



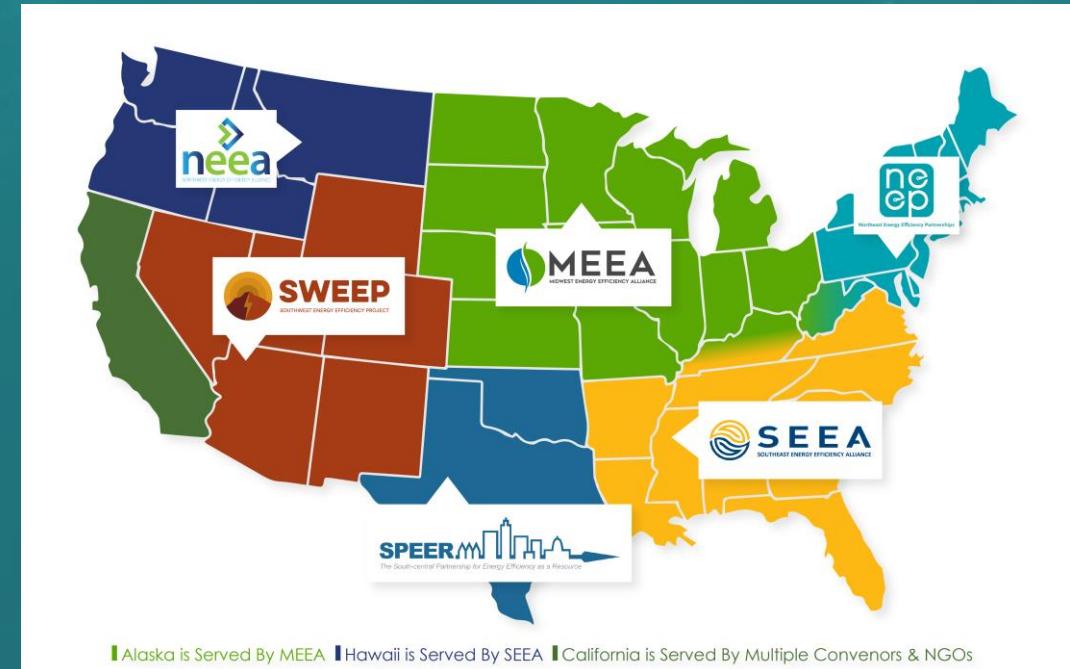
Maryland EmPOWER History, 2024 Updates, and Future Opportunities

Just Transition Working Group, November 15th
Erin Cosgrove, Senior Manager, Policy and Programs
Northeast Energy Efficiency Partnerships

Northeast Energy Efficiency Partnerships

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- **Vision**
 - We envision the region's homes, buildings, and communities transformed into efficient, affordable, low-carbon, and resilient places to live, work, and play.
- **Mission**
 - NEEP drives regional collaboration so that the Northeast and Mid-Atlantic can equitably and affordably reduce building sector greenhouse gas emissions through energy efficiency, electrification, and grid integration.
- **Goal**
 - Assist the Northeast and Mid-Atlantic states to equitably and affordably reduce building-sector greenhouse gas emissions in alignment with their goals.
- **Approach**
 - Drive market transformation regionally by fostering collaboration and innovation, developing research and tools, and disseminating knowledge.



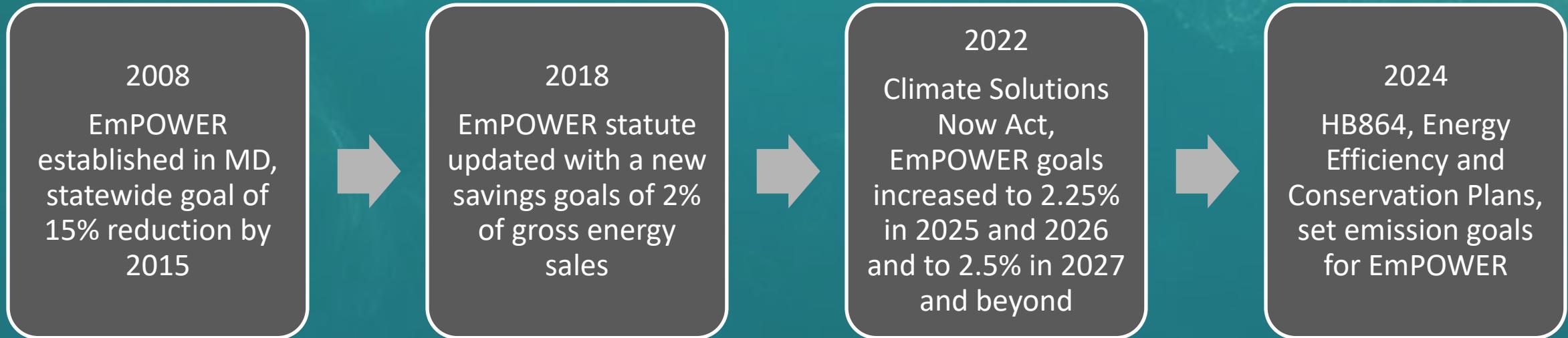
Alaska is Served By MEEA | Hawaii is Served By SEEA | California is Served By Multiple Convenors & NGOs

