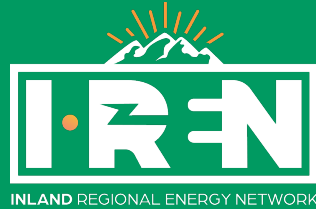




**your Past. their Present. our Future**

June 25<sup>th</sup>, 2024



Moderator:

**Tyler Masters, Program Manager I-REN / WRCOG**

Speakers:

**Kate Rathbun, Program Manager, Frontier Energy**

**Parker Friederich, I-REN Energy Fellow, City of Canyon Lake**

**Jarrold Manuel, Capital Project & Facilities Superintendent, City of Chino Hills**

# I-REN Energy Fellowship

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- Goal: Meet local and state goals
- Issue: lack of workforce capacity and/or funds to advance energy initiatives
- I-REN Solution: Develop I-REN Energy Fellowship

# I-REN Energy Fellowship

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- Partnership with CivicSpark allowed us to more efficiently deploy local talent to local jurisdictions
- Year 1 results
  - 11 fellows placed
  - 28 energy (efficiency, water, EV, renewables) projects
- Year 2 underway
  - On track to place 18 fellows
- 450% increase in participation in a subregion with a high population of HTR/DAC/LIC

# Workforce Education & Training Highlights

**01** 2023: 17 job fairs attended  
2024 (to-date): 18 job fairs attended

**02** 440+ interested job seekers identified

**03** 2023: 11 fellows placed  
2024: ~18

**Result:** 450% increase in participation in a subregion with a high population of HTR/DAC/LIC communities



**IREN**  
INLAND REGIONAL ENERGY NETWORK

## Visionaries Wanted

Supporting career opportunities in the energy economy for all people of the Inland Empire.

Our Workforce Education & Training Program includes:

- Community outreach and engagement to help diverse job seekers find employment opportunities
- No-cost training and education on energy efficiency topics and trends
- Workforce development activities to create job pathways to local companies

iren.gov

CVAG sb cog WACOG



Kate Rathbun, Frontier Energy

# CivicSpark Experience (2014-2015)



With 3 other fellows, I had the pleasure of designing and implementing three energy efficiency focused programs for the San Gabriel Valley Council of Governments:



Short-term Educational Internship Program

# Outcomes



Obtained Building Energy  
Energy Certificate from  
BOMA

Completed 80+  
in-home energy  
assessments and  
engaged  
hundreds of small  
businesses within  
SGVCOG's 33-  
city region.

Designed and  
implemented all  
aspects of a  
residential and  
commercial  
energy  
assessment pilot  
program.

Received on-the-job  
training which built basic  
building science and  
energy efficiency  
knowledge

Opportunities to network  
and engage with other  
local players in energy

Recruited and  
managed 5  
volunteer interns  
who provided 88  
hours of  
educational  
service to grade  
schoolers.



# Career Impacts

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- Provided opportunities to practice professionalism, team building, people and project management, and stakeholder engagement
- Laid foundation for energy efficiency and building science knowledge
- Introduced relationships with investor-owned utilities
- Frequent coordination and partnering with nonprofits, consulting firms, and other local governments
- Diverse experiences and understanding of local needs and barriers
- Leveraged connections to find placement in subsequent jobs quickly
- Awareness of resources and trainings to develop workforce, which are still used

# Opportunity and Challenges



## OPPORTUNITY

- CivicWell conducts initial recruitment
- Win-win for fellow and host org to build experience and grow internal capacity
- Host organizations can develop fellows to fit a specific role and need
- Existing low-to-no cost workforce, education, and training offerings exist to provide on-the-job training
- Ultimately builds well-prepared talent pool for growing industry

## CHALLENGES

- Fellows are not experienced consultants and may need support to develop soft or technical skills, and professionalism
- Management capacity; hosts should expect to fully oversee fellow's work, coaching, and development needs

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**There is no better time to be  
getting into energy work!**

**...But does the workforce exist?**



# Upskilling Building Professionals

## TRAININGS AND FORUMS

Monthly trainings support upskilling building professionals in aspects of the energy code.

