in existing energy efficiency workforce training programs

## Benefits:

- Equitable access to existing training programs
- Greater public awareness of energy efficiency training
- Expanded pipeline of qualified energy efficiency workers to fill jobs

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# Concept 1: Related strategies and activities

## Marketing\*

- Promotional materials
- Social media campaigns
- Website updates
- Advertisements

\* Marketing strategies and activities related to the EE training program

## Recruitment

- Community outreach
- Community based partnerships
- Simplified applications
- Subsidized tuition and toolkits

## Retention

- Transportation support
- Loaner devices
- Online modules
- Alternative schedules
- Tutoring
- Stipends

*Example related strategies and activities are not intended to replace the criteria established by the Department of Energy and are not intended as program design guidance or eligibility criteria. In the event of a conflict, the Administrative and Legal Requirements Document published by the Department of Energy is considered the controlling document.*

# Concept 2: New or expanded short-term training, pre-apprenticeships or internships

## Goal:

Recruit and place new workers, reduce barriers faced by disadvantaged communities and underrepresented groups

## Benefits:

- Increased job training opportunities in disadvantaged communities
- Broader pool of potential workers to address workforce shortages
- Expanded pipeline of qualified energy efficiency workers to fill jobs
- Quality employment opportunities for individuals with low-incomes

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# Concept 2: Related strategies and activities

## Contextualized curriculum

- Work based English
- Test preparation
- Employability skills
- Digital skills
- Employer/industry engagement

## Wrap around supports

- Stipends (earn as you learn)
- Transportation
- Tools/equipment
- Childcare
- Mentorship
- Technology
- Subsidized test fees

## Career Connections

- Internships or practicums
- Networking opportunities
- Job application support
- Career advising
- Connection to job, apprenticeship or business development

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# Concept 3: Training and upskilling opportunities for energy efficiency contractors and employees

## Goal:

Increase familiarity with advanced technologies and position contractors for state and federal rebates and programs.

## Benefits:

- Increased rebate beneficiaries, especially in low-income households
- Energy efficiency improvements across the state
- Increased earnings and advancement for employees
- A well-trained, qualified workforce
- New energy efficiency contractors and increased statewide availability

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# Concept 3: Related strategies and activities

## Contractor Training

- Business start up and administration
- Sales
- Becoming a qualified vendor for rebates and programs
- Serving LMI communities
- Other workforce development

## Employee Training

- On-demand training
- Certifications and industry-recognized credentials
- Other professional development

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# How to submit comments

Please submit comments regarding the content of this draft, particularly in response to questions identified throughout this document. Additional comments related to Maine's application to the TREC program are also encouraged.

Submit comments via email to [tagwongo.obomsawin@maine.gov](mailto:tagwongo.obomsawin@maine.gov) **no later than January 24, 2024**. GEO also invites letters of support from impacted communities and organizations.

# Discussion

- What are your reactions to the three concepts?
- What should GEO prioritize and why?
- What are we missing?
- Other recommendations?

# Thank You

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[www.maine.gov/energy](http://www.maine.gov/energy)

<https://www.maine.gov/energy/initiatives/federal-funding>