

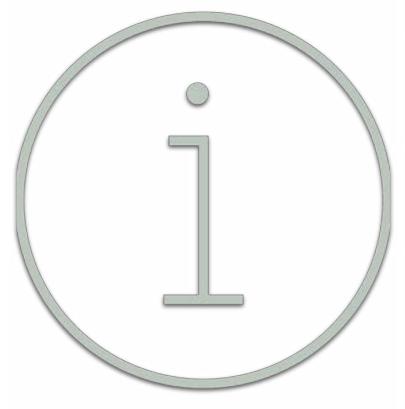
Powering the Future:

Building & Sustaining the Energy Efficiency Workforce

December 11, 2024

Welcome







Listen only mode – do not speak or show your camera if you do not want to be recorded



A break for questions will be provided at the end of each section



Use the CHAT or Q&A feature to add any questions



Slides will be provided to participants via email and will be published on BPA's website



Recording will be provided within 24 hours & published on BPA's website

ABOUT BPA & AnnDyl





The Building Performance Association (BPA) is a nonprofit 501(c)6 industry association that serves as the hub for businesses, nonprofits, and government agencies working to make America's homes more comfortable, healthy, and energy efficient.

BPA keeps the industry informed on best practices, new technologies, and policy while advocating on behalf of its members. BPA also brings the industry together through regional and national conferences. BPA's current focus is on the Bipartisan Infrastructure Law, the Inflation Reduction Act, Weatherization, Workforce Development, Registered Apprenticeships, and Diversity, Equity, Inclusion, and Accessibility.

AnnDyl is a Washington, DC-based policy strategy firm that focuses on Federal and State legislative, regulatory, and administrative energy and environmental policy.

Our team brings together extensive knowledge, experience, and expertise to take a substantive approach on policy and advocacy. We specialize in advanced grid infrastructure, energy efficiency, smart technology, demand response, clean energy financing, renewable energy, carbon and climate policy, and much more.

TODAY'S WEBINAR



Objective:

To equip State Energy Offices and energy efficiency contractors with strategies to strengthen and sustain the workforce.



Recommendations for workforce program design



Engagement with contractors on rebate & incentive program design



Staking programs & incentives to maximize benefits to residents



Preview of upcoming Energy Efficiency Jobs Report (EEJA)

SPEAKERS





Robin Yochum

Building Performance Association

Director of Programs & Partnerships

Kara Saul Rinaldi
AnnDyl Policy Group, LLC
Founder & CEO
Building Performance Association
Chief Policy Officer

Skip Wiltshire-Gordan

Top Five Energy Efficiency Workforce Recommendations for States



- ✓ BUILD A ROBUST NETWORK OF STAKEHOLDERS
- ✓ COMMUNITY ENGAGEMENT, EQUITABLE, TRANSPARENT PROCESSES
- ✓ PROVIDE RESOURCES TO SUPPORT BUSINESS DEVELOPMENT & GROWTH
- ✓ DESIGN FLEXIBLE TRAINING TO ALIGN WITH FEDERAL REQUIREMENTS
- ✓ INCENTIVIZE ENERGY SPECIFIC REGISTERED APPRENTICESHIPS

These recommendations are intended to help state energy offices or other agencies design, plan and implement funding sources in the best manner possible and many recommendations can be applied across the board for the energy efficiency sector.

Build a Robust Network of Stakeholders

TYPES OF STAKEHOLDERS TO INCLUDE:

- ✓ State & local agencies that oversee labor, licensing & certification, workforce development, housing, energy assistance or weatherization activities
- **✓** Consumers
- ✓ Industry associations
- ✓ Educational institutions & training providers
- **✓** Community action agencies & community-based organizations
- ✓ The real estate and lending communities
- **✓ Utility providers**
- ✓ Contractors, energy efficiency businesses and employers:
 - HOME PERFORMANCE
 - HVAC
 - ELECTRICAL
 - PLUMBING
 - ENERGY AUDITOR SERVICE PROVIDERS

Strategies:

- ☐ Create Advisory Boards to function as the pilar for energy efficiency workforce development initiatives.
- □ Collaborate with local businesses, weatherization agencies and contractors to identify the barriers faced with attracting, training, and retaining employees during the design process.
- ☐ Collaborate with sister agencies during the design process to ensure efforts are not duplicated.