- No-cost offerings from reputable trainers
- CEU credited for those pursuing or maintaining certifications
- Appropriate for jurisdiction building department staff or other building sector professionals (like contractors, designers, architects, energy analysts, etc.)

## ONLINE RESOURCE HUB

One-stop shop for resources on the energy code.

- On-demand, downloadable references
- Open-source cost-effectiveness calculator for efficiency measures

## CODE MENTORS

Developed to provide tailored support to aide building professionals in navigating the Energy Code.

- Easy and straightforward
- Response given within two business days

# WE&T and Market Transformation in Action





Parker Friederich, I-REN Energy Fellow - City of Canyon Lake

# A Brief Biography

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- Grew up in **Temecula, California**
- Hobbies and interests include traveling, drawing, photography, and coding
- Graduated from UC San Diego in 2022
  - **B.A. in Urban Studies & Planning**, minor in **Real Estate & Development**
- Held roles and worked on projects related to transportation planning, environmental justice, food systems, and real estate development



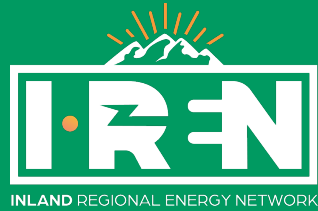
# A Brief Biography

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- Two rewarding fellowship experiences with the **Governor's Office of Planning & Research (OPR)** and the **Inland Regional Energy Network (IREN)**
- Future plans include pursuing advanced education (both a **master's degree** and **professional certifications**)
- Career interests include **urban design**, **transportation planning**, and **environmental justice**
  - Interested in further exploring the planning-energy nexus







# My Fellow Experiences

# Office of Planning & Research (OPR)

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- Main projects:
  - Develop recommendations for embedding equity in the **OPR General Plan Guidelines (2017)**
  - Contribute to regular OPR projects such as **Annual Progress Reports** and the **Annual Planning Survey**
  - Develop educational tools for environmental justice (**SB 1000**)
  - Additional capacity building support as needed



# Office of Planning & Research (OPR)

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- Emphasis on program development or continuation at the state level (**general plans, equity, and environmental justice**)
- Conducted internal and external outreach through **webinars and interviews**
- Made valuable connections with representatives from other state agencies (**Caltrans, CARB, Cal OES**, etc.) and subject matter experts from all regions of the state



# My Transition Into Energy

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- Wanted to gain knowledge in a new subject area after OPR
- First learned about IREN in March 2023; found this to be an opportunity to **gain industry experience** and **build regional relationships**
- Already had a **LEED Green Associate credential** but wanted to see how the expertise could be applied in a **real-world setting**
- Already familiar with **Title 24** through other planning courses
- Smooth transition due to supportive, knowledgeable, and connected city staff and program directors

# IREN & City of Canyon Lake

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- Main projects:
  - Conduct an **energy audit** of key city facilities (city hall and fire station)
  - Assist with the adoption of a new solar permitting program (**SolarAPP+**)
  - Develop the city's electric vehicle program (including the creation of an **EV Readiness Plan**)
- Others: **Save Green, Go Green** campaign development, support city volunteer program, additional technical assistance



# IREN & City of Canyon Lake

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- These projects helped **further develop existing city projects** or **address other needs**
  - Identified and addressed gaps such as the need for residential rebates
- Helped keep the city in compliance with **state codes and regulations**
- Attained valuable knowledge about the **staff roles and dynamics** at play within a city and worked more directly with the local community



# CivicSpark (the "bridge")

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- Provides **professional development support** for Fellows
  - Professional trainings
  - Project management opportunities (leadership projects, volunteer engagement, etc.)
  - Job search and interview preparation
- Since the partnership was introduced, **CivicSpark** and **IREN** have expanded employment opportunities in the local sustainability sector, creating a **direct benefit to the Inland Empire**





