GDS Associates, Inc.
ENGINEERS & CONSULTANTS

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NHSAVES ENERGY EFFICIENCY WORKFORCE DEVELOPMENT

2024-2026 Plan Strategy | EESE Board Presentation

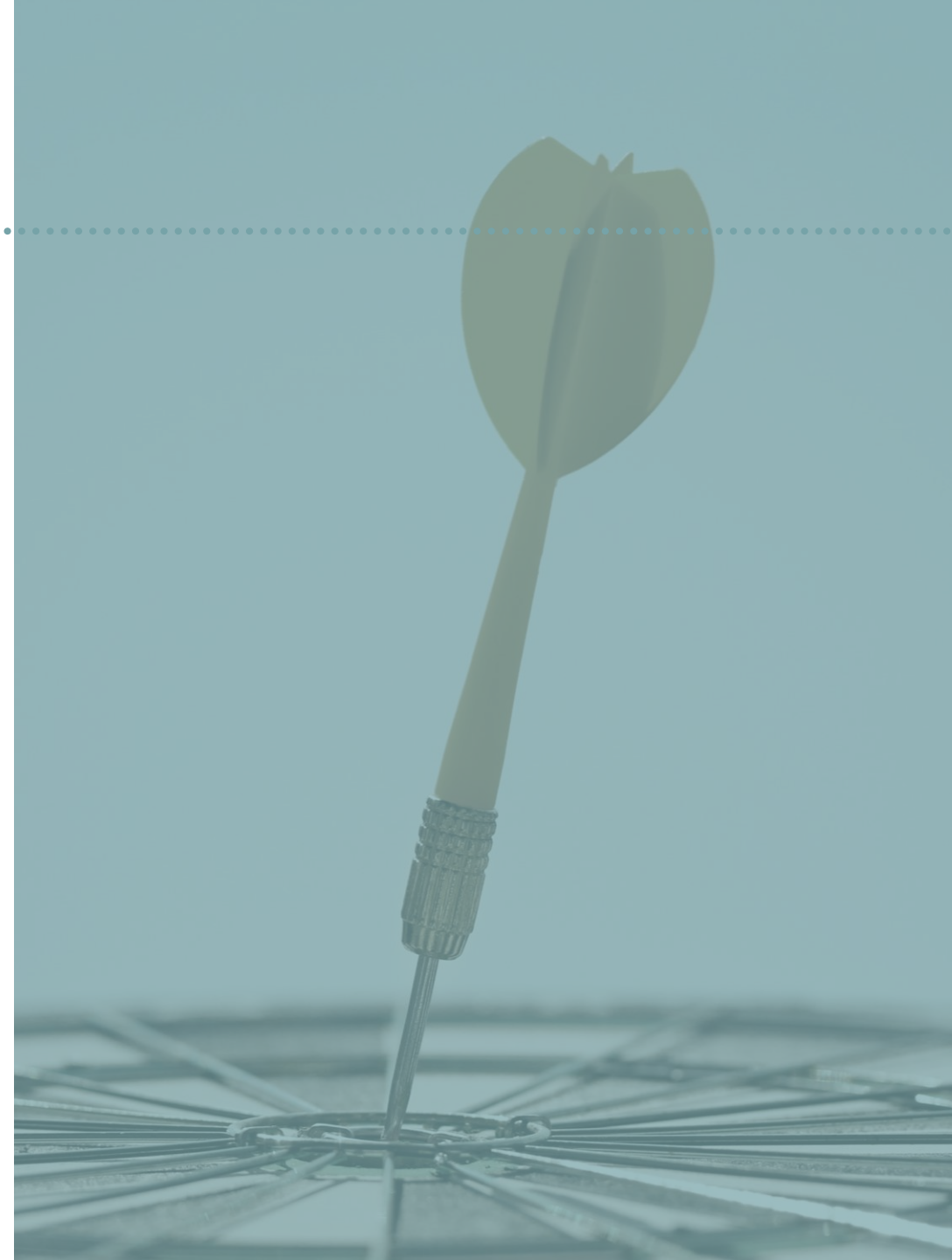
May 19, 2023

AGENDA

- STUDY GOALS AND APPROACH
- KEY FINDINGS
- RECOMMENDATIONS AND VISION FOR WFD IN THE 2024-2026 NHSAVES PLAN
- NEED TO EXPAND WFD EFFORTS BEYOND NHSAVES
- OPEN DISCUSSION ON NEXT STEPS