Agenda

- History of EmPOWER
- Impacts of HB864
- Energy Efficiency Workforce Needs
- Creating a Just Workforce Transition
 - Example programs and best practices
- Questions? (Members Only)



History of EmPOWER



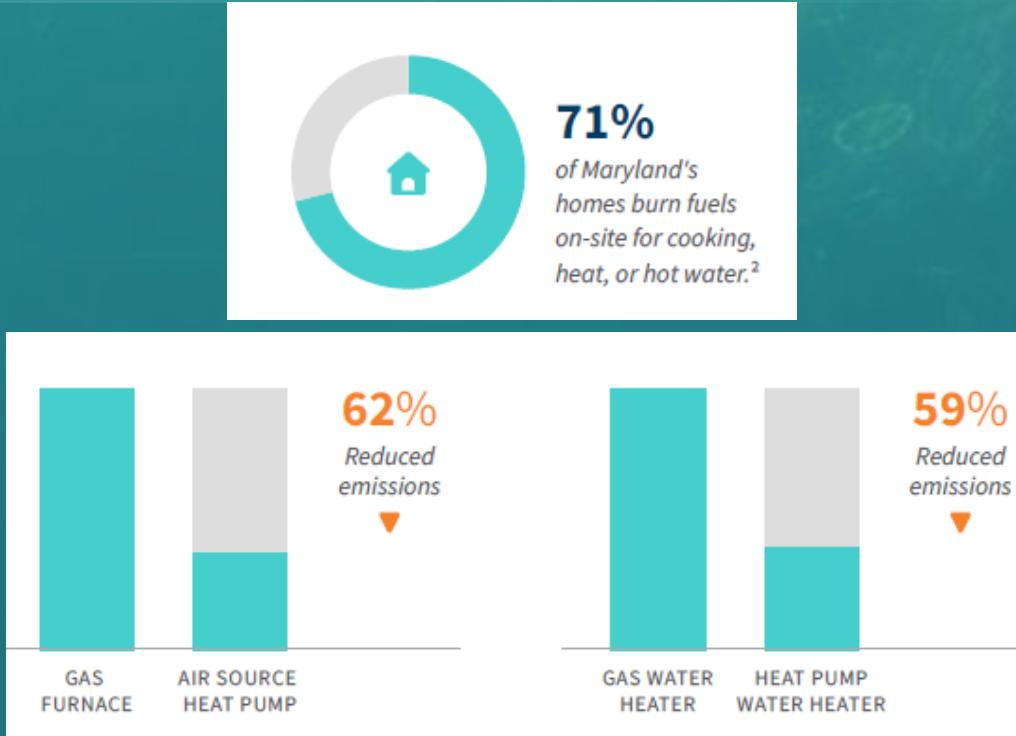
EmPOWER Program Highlights

- Generates \$1.61 in benefits for every one dollar spent
- Invested over \$4.1 billion on programs and saved Maryland residents over \$14.5 billion in energy costs over the life of measures installed

HB864 Impacts to EmPOWER

HB864, Energy Efficiency and Conservation Plans

- Established greenhouse gas reduction goals
 - Aligns efficiency programs with climate goals
- Modifications to EmPOWER Programs:
 - Testing electrification programs, including heat pumps and heat pump water heaters
 - Proposing programs that remove barriers to participation (health and safety remediation, knob and tube wiring, panel upgrades)
 - Removing incentives for natural gas programs to focus on electrification