# Similarities & Differences



# Similarities

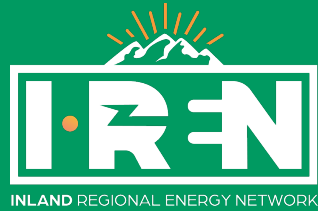
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- Both fellowships followed a **clear scope or structure** with respect to project expectations and outcomes
- Successful project completion required significant **internal coordination** and **outreach to industry professionals** (planners, EV companies, etc.)
- Creating deliverables required consulting **relevant California codes** (**Government Code, Health & Safety Code, Vehicle Code**, etc.)
- Both fellowships culminated in the creation of a **professional document**

# Differences

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- OPR serves the entire state (**39 million residents**)
- OPR suggests multiple definitions for disadvantaged communities (**CalEnviroScreen, Justice40**, etc.)
- Stronger focus on **equity** in the language and programming of state agencies like OPR
- OPR's work intersects with other topics such as **hazard mitigation** and **climate adaptation**
- Canyon Lake has just over **11,000 residents** living in **4,800 households**
- A census tract in northern Canyon Lake has a high CalEnviroScreen score, but **Canyon Lake is not considered to be disadvantaged**
- Canyon Lake experiences **other geographic and political challenges**
  - Heavy emphasis on property ownership
  - Uses a **regional CAP**



# Takeaways

# Takeaways

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- Understand the **dynamics between state agencies and local governments**
- Understand the basics of the **building and energy codes** and related **terminology**
- Support communities that are **under-resourced but not disadvantaged** (and think about **possible replacement terminology**)
- Stay ahead of **what's new** in the planning and energy industries
- Get to **know your team** and don't be afraid to **ask questions**
- Take the **lived experiences** of the community you're serving to heart
- Remember your worth – you deserve a chance to **succeed!**



# Thank You

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**LinkedIn:** <https://www.linkedin.com/in/parker-friederich-leed-ga-066488187/>



Parker Friederich, I-REN Energy Fellow - City of Canyon Lake

A construction worker wearing an orange hard hat and a high-visibility yellow vest is shown from the back, looking towards a construction site. The background is filled with scaffolding and structural elements of a building under construction. The image is overlaid with a dark blue geometric shape on the left side, which contains the text.

# Workforce Development and Our Project Implementation Future

Jarrold Manuel, Capital Projects  
& Facilities Superintendent  
City of Chino Hills



**Didn't get much sleep, but I did  
get a few hours of anxiety in**



# Capacity Needs



- ▶ Are you perpetually short staffed?
- ▶ Local governments have been and will continue to be hindered by challenges in capacity building.



# Statistics

(Where figures lie and liars figure)

- ▶ 2021 SHRM Survey reporting that 68% of organizations experienced short staffing.
- ▶ 2021 IFMA reported that 62% of facility managers reported difficulty finding skilled maintenance workers.
- ▶ 2021 SEIA reported 65% of solar companies had trouble in recruiting and retaining employees.
- ▶ 2021 IEA warned the global energy sector could face a shortage of up to 5 million workers by 2025.
- ▶ CEWD is estimating that 40% of the energy industry's workforce would be eligible for retirement in the next decade.

# This is an Urgent Problem!

- ▶ We not only have the problem of finding skilled workers, but we also have an urgent problem of finding willing workers.
- ▶ We need more workforce development initiatives like fellowships to help combat the decline in the labor force participation rate.

**MAKE ME AN OFFER I CANT REFUSE**

Capacity Building-  
Not just a talking  
point.

Cross Training?

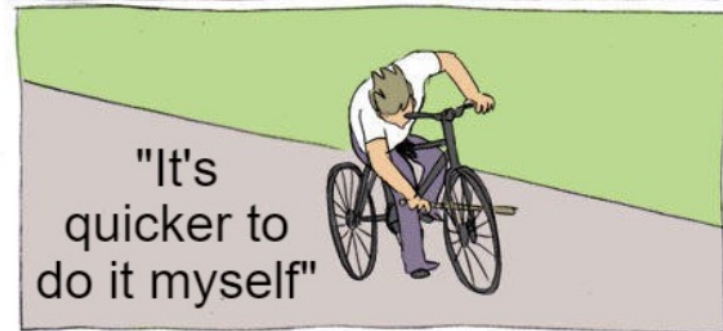
Contractors or  
Consultants?