Equitable & Transparent Community Engagement

KNOWLEDGE IS TRANSFORMATIVE POWER.



Community engagement is at the cornerstone of increasing public participation. Informing and consulting communities on energy efficiency will lead to involvement, collaboration, and empowerment of the participating community – further strengthening the community as well as the industry and the economy.

Better Buildings Residential Network Factsheet: Case Study: Community Engagement

Strategies:

- ☐ Collaborate with local community leaders to establish trust
- □ Partner with weatherization agencies, community action agencies and nonprofits
- ☐ Highlight energy efficiency careers at career and technical schools, community colleges, and universities



Provide Resources to Support Business Development & Growth

Strategies:

- ☐ Provide technical assistance to small businesses that may need help obtaining the correct licensure or credential requirements.
- ☐ Collaborate with stakeholders to determine services, resources and funding that can be leveraged within workforce programs to support business development
- ☐ Develop a wrap-around service guide that identifies community-based organizations or state-based programs that provide childcare, transportation, resume or interview assistance, mental health services, and other services that support existing and new workers.

THE SMALL BUSINESS IMPACT

75% of the 390,706 energy efficiency establishments in the U.S. are small businesses with fewer than 20 employees.

All but 6% are businesses witlewer than 100 employees.



Small EE contractors and businesses are boosting local economies across America.

Data: Energy Efficiency Jobs in America Report, 2023.

Design Flexible Training to Align with Federal Requirements

Strategies:

- □ Collaborate with state agencies to better understand the credentialing and licensure requirements within the state to align with federal program requirements.
- □ Expand existing training programs through collaboration with partners to offer convenient mechanisms for training that do not pull employees from the job courses that are required for certification should be offered online and in hybrid modes.
- □ Partner with existing state training providers that offer credentials and courses needed in the energy efficiency industry and align with DOE's Building Energy Skilled Recognition.



Incentivize Energy Specific Registered Apprenticeships

Strategies:

- □ Collaborate with an intermediary such as BPA to design industry standards for the apprenticeable occupation that will be used, or SEOs can connect with or connect employers to BPA or the apprenticeship office in their state to develop standards.
- ☐ Enlist trade associations, certifying bodies, or unions to ensure that industry standards are met during the design of training components in a RA program.
- ☐ Infuse energy efficiency training and credentials into Career and Technical Education Schools to support current energy efficiency businesses that need to scale up services.





Kara Saul Rinaldi

President & CEO, AnnDyl Policy Group Chief Policy Officer, Building Performance Association December 11, 2024





Research and Engagement

- Virtual and in-person conversations with hundreds of contractors nationwide.
- Conversations with leading home performance contractors about the **strategies that work** for them.
- Extensive review of federal Department of Energy resources and **opportunities to leverage existing resources**.



Minneapolis, April 8, 2024 – National Home Performance Conference



New Resources



A resource for contractors wanting to engage in state program design





Recommendations for Contractors Seeking to Engage in Historic Federal and State Incentive Opportunities

Koro Soul Rinold and Alice Bell Annibyl Policy Group for the Building Performance Association

Contractors serve as primary educators in many residential efficiency programs and therefore possess a deep, practical understanding of how to ensure programs are successful. The energy efficiency incentive market of 2014 offers historic support for home upgrades and provides a wide range of ways for contractors to engage. These incentives are designed to improve the homes of millions of families across the country while growing contractor businesses, expertise, diversity and reputations. Accessing and engaging the tools and strategies to support households and field states achieve maximum programs success can be a challenge to contracting businesses unfamiliar with incentive nequirements. In response to this, the Department of Energy (DOE) has rolled out a home Energy incentives module that contractors can use to help leverage multiple sources of incentive funding for energy efficiency projects.

The recommendations in this document aim to help contracting companies prepare to market themselves and talke advantage of current and forthcoming incentive opportunities. Contraction, in this paper, refer to businesses who work in America's homes and buildings to update and maintain their energy systems. This includes HVAC, insulation, electricians, plumbers, auditors, and those who work with them to provide the physical and educational labor to help Americans understand their energy use and provide the work being done in their homes. Contractors are the ones that homeowners contact when needing help or seeking advice, and it is those contractors who are the point of reference on what a project will ultimately look like. Many firms have decades of experience with energy efficiency and weathercation work and programs – we hope these recommendations are beneficial to these experienced leaders as well as new firms just entering the industry.