STUDY GOALS

- Create a consistent definition of workforce development in New Hampshire that is inclusive of training, recruitment, work-based learning, education, “up-skilling”, business development, and equity.
- Develop and nurture connections with local energy workforce development aligned organizations
- Identify actionable recommendations that NHSaves can incorporate into the 2024-2026 plan to address energy efficiency workforce development needs
- Leverage existing research to the extent possible to limit study costs, while bringing best regional practices to New Hampshire.



GDS TEAM SCOPE AND APPROACH

01
Engage the ecosystem

02
Review data on NH energy efficiency jobs

03
Map key EE occupations and pathways

04
Inventory and categorize training

05
Survey PAs and trade allies

06
Focus on what NHSaves can control

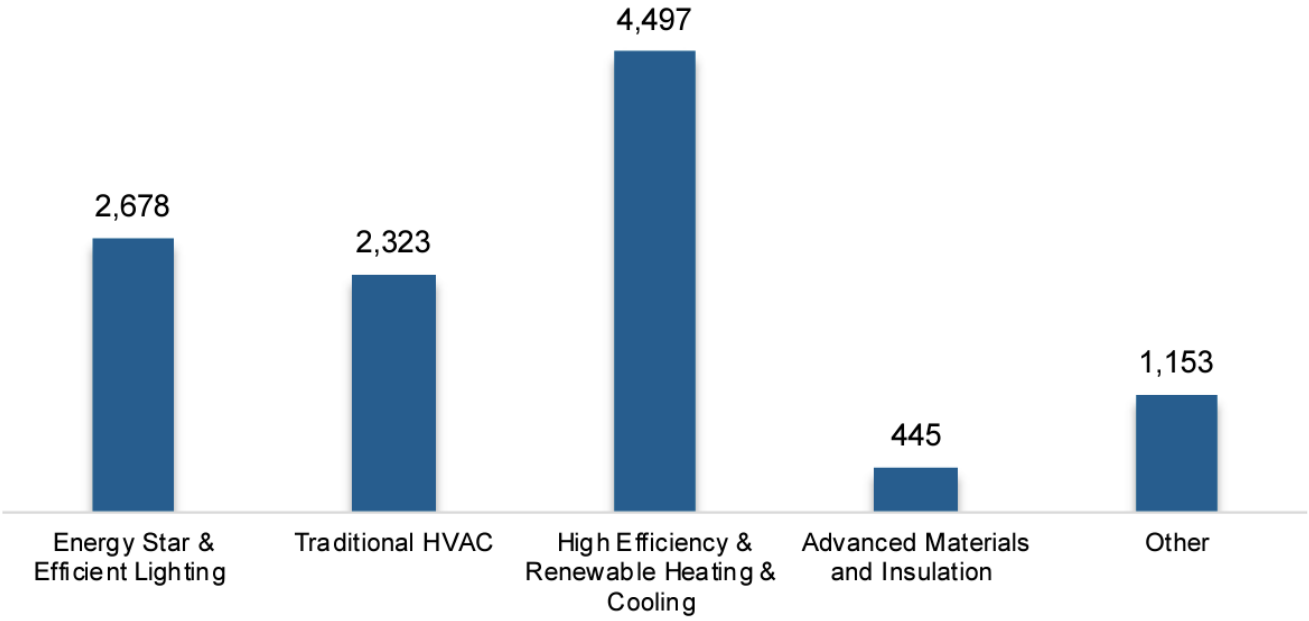
07
Start small and build momentum

ENERGY JOBS DATA

- In 2021, there were ***29,508*** energy workers in New Hampshire
- Among these energy workers, ***11,096*** were employed in energy efficiency, representing 0.5% of energy efficiency workers nationwide
- The remaining jobs are in power generation, delivery and motor vehicles
- Energy efficiency jobs in New Hampshire are mainly concentrated in the construction industry
- Between 2020 and 2021, total energy efficiency jobs rose by **258**