Fellowship Model?

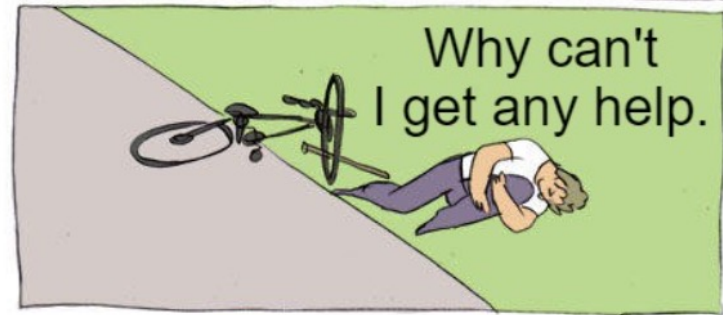




Getting the  
staff help I've  
been asking for.



"It's  
quicker to  
do it myself"



Why can't  
I get any help.

## How Can Fellows Help During Onboarding?

- ▶ Understand that colleges are not pumping out a lot of savvy energy professionals. Most entry level applicants have no idea what our energy world is or how local governments operate.
- ▶ A fellow is only going to be as useful as you let them be. As with regular staff, avoid the “it’s quicker to do it myself” mentality.
- ▶ We need to stop hindering our own progress. It’s crucial that we provide intentional training and acknowledge our responsibility as the gatekeepers to a skilled energy workforce.

My reaction when they tell me I have to train the new guy:



# Decision Making for Assigning Fellow Tasks

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What hard and soft skills is your fellow equipped with that can immediately help with your tasks?

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What is their biggest knowledge gap and opportunity for development? Can you include them in higher level opportunities and allow them to be a fly on the wall?

# Developing for Each Other

We can't retain everyone we train, and we can't always predict when vacancies will arise.

Provide fundamental training so our workforce is better prepared to integrate into local governments.

Develop staffing for neighboring agencies, with the hope that they are also developing staff for you.

The screenshot displays the website for the Inland Regional Energy Network (IREN). The header features the IREN logo on the left, which includes a stylized sun and mountains above the letters 'IREN' and the text 'INLAND REGIONAL ENERGY NETWORK' below. To the right of the logo are navigation links: 'ABOUT', 'PROGRAMS', 'EVENTS / CALENDAR', and 'CONTACT US'. A search bar with the placeholder text 'Search...' and a magnifying glass icon is located on the far right of the header. The main content area has a dark green background and is divided into three columns of program categories, each with a light green box containing the category name and a list of sub-items:

- Public Sector**
  - Building Upgrade Concierge (BUC)
- Workforce Education & Training**
  - Energy Fellowship
- Codes & Standards**
  - C&S Resources
  - C&S Trainings
  - C&S Technical Support



# Developing for Each Other

- ▶ Train the basics.
- ▶ Acronyms are barriers too.
- ▶ Fellows should ask questions and supervisors should welcome them.
- ▶ Be proud of what you do and teach!



# What are our realistic end goals and what is standing in our way?

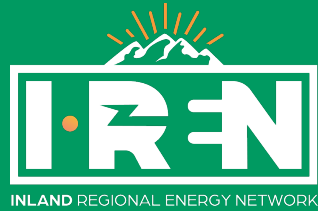


- ▶ Be strategic with your fellow deployment and set them up for wins.
- ▶ Try to avoid only delegating the duties you don't want to do.
- ▶ Set simple and realistic milestones for your fellow (and you).

## Take Action Today!



- ▶ Temper your skepticism. These are real solutions that are available to you.
- ▶ Everything we've presented can be replicated.
- ▶ Contact CivicSpark or your regional energy network for more guidance and assistance.



**Thank you!**