Throughout 2004, AnnDyl Policy Group and the Building Performance Association (BFA) have engaged contractors and stable decisionmakers across the country to develop recommendations for contractors wishing to engage in this unprecedented market, in addition to this document offering guidance to contractors, BFA's paper on Constructor Perspectives for Market Designing New Federal Home Linguistic Inventive Programs offers ideas from contractors to support states that are developing future residential retroffs programs to be delivered by contractors. Those recommendations are drawn from DOC's existing materials on residential programs, as well as estemine, voluntary engagement with home performance contractors across the country via webmars, roundables, individual convenations, and more.





Contractor Perspectives for States Designing New Federal Home Upgrade Incentive Programs

Koro Soul Rinald and Alice Sell AnnOyl Policy Group for the Building Performance Association

The inflation Reduction Act of 2022 established the \$8.8 billion Home Energy Rebate programs, the Home Efficiency Rebates (PICMES) and the Home Electrification and Appliance Rebates (HEAR), in addition to extending and expandinglithe 25C tax credit. Along with existing and new federal funding like the Greenhouse Gas Reduction Fund, these initiatives will assist households, including love and moderate-income households, in improving energy efficiency and indoor air quality, curbing greenhouse gas emissions, and saving money on energy bills. The IRA abor includes \$200 million to support workforce training that would support these upgrades through state energy offices.

States across the country are working to establish state-specific rebate programs that adhere to DOE guidance and ensure the new rebute programs braid well with the newly expanded federal tax incentives, the Weatherisation Assistance Program, and state utility programs, while also incomposating and addressing the unique building and workforce needs of their individual states.

The AnnDyl Policy Group, on behalf of the Building Performance Association (BPA), has been gathering information on the readiness of the home performance workforce to implement these unprecedented initiatives. Since January 2004, AnnDyl has been convening roundfables, and holding in person and individual conversations with contractors across the country. These recommendations are developed from the input of contractors we heard from during the research process.

It is critical that policymakers designing the programs hear the voices of the contractors who may need to after their business models and practices in order to support program implementation. This level of procedural justice provides both equity and inclusion while ensuring programs succeed and that the energy efficiency and workforce practices they encourage are maintained after the programs expire.

A resource for states seeking to support contractors in their programs

Agenda



- Recommendations for **Contractors** Engaging in Program Design
- Recommendations for **States** Designing New Retrofit Programs
- **Additional Resources**







Seek out training and maintain certifications. Prioritize trainings that produce efficient and accurate work.

- Look for major industry certifications and ensure a variety of experience exists on your team.
- Include as many staff as you can on training courses that explain program eligibility and compliance, especially admin staff who will be filing paperwork.
- Organize internal check-ins to resolve questions as quickly as possible.







Consider establishing beneficial partnerships with complementary firms and community institutions.



- Partnerships allow you to **offer more services** without expanding your firm with new staff and training.
- Community partnerships can **reach new customers** and provides a baseline of trust.
- Consider sharing admin capabilities with partners to streamline shared jobs.





Pursue innovative marketing strategies centered on new funding and newly eligible upgrades.

- Raise early awareness so people are prepared for the disruption and cost of a major project.
- Connect with existing customers who expressed interest in high-efficiency upgrades in the past.
- Work with local news outlets and community institutions to build trust and networks.

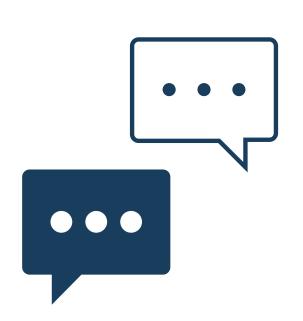








Prepare homeowners for postproject QA processes and any additional post-install requirements for new programs.



- Explain test-in/test-out and share any inspection requirements to **help homeowners be prepared** and plan ahead.
- Where possible, contractors and states should **schedule inspections to occur on the final day of the job.**
- This can help ensure customer satisfaction and minimize confusion.