- Within energy efficiency, jobs can be categorized by specific sub-technologies:

Energy Efficiency Employment by Detailed Technology Application in New Hampshire



Energy Employment by State 2022, USEER, U.S. Department of Energy

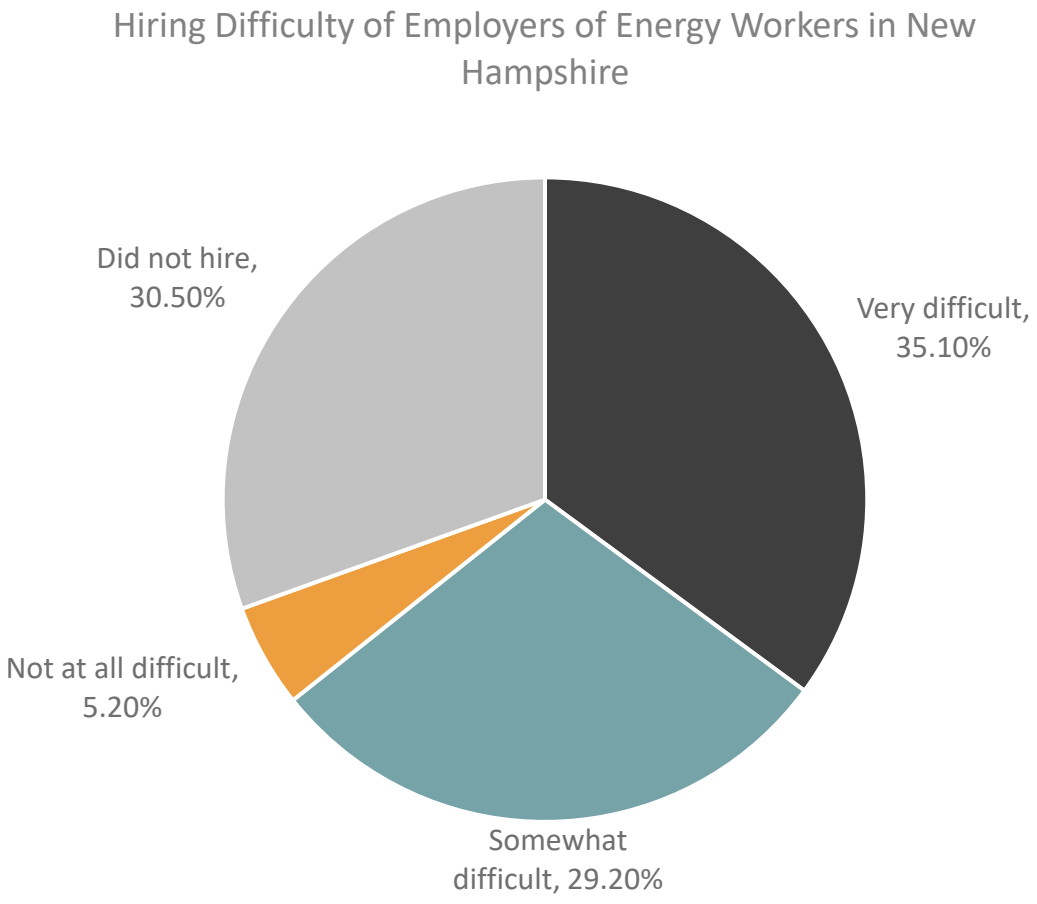
https://www.energy.gov/sites/default/files/2022-06/USEER%202022%20-%20New%20Hampshire.pdf

HIRING DIFFICULTY

USEER Survey Question:

Thinking of the [response to previous question] energy workers that you have hired at your location over the last 12 months, please indicate your level of difficulty finding qualified applicants to fill the positions.

