

## DOCKETED

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*Comment Received From: Janell*

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**2nd Attempt EEBA Comments for the Building Performance Center Inc.**

See the attached document with the comments from the Building Performance Center Inc. on the EEBA Action Plan.

Thank you,

Janell Jacks

janell@thebpcinc.com

916-932-4208

*Additional submitted attachment is included below.*

April 20, 2015

California Energy Commission  
1516 Ninth Street  
Sacramento, CA 95814-5512

Re: Docket Number: 15-IEPR-05

Dear Commissioner McAllister and Mr. Ismailyan,

The Building Performance Center Inc. (BPCi) wishes to thank the California Energy Commission for the opportunity to participate in the process and provide comments regarding the California Existing Buildings Energy Efficiency Action Plan.

The goals and strategies commented on apply to all building sectors covered by the Action Plan – single family residential, multifamily, commercial and public buildings.

Through collaboration, educating the public, effective motivational marketing and communication, combined with training on specific job skills, supporting the real estate industry in increasing and showing the value of energy efficient and sustainable homes; together we can create the momentum needed to meet our goals and make California a leader in climate change, energy efficiency and sustainability.

The Building Performance Center Inc. is committed to team with the Energy Commission and industry partners to make this goal a reality.

Sincerely,



Janell Jacks  
Director of Training  
Building Performance Center Inc.  
1301 Bidwell Street  
Folsom, CA 95630  
916-932-4208  
[janell@thebpcinc.com](mailto:janell@thebpcinc.com)

## AB758 – California’s Existing Buildings Energy Efficiency Action Plan Comments by the Building Performance Center Inc.®

### 3.3 High Performance Workforce and Education

#### 3.3.1 Priority Sectors, Systems, and Workforce Categories

We agree and suggest to include the trades as experts in skill development.

#### 3.3.2 Knowledge, Skills and Abilities (KSA) Specifications

The Building Performance Center Inc. agrees with the use of:

- KSA specifications integrated with competency models that identify industry specific jobs and skills. This is required as an essential first step to develop effective curriculum.
- We encourage that the CEC *Existing Building Energy Efficiency Action Plan* to prioritize Accredited Training and Credentialing Program Development, that it is utilized with recognized Industry Energy WE&T tools. In order to have industry specific and technical curriculum, we must align all WE&T and industry professionals efforts to create a continuous job ready workforce.
- Competency models, JTA’s and KSA’s to design and deliver training that teach and demonstrate practical skills development to prepare and improve a job-readiness workforce.
- We agree that community colleges can be a vehicle for scalability if properly trained with inclusion of private industry skills development.

#### Suggestions:

Recognize California entities who have State and national industry recognized training programs. (e.g.: ANSI, IREC, ANSI-IREC, industry certification bodies)

Additional examples can be located at the Center for Workforce Development: <http://cewd.org>

- Utilize the WE&T standards for competency models in curriculum development, to enhance the job performance skills needed to accomplish this goal.
- Be inclusive of the JTA’s, KSA’s with gap analyses, and competency models for curriculum development purposes.



- Public and private collaboration is essential to make sure that industry competency models are vetted, then integrated into the course design and delivery process.
- To keep up with industry development and technology updates offer short courses (1/2 day or 1 day CEU courses). Build into process.
- Include private industry accredited training providers with the apprentice, trades and community colleges in the curriculum development process.

### 3.3.3 High Performance Curriculum

We agree that online programs should be developed with accredited training providers based on job skills. Delivery can be standalone or combined with practical job skill development courses.

Expand intensive courses to include practical skills development by utilizing regional community partnership resources, hands-on training centers and developed competency models.

Quality installation is critical to meet California's energy goals. Require and track individual's credentials and certification of installation. Use a model like the Acceptance Test Technicians (ATTs), building specialists who are trained and certified by an Acceptance Test Technician Provider (ATTCP). ATT employers are required to have specialized training and would hire ATT's to conduct required tests. Once testing is completed the results would be sent to the enforcing agency to see how their credentials are tracked.

#### **Specialty Services Become Routine**

We agree and would like to see it required to include state or nationally accredited training programs.

#### **Workforce Issues**

We agree utility programs should require contractor and workforce standards to be met.

Suggestion:

WE&T funds should be inclusive of and directed to organizations with state and national accredited training programs.

For utility efficiency programs - Add incumbent and disadvantaged workers.



### 3.3.4 High Performance Curriculum

Marketing and business skills training to sell energy efficiency (including how to speak to homeowners) is necessary to overcome barriers and gain confidence (on how-to make this work) for professionals and homeowners. In order to meet state goals, it is critical for technical workers as well as office personnel (Program managers, project managers, customer service – anyone talking with customers) are trained. Short courses can be developed for office personnel.