Provide feedback to state program leadership and implementers and encourage assistance with lead generation.

- Tell your states and regulatory bodies what they can do to facilitate stacking of funds for residents.
- You understand conditions on the ground the best and can stack funding for maximum benefit to customers it's important to tell your state's decisionmakers where you need help.
- Keep an eye out for outreach from the state and keep actively engaging! This lays important groundwork for mutually beneficial progress.









Emphasize the operation procedures and ongoing maintenance needs for new systems, particularly heat pumps.



- Consider distributing or developing materials on how to operate new systems, particularly heat pumps.
- Emphasize the ways that heat pumps are different from typical systems operation, maintenance, and "blowing cold."
- If you aren't already, work to get customers on **maintenance plans** early on. This helps maintain efficiency and bill savings.







Leverage state and federal materials regarding eligibility and funding availability.

- Trade associations and industry groups can provide strength in numbers!
- Rely on state and federal resources when explaining measure and customer eligibility. But make sure to leverage your experience when proposing larger and complementary scopes, and training customers on new equipment.







Train all staff on the importance of data and its end uses, and become familiar with program reporting tools.



- Most programs include verification of savings. **Decisions** based on this data may determine the amount of incentive money you and the homeowner receive.
- Clean, well-collected data facilitates strong rebate applications.
- Many programs will also require reporting and measuring through specific tools, including the Home Energy Rebates.





Prepare for barrier mitigation to help homeowners address their whole-home needs and maximize energy and cost savings.

- Make sure all staff are prepared with **funding sources and** strategies to address barrier removal and mitigation.
- Partnerships can add new expertise (familiar with funding sources and measures) that allow you to propose larger scopes.
- Knowing what resources are out there keeps you in the job and builds trust with the homeowner.







Develop replicable project scopes that can be applied to similar homes and leverage similar financing options.



- Prepare for **sustained public interest** by developing replicable project scopes that can be applied to similar buildings throughout a service territory.
- An easily deployable and replicable project and accompanying funding supports repeat business, is cost-effective for the contractor, and leverages the trust of the neighborhood.



Recommendations for States Designing Programs

- 1) Focus on targeted communications and contractor training.
- 2) Offer free, accessible, in-person training for contractors on rebate program protocols, including consumer and measure eligibility.
- **3)** Balance the availability of HOMES rebates available to low-income and/or multi-family with **market rate and single-family home customers** from the beginning and throughout the program.
- 4) Prioritize covering 100% of the costs for low-income recipients and simplifying income verification OVER raising contractor incentives for working in disadvantaged communities



- 5) Provide uniform, easy pre-project verification of eligibility and income, and do not rely on contractors to verify customer income or program eligibility. Utilize a retail approach with HEAR rebates, to support quick program rollout, income qualification, and lead generation to support contractors.
- **6)** Provide rebate funds to contractors within two weeks, or help contractors work with bridge-loans or aggregators to address the **resource gap**.
- 7) Ensure careful consideration of contractor and homeowner needs in developing and requiring licensure, certification, and Qualified Contractor Lists (QCLs).
- 8) Balance and streamline QA inspections where possible, after initial verification of quality installations.
- **9) Continue engaging** contractors in your state on the best way to align envelope upgrades with rebate and tax credit funding.
- 10) Provide a one-stop shop to both contractors and the public.

Additional DOE Resources





Tools

- Cold Climate Heat Pump Decision Tool: https://basc.pnnl.gov/cchp_decision_tool
- Heat Pump Water Heater Installation Tool: https://basc.pnnl.gov/hpwh_installation_tool
- Operating and Maintaining Your Heat Pump: https://www.energy.gov/energysaver/operatingand-maintaining-your-heat-pump
- Quality Install Tool: https://www.pnnl.gov/projects/quality-install-tool
- Tax Credit Product Lookup Tool: https://www.regulations.doe.gov/product-lookup

Information

- About Energy Skilled Recognition: https://bsesc.energy.gov/recognition/energy-skilled
- Home Energy Incentives Training Module: https://bsesc.energy.gov/training-modules/homeenergy-incentives