- Significantly, 64.3% of employers with energy workers in New Hampshire reported at least some difficulty with hiring energy workers
- ***Removing those who did not hire, over 92% report at least some difficulty with hiring energy workers***



NH ENERGY WORKFORCE STATS

01

The Inflation Reduction Act (IRA) alone is projected to create an additional 850+ full-time clean energy and energy efficiency installation and maintenance jobs in NH over the next 10 years

02

Jobs will largely be driven by renewable energy capacity additions (mostly solar and some wind) and building electrification (~650 of the ~850 installation and maintenance jobs)

03

Jobs in clean energy pay a premium - with a national median wage that is 34% higher than the economy-wide median wage

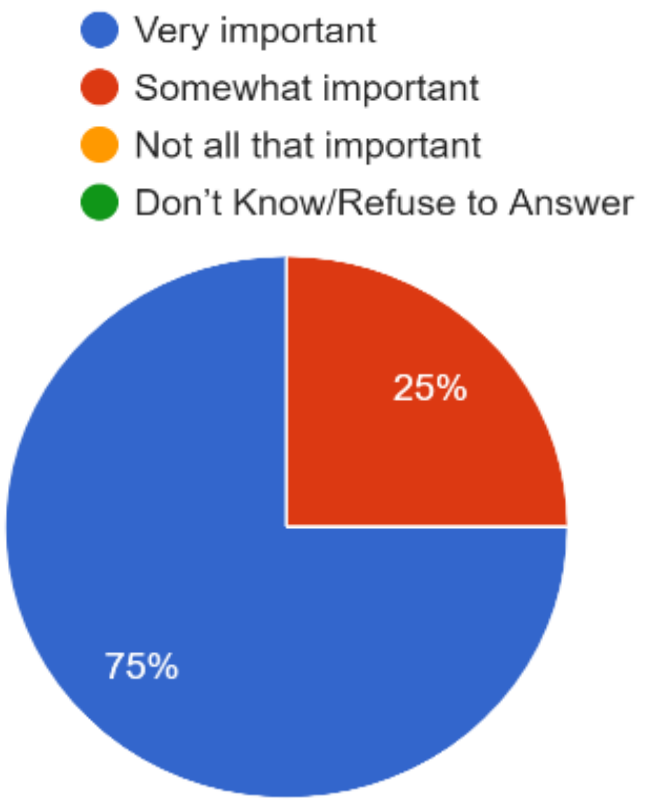
04

Jobs in clean energy, especially energy efficiency, are incredibly difficult to fill - nationally, 84-95% of firms reported at least some difficulty filling positions - for construction firms, 62% said it was “very difficult”

WHY DOES WORKFORCE MATTER TO NHSAVES?

Failure to address energy workforce needs will result in competition for resources, increasing costs, and threatening the ability to get projects done.