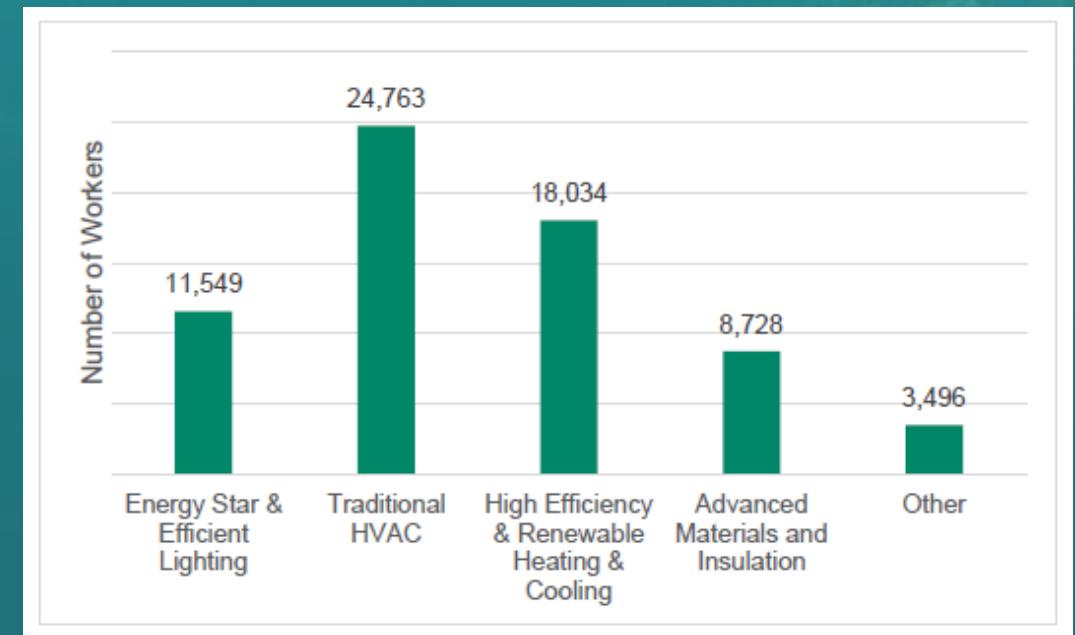
Energy Efficiency Workforce Needs

- Highest in demand jobs include electricians, construction workers, and HVAC technicians
- Oftentimes contractors and other potential workers know little about the benefits of energy efficiency or the career opportunities it presents
- Successful Energy efficiency and building decarbonization programs require an intentional and ongoing investment in the energy efficiency workforce and the associated supply chain.



Energy Efficiency Workforce Needs

- Current workforce: 125,007 energy workers in Maryland with over half 66,570 working in energy efficiency
- Maryland needs to grow its energy efficiency workforce
 - There will need to be an increase of between 22,608 and 64,000 workers in energy efficiency in the next 10 years
 - 35% to 96% increase in workers



Maryland Energy Efficiency Workforce by Detailed Technology Application
Source: [Maryland Workforce Needs Assessment Report](#)

Creating a Just Workforce Transition

- **Wrap-around services** alleviate barriers outside of the requirements of the job, such as lack of child care, attaining a driver's license or other transportation forms, and ensuring stable housing.
- **Funding on-the-job training and certifications** to offset the initial costs of entering the field and provide more opportunities for workers to transition. This can also provide support for small businesses to grow their workforce with trained and knowledgeable individuals.
- **Partnering with community organizations** to help program administrators advertise these opportunities, coordinate the programs and benefits available from different sources, and offer mentorships and other opportunities to grow in the field through having a support system.
- **Creating job pathways with clear steps for advancements** to grow and transition in these roles allows trainees to move from entry level positions to careers in energy efficiency. The [Green Buildings Career Map](#) can be used as a starting point to design pathways.

District of Columbia, Sustainable Energy Utility Workforce Development Program

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- DCSEU Energy Efficiency Workforce Development Program was designed to create energy efficiency and clean energy career pathways for unemployed and underemployed people in DC, enhance local economic stability, and create a pipeline of workers.
- Community-based organizations recruit workers for the program, training is offered free-of-charge, and participants are paid a living wage.
- Participants have externship opportunities with local contractors, businesses, municipal agencies, and other organizations engaged in the clean energy transition
- Wrap-around services are provided, such as interviewing, public speaking, resume drafting, and budgeting and general education classes on clean energy.
- Program has an 85-percent placement rate in full-time positions.



Impact Story

Empowering Energy Efficiency Externs: Workforce Development Celebrates the Winter 2024 Graduation!

