

Green Innovation Challenge Solicitation for Concept Paper (SFCP) 2009/10

Award List and Project Summaries

On June 29, 2010, grants were awarded to six organizations under the Green SFCP. Project descriptions, award amount, and contact information are listed below. Award decisions are final.

Applicant Name	County	Targeted Clean Technology	Award Amount
Generation Power / Los Angeles Valley College	Los Angeles	Water Efficiency	\$2,500,000
Northern Rural Training & Employment Consortium	Butte	Renewable Energy Generation	\$3,500,000
San Mateo County Community College District	San Mateo	Alternative and Renewable Fuels and Vehicles	\$3,000,000
The San Diego Biofuels Initiative / San Diego Workforce Partnership	San Diego	Alternative and Renewable Fuels and Vehicles	\$4,000,000
SolarTech Workforce Innovations Collaborative/NOVA	Santa Clara	Renewable Clean Technology	\$4,000,000
Workforce Institute, San Jose/Evergreen Community College District	Santa Clara	Energy Efficiency in Buildings	\$2,000,000
Total			\$19,000,000

Generation Power
700 N. Alameda Street, FI 4-570
Los Angeles, CA 90012

Contact:

Marcus Castain
(213) 687-0781

Award Amount: \$2,500,000

Targeted Clean Technology Industry: Water Efficiency

Key Partner Highlights: The Los Angeles Water Efficiency Workforce Development Program is a coalition led by Generation Power, a social entrepreneurial organization of the Infrastructure Academy. Working with the Los Angeles Conservation Corps, SEIU 721, Northeast Trees, the San Gabriel and Los Angeles Rivers Watershed Council, Los Angeles Valley College, and the Worker Education and Training Center, this Program will engage various Southern California government agencies including the City of Los Angeles' Department of Recreation and Parks, Department of Water and Power, and Department of Public Works; Water Replenishment District; West Basin and Central Basin Water Agencies; Caltrans; Metropolitan Transportation Agency; Metropolitan Water District; and LAUSD.

Planned Approach: Our approach is to convince policymakers to pursue the “soft path” of water efficiency rather than the traditional “hard path” of dams, reservoirs, and aqueducts. The State can gain a competitive advantage in the development of water efficient technologies by implementing water conservation and reuse and “California-Friendly” models of design. In order to create a competitive workforce in water efficiency, we will leverage this grant to scale up and fund innovative multi-million dollar projects that will employ thousands of people.

1. Project Surveys – Much of this work will be field work – mapping vegetation, water infrastructure, irrigation zones, run-off areas, sprinkler types, irrigation zones, and so forth. A database of potential projects will be built for funding consisting of project information, existing water usage, existing infrastructure, photographs, irrigation zone mapping, permeable surfaces, and existing vegetation.
2. Sustainable Landscape Implementation – Actual implementation of the ordinance requirements will result in sustainable, drought tolerant landscaping and reduce water needs. Participants will gain valuable experience by learning the trades described below for approximately 600 field hours.

The program design consists of recruitment of 400 program participants, classroom training, on the job training/subsidized employment, and career placement.

Proposed Performance Objectives: 400 program participants will be recruited for training, subsidized employment (except for incumbent workers), and eventual career placement. Of these, 280 are expected to be placed into full-time positions. The direct economic impact is estimated at \$105.6 million annually. This program will develop a comprehensive water efficient technologies and landscaping curriculum product that is specific to the current and emerging industry occupational needs in the Los Angeles region. Water savings will be tracked and are expected to be significant.

Northern Rural Training and Employment Consortium
525 Wall Street
Chico, CA 95926

Contact:

Stewart Knox
(530) 892-9600

Award Amount: \$3,500,000

Targeted Clean Technology Industry: The project targets Renewable Energy, including Solar PV, Solar Thermal, Concentrated PV, Energy Efficiency and Power Delivery System (transmission, distribution, smart meter and smart grid).

Key Partner Highlights: The North State Renewable Energy Consortium (NSREC) includes over 25 renewable energy companies (local, statewide and international), Lean Manufacturing Group, Utilities-PG&E, Pacific Power, NCPA and Rural Cooperative, USDA, ConSol (DOE Team) and Industry Associations. Unique partnership with SolarTech for cross region collaboration as well as University, Community College, Venture Capital Network, Economic Development Network and NoRTEC OneStop Network in the 11 northern California Counties.