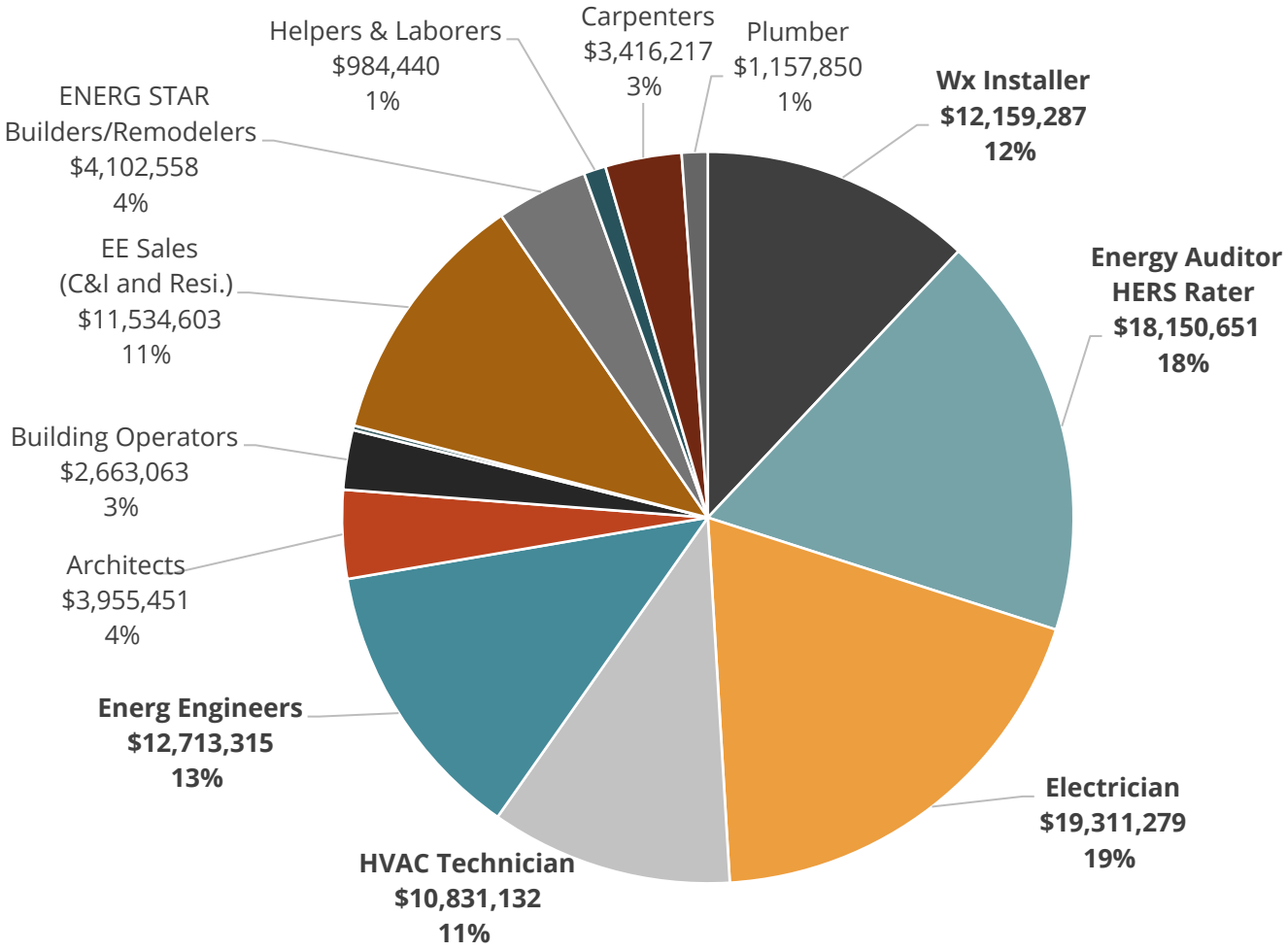
Q: In your opinion, how important is workforce development to achieving your program targets in the 2024-2026 plan?