Ann Dyl Policy Group

IRA Home Energy Rebates: Stacking and Maximizing Incentives

Skip Wiltshire-GordonSenior Manager, Government Affairs, AnnDyl Policy Group

December 11, 2024







Maximizing Impacts of HOMES, HEAR, 25C Tax Credit, WAP, GGRF, and Utility Programs for Existing Single-Family Homes

- UPDATED Covers updated
 Federal Program Requirements
 (IRS, DOE, EPA)
- NEW Covers additional key considerations for:
 - Stacking with the Weatherization Assistance Program
 - Stacking with the Greenhouse Gas Reduction Fund and Davis-Bacon Prevailing Wage Requirements
 - Stacking with Retail-Focused Upgrades





The Residential Capital Stack

Maximizing Impacts of HOMES, HEAR, 25C Tax Credit, WAP, GGRF, and Utility Programs for Existing Single-Family Homes

> Kura Saul Rinaldi and Skip Wiltshire-Gordon December 2004¹

The Home Energy Rebate Programs, enacted in the Inflation Reduction Act (IRA) of 2022, provide the largest ever new horiding for maledenial buildings to improve home efficiency and electification. The historic \$18.6 billion for these programs has tremendous potential to reduce residential greechouse gas emissions, while also helping low- and moderate-income households to better heat and cool their homes, user money on their utility bills, and enduce oversall energy consumption—setting the stage for renewables and storage to make grids cleaner and more resilient. While this funding will need the need of just a fraction of the estimated \$40 million* housing units in the U.S., these rebates provide critical, directional incombine 3 to boundational stage to helping millions of homeowners make climate-friendly choices in their home energy investments. To ensure these trideral investments need their high potential, the State Energy Offices (SEOs) that are charged with accessing the funding and implementing the rebate programs must coordinate with other federal, state, and utility incentives also aimed at supporting residential supporting residential specials, including expanded federal tax credits when practicable.

Background

The IRA's \$8.8 billion for Home Energy Robeton is managed by the U.S. Department of Energy (DOE) but implemented largely by \$EDs.* Funding is gold into two robets programs - \$4.3 billion for whole-home, performance-based Home Owner Managing Energy Savings 9FOMES relates.

Jaho referred to an Home Efficiency Rebates in DOE Program Requirements) and \$4.5 billion for the Home Electrification and Appliance Rebate InSEAR) program loriginally the High-Efficiency Electric Home Rebate program, or HELDRR in the IRAL Fee DOE requirements, status must direct approximately half of rebate dollars towards lowincome households (see than 80% Avea Median tocome). While some states may choose to focus an even greater portion of funding on low-

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HOMES & HEAR Stacking Overview

Per IRA Statute, DOE, & IRS Program Requirements

Allowed

Prohibited

HOMES Modeled Rebate

+

HEAR (for **separate** upgrades)

HOMES Measured Rebate

+

HOMES Modeled Rebate

HOMES Measured Rebate

+

HEAR

for **separate** upgrades – and HEAR <u>non-</u> energy saving upgrades **HOMES Measured Rebate**

+

HEAR

for separate upgrades that include **HEAR energy saving** upgrades





HOMES & HEAR Stacking Overview

Per IRA Statute, DOE, & IRS Program Requirements

Allowed

Prohibited

HEAR or HOMES* Rebate

+

25C tax credit

Can apply the 25C credit to remaining costs for the same single upgrade after HOMES or HEAR rebate is applied

*HOMES: Deduct proportional share of rebate from tax credit cost basis for eligible equipment, based on share of whole-home project cost.