Planned Approach: A Renewable Energy Impact Report documented the potential opportunity of renewable energy initiative in the North State - 4008 jobs and \$511 million impact. The project goal is to create systematic change by building the needed infrastructure and stimulating the renewable energy sector. The initiative is focused on three objectives:

1. Market Development - accelerate adoption and deployment of renewable energy, remove barriers, streamline installation and encourage policies to support renewable energy.
2. Workforce Training - institute DOL Renewable Energy Career Pathways Model, leverage existing Clean Energy Workforce Training with higher level of competency training as well as Energy Efficiency Academy Training and Smart Meter/Smart Grid training.
3. Technology Commercialization: collaborative with SolarTech, CSU, Chico - Sustainable Mfg Program for operating Innovation Lab, Solar Panel Manufacturing Center and access to private venture equity funds.

Proposed Performance Objectives: Training/Education Impact: 356 Enrolled, 83% Placement Rate, Cost Per \$9,831
Business Impact: 5 testing, monitoring & new technology commercialization; 5 new tech start-ups, 5 expansions, and \$3.5 million in business funding.

MegaWatts Installed: Target 40 MW of solar planned, permitted or installed. Infrastructure & Market: Create focused effort at all levels on the initiative and opportunity, build stronger collaborations, develop policies and strategies to accelerate renewable energy adoption and leverage assets and resources.

San Mateo County Community College District
3401 CSM Drive
San Mateo, CA 94402

Contact:

Regina Stanback Stroud
(650) 738-4321

Award Amount: \$3,000,000

Targeted Clean Technology Industry: Alternate and Renewable Fuels and Vehicles

Key Partner Highlights: Automotive Service Councils of California (ASCCA), the Automotive Joint Apprenticeship Committees of California (AJACC), Perfect Sky, Inc. Bridgestone/Firestone, Transpower, Skyline College, Contra Costa College, Long Beach City College, Career Ladders Project, San Mateo County WIB, Gateway Pacific WIB, Richmond Works

Planned Approach: This project is a statewide endeavor addressing the immediate and long-term needs of the green transportation sector. As an industry-led initiative, independent repair shops, merchandisers and municipalities and county government fleets will collaborate with the community college and workforce investment system to develop career pathways and industry-recognized certifications for hybrid and electric vehicle repair technicians. The initiative will anchor grant activities at three key demonstration sites across the state, to be implemented at Skyline College and Contra Costa College in the Bay Area and Long Beach City College in southern California, with an eye to seeding new hybrid and/or electric vehicle training programs in multiple regions of the state. Skyline College will lead the overall effort in tandem with the Automotive Service Councils of California and other industry partners.

Our action plan features; 1) Industry leadership to establish standards around a statewide advanced hybrid and electric vehicle technician certification to be implemented at the college sites; 2) Flexible training options such as modularized courses and stackable certificates that encompass various skill levels and allow for multiple entry and exit points in the green transportation sector; 3) Job coaching, retention, skills training and bridge models to assist populations with barriers to employment to enter repair technician positions and advance on the job, leveraging local WIB resources to deliver wraparound services; and 4) Systems-change work to spread uptake of industry-recognized credentials and effective workforce practices across California community college and industry partnerships.

Proposed Performance Objectives:

- At least 400 trainees participate in hybrid and electric vehicle career pathway training, with 80% obtaining industry employment as a result.
- Development of industry-recognized hybrid and electric vehicle technician certification.
- Job promotions and pay increases for incumbent workers resulting from new hybrid/electric vehicle skills and training.
- Adoption and uptake of hybrid/electric vehicle curriculum, modularized courses, stackable certificates and career pathway approaches across the colleges.
- Widespread dissemination of hybrid/electric vehicle curriculum and effective workforce practices to create and sustain the industry-driven collaborative, strengthening the economic competitiveness of the green transportation sector in the short and long-term.

The San Diego Biofuels Initiatives
4510 Executive Drive
San Diego, CA 92121

Contact:

Joe Panetta
(858) 455-0300

Award Amount: \$4,000,000

Targeted Clean Technology Industry: Alternative and Renewable Fuels Industry. This proposal focuses on developing the training infrastructure and placement services to support the growing biofuels industry.

Key Partner Highlights: BIOCUM, CleanTECH San Diego, San Diego Regional EDC, San Diego Center for Algae Biotechnology (consortium comprised of The Scripps Research Institute, University of California, San Diego, San Diego State University and Scripps Institution of Oceanography), San Diego Workforce Partnership, and MiraCosta Community College.

Planned Approach: The EDGE initiative will provide education, training, and placement services to unemployed and dislocated workers within the San Diego region. It has been designed to serve as a regional and statewide career pathway/industry competency model that prepares workers for careers in the biofuels industry. Certificate and degree training include; Biofuels Production Certificate Program, Biomass Production Certificate Program, Biofuels Laboratory Technology Certificate, Biofuels Crop Management Certificate, Advanced Training in BioEnergy Crop Research all that will complimented with On-the-Job Training opportunities. The Biofuels BioCollaborative/Immersion Programs, are online, easily accessible resources that enhance the project's career lattice of education/training. The project will also include targeted recruitment of veterans through collaboration with local military bases. Industry partners include the largest clean technology employers in the region—General Atomics, Synthetic Genomics, Sempra Energy, Sapphire Energy, and Verenum. Industry partners are committed to facilitating and providing internships, On-the-Job Training, and employment. The EDGE initiative takes a career-directed approach designed to help workers gain both employment and the skills and training necessary to move up the career ladder.