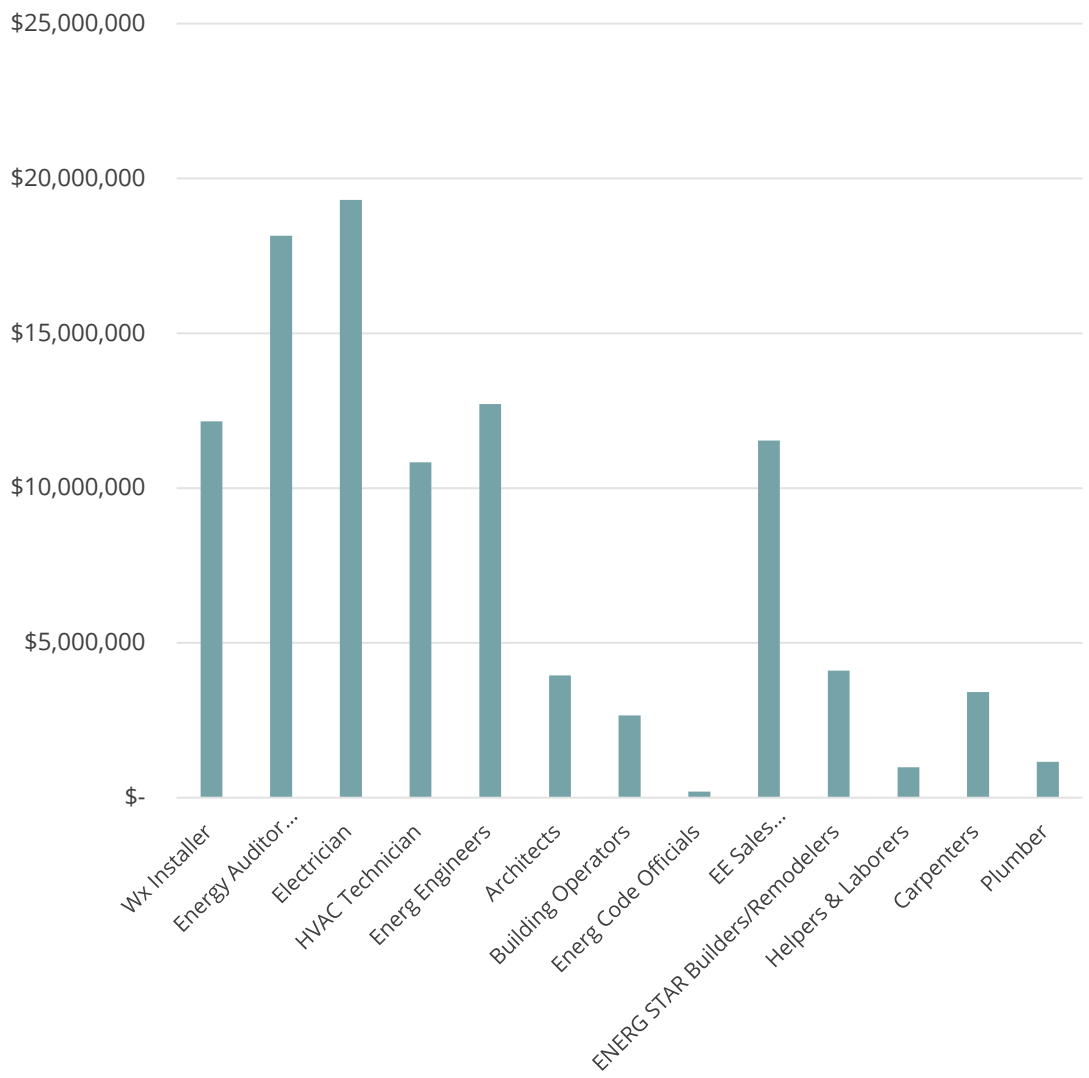


NHSaves Program Administrator Survey Results

OCCUPATIONAL ANALYSIS

Eversource 2022 Benefits by Occupation





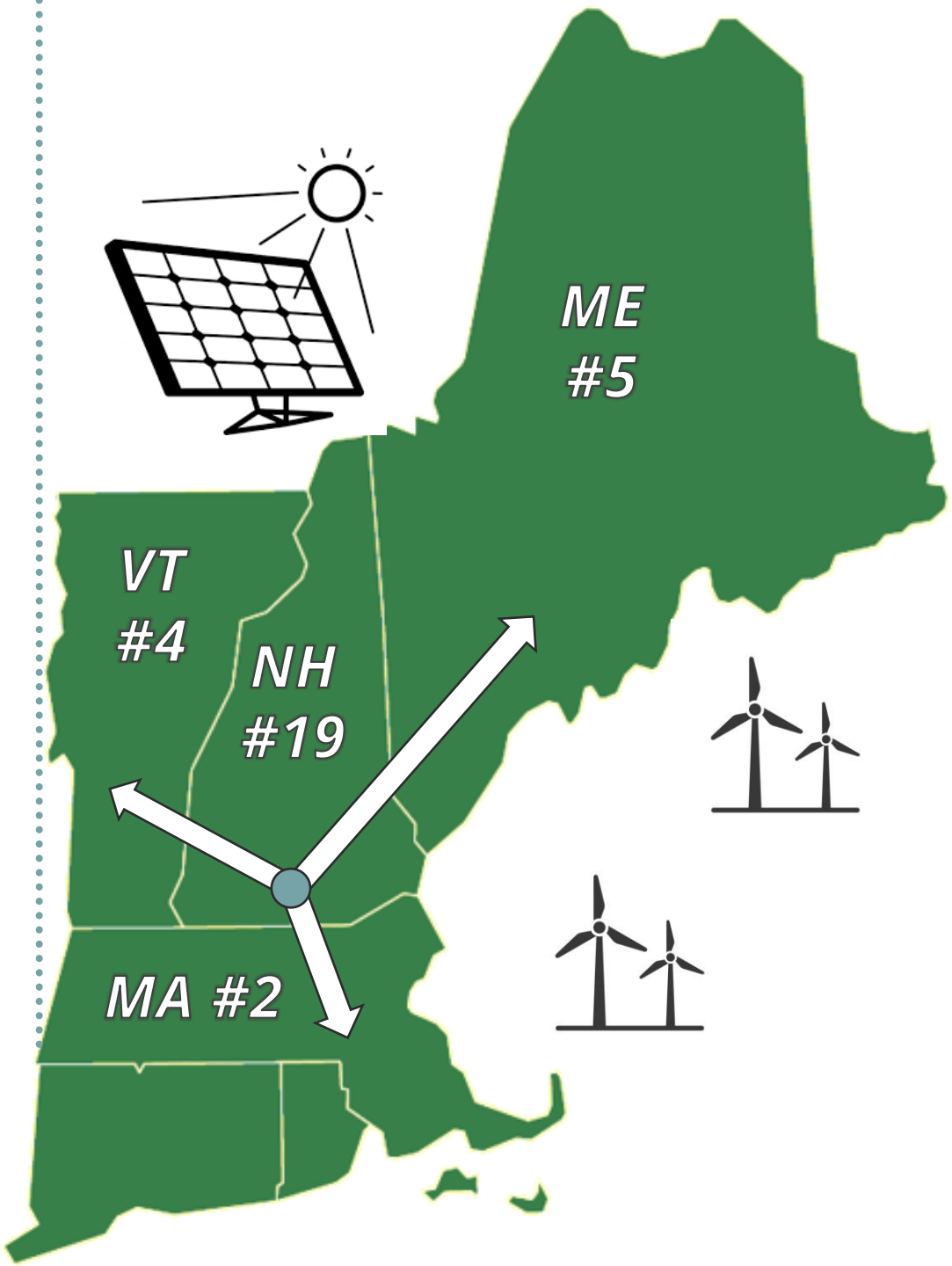
KEY FINDINGS

Workforce availability is a clear issue now, that is only becoming more pronounced.

Recruitment and lack of awareness in green careers is a major barrier.

A myriad of ancillary issues exist that complicate the energy workforce development landscape in New Hampshire.

Significant recruitment, education and training assets already exist in New Hampshire. They lack cohesion.



SYNTHESIZING THE ISSUE

- Addressing workforce needs now and in the future is critical to the success of NHSaves
- The workforce development issue in NH is systemic and much bigger than what NHSaves can solve alone
- This issue transcends industries and is an economic headwind to NH

GDS TEAM RECOMMENDATION FOR NHSAVES IN THE 2024-2026 TERM

PHASE ONE

NHSaves "Go It Alone" Strategy for 24-26

- Expand and coordinate training for incumbent workforce
- Targeted actions to support recruitment into key occupations
- Create a foundation of energy WFD coordination in the state

PHASE TWO

Broader, Ideally "All of Government" Approach

- Builds on the foundation established in Phase One
- Brings supplemental resources and funding
- Expands coordination between partners
- Broadens focus beyond just EE occupations