Source: <https://www.dcseu.com/impact-story/empowering-energy-efficiency-externs-workforce-development-celebrates-the-winter-2024-graduation>



Source: <https://www.dcseu.com/impact-story/celebrating-excellence-in-the-green-workforce-summer-2024-workforce-development-cohort-graduation>

New Jersey, PSE&G's Clean Energy Future-Energy Efficiency Program

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- In New Jersey, PSE&G's Clean Energy Future-Energy Efficiency Program partners with community organizations and the New Jersey Department of Labor to recruit and retrain participants.
- The program creates an “all-in approach” that includes a three-part framework of tracking and measuring impact, working with community partners and advocates to recruit and train allies, and paying for a job training program to facilitate recruitment and hiring.
- Supported the placement of more than 2,600 individuals in clean energy jobs

Clean Energy Jobs Program Sponsored by PSE&G

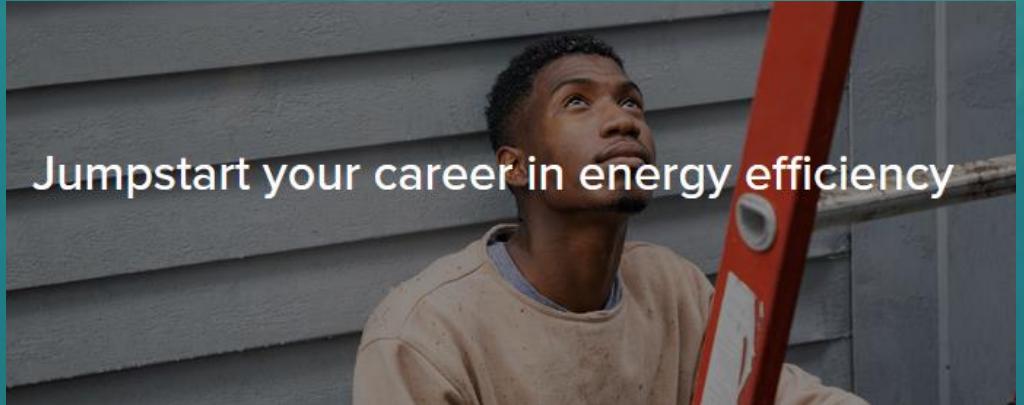


Source: <https://nj.pseg.com/saveenergyandmoney/energysavingpage/cleanenergyjobsprogram>

Massachusetts' Clean Energy Pathways Program

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- Massachusetts' Clean Energy Pathways Program aim is to help grow and diversify the energy efficiency workforce.
- Created through legislation requiring investment in energy efficiency workforce programs
- Job seekers are offered paid training and hands-on experience in energy efficiency weatherization and HVAC jobs with three month fully paid internships that provide skills, job placement assistance and ongoing support, and mentorships.
- Two pathways in the program, HVAC and weatherization
- Goal of seeing 100 percent of interns placed in full time energy efficiency jobs.



Source: https://masshirespringfield.org/wp-content/uploads/MassSave_Energy_SellSheet_062121.pdf



**Clean Energy
Pathways Program**

Brought to you by the Sponsors of Mass Save®

Source: <https://www.masssave.com/trade-partners/clean-energy-pathways>

New York's Clean Heat Connect Program

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- New York's Clean Heat Connect Program supports trainees and businesses throughout the state.
- The program allows for heat pump contractors to sponsor trainees and offers training and wage subsidies
- Data is collected to track program success
 - Recipients of funding are required to collect and report metrics back to NYSERDA on the number of workers trained, certified, and placed in jobs.
- Connects businesses in the network to potential new employees
- Provides Cost-sharing for clean heat advertising and clean heat training, equipment, or training centers



Source: <https://cleanheatconnect.ny.gov/>

Certified Contractor List with Support for Businesses

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- Maine's Qualified Partners
 - Includes: electricians, HVAC technicians and manufacturers, weatherization technicians, plumbers, energy auditors and managers, architects, and engineers.
 - Partners on the list gain access to training, technical assistance, added exposure and marketing help, and networking opportunities, and can display Certificates of Qualification.
- Vermont's Efficiency Excellence Network (EEN)
 - trade network of contractors, installers, retailers, designers, builders, and architects. The network has over 450 businesses
 - Members have access to co-branding materials, trainings, networking events, and exclusive program offerings.



Become A Qualified Partner

Source: <https://www.efficiencymaine.com/at-work/qualified-partners/become-a-qualified-partner/>

- ✓ Serves Residential and Commercial
- ✓ Efficiency Excellence Network Member
- ✓ BPI Certified Home Performance with ENERGY STAR
- ✓ Home Energy Loan Qualified
- ✓ Best of the Best Award Winner



Source: <https://www.efficiencyvermont.com/find-contractor-retailer/>



Thank you!
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