Stacking either rebate with other federal funds (e.g. WAP) for SEPARATE upgrades

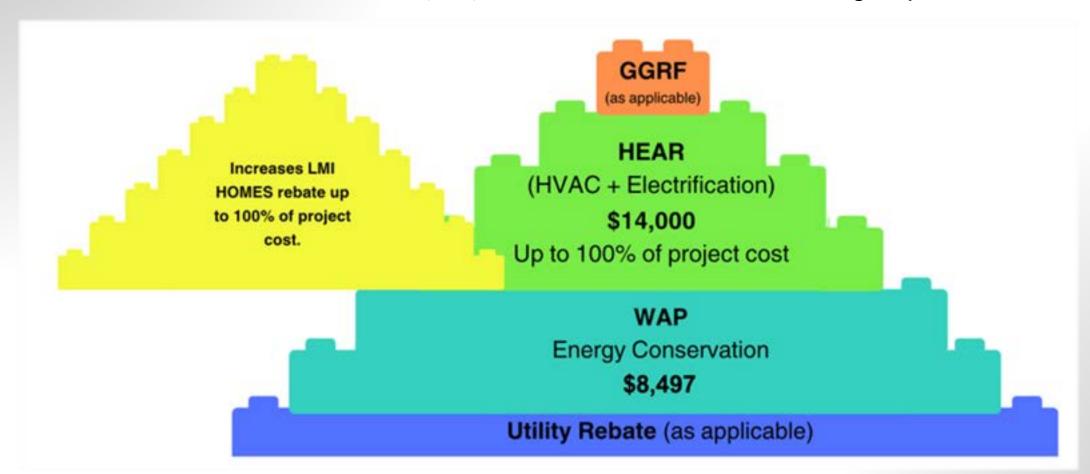
Stacking rebates with other federal funds (e.g. WAP) for the **SAME** single upgrade





Stacking: Low-Income Households

Low-Income Households Below 200% Federal Poverty Level (FPL) for WAP eligibility Below 80% of Area Median Income (AMI) for maximum HOMES/HEAR rebate eligibility

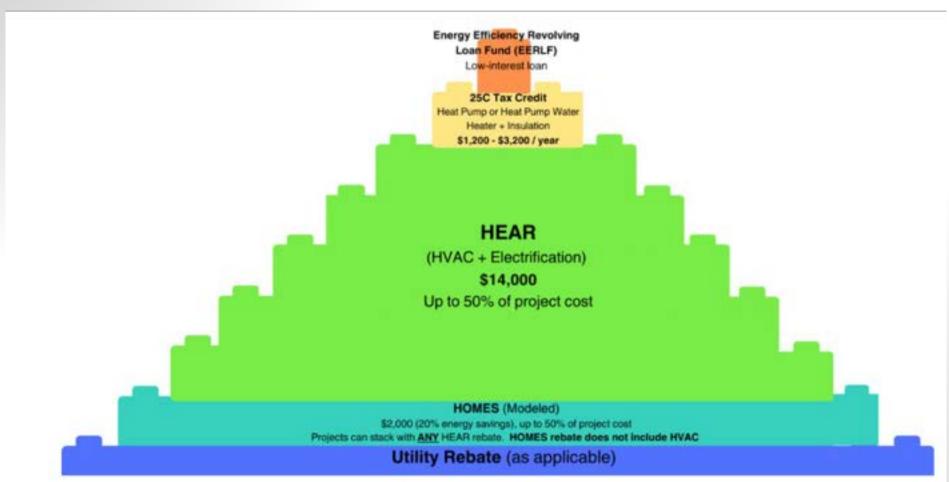






Stacking: Moderate-Income Households Leveraging HOMES Modeled Approach

Moderate-Income Households Between 80% - 150% AMI







Stacking: Moderate-Income Households Leveraging HOMES Measured Approach

Moderate-Income Households Between 80% - 150% AMI







Stacking: Market-Rate Households

Market-Rate Households Over 150% AMI / no income qualification







Thank You!

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Energy Efficiency Jobs in America Report



The Energy Efficiency Jobs in America report focuses on the energy efficiency (EE) sector of the U.S. economy, with an emphasis on the built environment. It captures jobs where workers use certified energy efficiency products or those installed according to ENERGY STAR guidelines, as well as high-performance building materials.

The full report will be released to the industry on Monday, December 16th, providing indepth insights and valuable data for stakeholders. View the report here -

https://bit.ly/2024EEJA





Energy Efficiency Jobs in America Report

NEARLY 2.3 MILLION AMERICANS WORK IN ENERGY EFFICIENCY

WHY IS THE REPORT IMPORTANT:

- ✓ Energy efficiency jobs are crucial for strengthening local economies.
- These jobs play a key role in maintaining and improving the built environment.
- ✓ They help reduce building energy use nationwide, contributing to broader sustainability and climate goals.