Proposed Performance Objectives: Success of the program will be determined by assessing the number of individuals recruited from the target population, the number of individuals provided with training, and the number individuals who have gained long-term employment in the industry. In addition, success will be measured by the project's ability to accelerate the development of a critical emerging new clean technology industry in the state. To quantify these results, the EDGE initiative will collect data on the total number of participants: (1) served; (2) recruited, screened, and accepted for a project certificate or degree program; (3) beginning education/training; (4) completing education/training; (5) completing a certificate or degree; (6) placed in unsubsidized, training-related employment; (7) receiving training related unsubsidized, training-related employment; and (8) continuing employment for the first and second quarters following initial placement.

SolarTech Workforce Innovations Collaborative
505 W. Olive Avenue, Suite 550
Sunnyvale, CA 94086

Contact:

Kris Stadelman
(408) 730-7233

Award Amount: \$4,000,000

Targeted Clean Technology Industry: Renewable Energy Generation

Key Partner Highlights: NOVA WIB (workforce), SolarTech (industry organization), Foothill-DeAnza Community College District (training institutions)

Planned Approach: PART 1: Current model proposal pilots. Use current information from IDRC, SolarTech Symposium, and labor market information from industry sources to run 3 pilot trainings to meet immediate workforce needs. Pilot 1: Solar Sales Training, Pilot 2: Solar Design Engineer, Pilot 3: Solar EV Charging Station Corridor. PART 2: Improved model proposed. As pilots start up, information sharing will be coordinated through members of SWIC and data will be collected on the workforce supply/demand immediate needs and long term projections. Collaborative model addresses: 1.methodology to shorten the cycle time in identifying and deploying meaningful employment training to innovations in the renewable energy industry (scale-up challenges), 2. ability to transition maturing industry skills into new technologies for sustainable employment (workforce needs), and 3.real-time labor market intelligence to signal the development of the “right” training at the “right” time for oncoming industry demand to training providers -- and workforce supplies to industry partners (technology barriers). PART 3: Test new, improved model with 2nd round of (proposed) pilots: Pilot 4: Solar financial analysts, sustainability manager. Pilot 5: Solar EV Living Lab. PART 4: Share results of model with industry, training providers, and governments, demonstrating how it can be scaled to local, state, and national levels as well as be copied in other industries.

Proposed Performance Objectives: Objective 1: 245 dislocated workers trained and placed in renewable energy generation jobs as directed by the labor needs of the industry in 24 months. Objective 2: Demonstrate and improve the Workforce Acceleration Methodology (WAM) template for long term industry workforce needs that is scalable to local, state, and national levels as well as cross-industry. WAM based on building and expanding existing industry partnerships, training providers and WIBs, while shortening the time between industry demands and training labor supply. Objective 3: Industry-driven renewable energy generation curriculum development that is both NABCEP (North American Board of Certified Energy Practitioners) and IREC (Interstate Renewable Energy Council) approved. NABCEP and IREC are the recognized industry standards.

Workforce Institute – San Jose/Evergreen Community College District
600 S. Bascom Avenue, Suite T-101
San Jose, CA 95128

Contact:

Carol Coen
(408) 918-5106

Award Amount: \$2,000,000

Targeted Clean Technology Industry: Efficient Energy for Home Building Performance: A Strategic Approach for Job Creation

Key Partner Highlights: The proposal's partnerships provide an interconnected established network that is sustainable beyond the duration of the grant: The Workforce Institute, a division of the San Jose/Evergreen Community College District, is the lead agency; Pacific Gas & Electric serves as the lead industry partner. Other partners include CPBCA; work2future, the Alameda WIB, AllianceWorknet, and the NUMMI Transition Center Network; CSU-East Bay; Modesto Jr. College, Chabot College, and Los Angeles Trade Technical College; and ICF International.

Planned Approach: This approach addresses 3 different levels of workforce and employment levels in the efficient energy sector. We create new jobs, increase the contractor competitiveness, and help build a sustainable efficient energy market.

Proposed Performance Objectives: Performance is based on State WIA performance criteria: 1,300 applicants; 1,015 or 78% entered training; 928 or 71% entered subsidized employment; additional benefit of increased worker salary upgrades of \$10,000-15,000.