### 3.3.5 Industry Delivered Quality Assurance

Design and develop an assessment and evaluation metric process that engages the employer to determine if the individual can perform the job skills.

(Quality assurance is needed on all levels - the program, performance of the individual, and employer.)

### 3.3.6 Special Skills Training

Suggestion: Provide materials and train the WIBs on how to select the qualified candidates for specialized training. Put applications in place so that candidates meet the prerequisites. Utilize basic skills online training and pre-study tutorials to develop skills to assist in more professionals qualifying for the training, then ultimately trained for the workforce.

## 3.4 Scale up Zero Net Energy Retrofits

Educate homeowners, real estate, construction and home performance professionals on what ZNE Ready is, the benefits and how to achieve it.

Create a market advantage for companies, professionals and homeowners who create sustainable, energy efficient and responsible practices that contribute to California's goals.

Educate all of the market actors and homeowners on what is at stake, the reality of the situation, the benefits and how to achieve some of these goals. (Affordable in steps.) Motivate them by what is important to them - better homes that are beautiful, comfortable, more economic, healthier for their families and more valuable. **Connect them to the underlying benefits and what they actually care about.**

Simplify the process, education and message.

Give clear cost models, examples, case studies, achievable goals in a non-threatening simplified process. (Overcome non-participation because people don't know what to do. They need an achievable financial model and a simple plan.)



Make it cool to be energy efficient, green, have sustainable practices and a Net-Zero Ready home.

Educate homeowners on the difference it will make and the steps to achieve it.

The Building Performance Center Inc. supports CSE's effort to create a ZNE task force and to encourage local governments to officially adopt ZNE goals ahead of the California's timeline.

#### **4.1 Strategy Real Estate Value**

Develop incentives for real estate professionals to add green and energy efficient features in their MLS listings. Design a consistent MLS criteria that can be standardized and easily integrated into all of California's MLS systems. Create online trainings or lunch-and-learn workshops to educate real estate professionals on how to do this. Make it easy for them by providing toolkits and to guide them through the process.

Incentivize all real estate professionals to participate in programs, replacing the fear of creating more barriers to close their sales.

Create a pilot program where participating realtors, lenders and appraisers can be effective incorporating these practices and renovations into their business models. Develop effective processes, and case studies to gain interest and participation to demonstrate to other real estate professionals and gain more of the market.

#### **4.2 Marketing Education and Outreach**

Train all segments of the real estate industry on the value of energy efficiency, water efficiency, green, ZNE, the benefit to them and how to educate the consumers/homeowners.

Educate real estate professionals about this \$1.6 Billion dollar market and how they can tap into it. Teach them all of the industry professionals' roles, what resources are available to locate them, the process of how to create teams and the benefits to their clients.

It is critical that the appraisers, lenders and realtors are trained so they can add energy efficiency and green measures to the value of the home. There must be enough certified green appraisers in the workforce to make this work. This is currently a major roadblock to gain interest and momentum.

Award a designation like NAR Green, CG-REP or the Appraisal Institutes' certification to differentiate each professional from their competition.

Create a directory (or add to current directories) where real estate Professionals can be listed with the building performance and green construction professionals.



Market the value of these designations to the homeowner. Add them as a category to MLS and home listings.

Give real estate professionals a resource library with marketing materials, complete with case studies and real life examples, with the ability to just add their name and logo, then market easily to their clients. Create marketing resources and a website focused on the homeowners to assist in educating the homeowner on retrofits and the value of labels.

Create a mechanism for the home performance professionals and the real estate professions to network and locate professionals in their areas, so they create teams, learn the process and resources to work together in a mutually beneficial way. This benefits all market actors.

Responsible funding programs and grants are needed to make this a reality.

#### **4.2.1 Decision-Maker Focused Marketing and Outreach**

Create a market advantage for companies, professionals and homeowners who create a sustainable, energy efficient and responsible practices that contribute to California's goals.

Educate all of the market actors and homeowners on what is at stake, the reality of the situation, the benefits and how to achieve some of these goals. (Affordable in steps.) Motivate them by what is important to them - better homes that are beautiful, comfortable, more economic, healthier for their families and more valuable. Connect them to the underlying benefits and what they actually care about.

Simplify the process, education and message throughout California. Give clear cost models, examples, case studies, and achievable goals in a non-threatening simplified process. (Overcome non-participation because people don't know what to do. They need an achievable financial model and a simple plan.)

Make it cool to be energy efficient, green, have sustainable practices and a Net-Zero Ready home. Educate homeowners on the steps they can take to do their part, the difference it will make and how it is affordable.

Fund aggressive social media campaigns and target market by segments.

Utilize a consistent state-wide brand while making it more inclusive of all professional types. Include certified real estate professionals on the professionals list along with the raters and building performance contractors.

Make it cool to be energy efficient, green, have sustainable practices and a Net-Zero Ready home.