WHO THE REPORT IS FOR:

✓ This report is designed for policymakers, businesses, nonprofits, and advocates seeking reliable data on the energy efficiency workforce.



Participate in the 2025 survey by completing the survey online at: www.bwresearch.com/p/USEER2025/?i=BPA



IN PERSPECTIVE

2 in every 5 jobs in the U.S. energy sector are in energy efficiency (>40%)

1.24 million

construction jobs are in energy efficiency. Over 16% of total U.S. construction workers spend at least 50% of their time on EE

2.1x

Energy efficiency employs 2.1 times as many workers in the U.S. as the entire fossil fuel industry

9% of energy
efficiency jobs are held
by veterans (206,691),
greater than the national
average of veterans in the
workforce (5%)

Energy Efficiency Jobs in America Report





Top 5 states for growth: Colorado, Florida, Nevada, New Jersey and New Mexico. For three consecutive years Nevada and New Mexico experienced the highest percentage growth among all states.



Most total EE jobs: California (302,176), Texas (172,917), New York (129,946), Florida (125,234), Illinois (86,728).



BUILDING PERFORMANCE

ASSOCIATION

Questions?

U.S. Department of Energy Resources



DOE has collected resources, case studies, and other materials to help identify solutions to address workforce needs. They are organized according to the focus areas identified for the Better Buildings Workforce Accelerator (2020-2023) but are not intended to be all-encompassing.

- ✓ Building Career and Industry Awareness
- **✓** Streamlining Career Pathways
- ✓ Improving Knowledge and Skills
- ✓ Embedding, Diversity, Equity, Inclusion, and Accessibility
- ✓ <u>Developing Robust Workforce</u>Programs
- Workforce Development | Better Buildings initiative:
 https://betterbuildingssolutioncenter.energy.gov/workforce-development
- > Resources for Community Organizations: https://www.pnnl.gov/projects/resources-community-organizations
- > DOE recruitment toolkit: https://bsesc.energy.gov/additional_resources
- > DOE Energy Skilled recognized providers: https://bsesc.energy.gov/recognition/energy-skilled
- DOE Paths program: https://hvacpaths.org/
- DOE Heat Pump Water Heater Installation Tool: https://basc.pnnl.gov/hpwh_installation_tool
- > DOE Home Energy Incentives Training: https://bsesc.energy.gov/training-modules/home-energy-incentives

Other Resources



- Building Registered ApprenticeshipPrograms a Quick-Start Toolkit
- Apprenticeship Building Performance
 Association (building-performance.org)
- BPA-Energy-Specialist-Apprenticeship-2024.pdf (building-performance.org)
- Contractor-Guidance-Document-final-12_2024.pdf
- > 12.23-Residential-Rebates-in-the-Inflation-Reduction-Act.pdf
- Recommendations-for-States-final-12_2024.pdf
- > 12.2024-AnnDyl-Residential-Capital-Stack-Briefing-Paper-1.pdf
- Building Performance Institute, Inc. |
 Building Science Principles (bpi.org)
- Building Performance Institute, Inc.Recruitment Tools

- Home Green Workforce Connect
- Home | Green Buildings Career Map
- Installer Badges Toolkit | Standard Work
- Specifications (nrel.gov)
- Faces of EE Building Performance
 Association (building-performance.org)
- Weatherization Assistance Program FactSheet (energy.gov)
- Occupations | Apprenticeship.gov
- State Tax Credits and Tuition Support | Apprenticeship.gov
- Apprenticeship System | Apprenticeship.gov
- Apprenticeship Occupations
- https://www.dol.gov/agencies/whd/IRA
- https://www.apprenticeship.gov/inflation-reduction-act-apprenticeship-resources

- https://www.dol.gov/general /inflation-reduction-act-taxcredit
- Retrofitting America's Homes:
 Designing Home Energy
 Programs that Leverage
 Federal Climate Investments
 with Other Funding | ACEEE
 - Case Study: How Philadelphia is Preparing its Workforce to Deliver Home Energy
 Upgrades | ACEEE
- https://www.seia.org/inflatio n-reduction-act-summaryenergy-related-provisions

CONTACT INFORMATION & IMPORTANT LINKS



THANK YOU!

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RAP Support



SEO Support



State Updates



NHPC