PROPOSED DEFINITION OF "ENERGY EFFICIENCY WORKFORCE DEVELOPMENT"

Energy efficiency workforce development in New Hampshire is an integrated system of organizations, activities, and people that combine to build awareness of green career opportunities, prepare a diverse workforce for employment, connect new entrants with pathway beginnings, foster business growth, and provide up-skilling opportunities that keep the energy workforce abreast of a rapidly evolving industry.

The proposed NHSaves 2024-2026 Workforce Development Strategy will:

- Focus on job creation and upskilling the incumbent workforce
- Plan, implement, and report on technical and business training
- Form and nurture relationships with NH energy ecosystem partners
- Lend industry expertise to program advisory boards and committees
- Build awareness of EE career fields

PROPOSED NHSAVES PHASE ONE

NHSAVES COORDINATED WORKFORCE DEVELOPMENT

01 Incumbent Worker Training

- Focus on three key occupations (Wx installer, auditor, engineer)
- Target gaps in skills between current workforce and plan objectives
- Engage vendors that already work in NH but not in NHSaves programs
- Leverage existing training infrastructure and partnership

02 Education

- Leverage existing K-12 programming and enhance focus on high school
- Build awareness of energy careers, entry pathways
- Support high school guidance counselors and job seekers

03 Recruitment

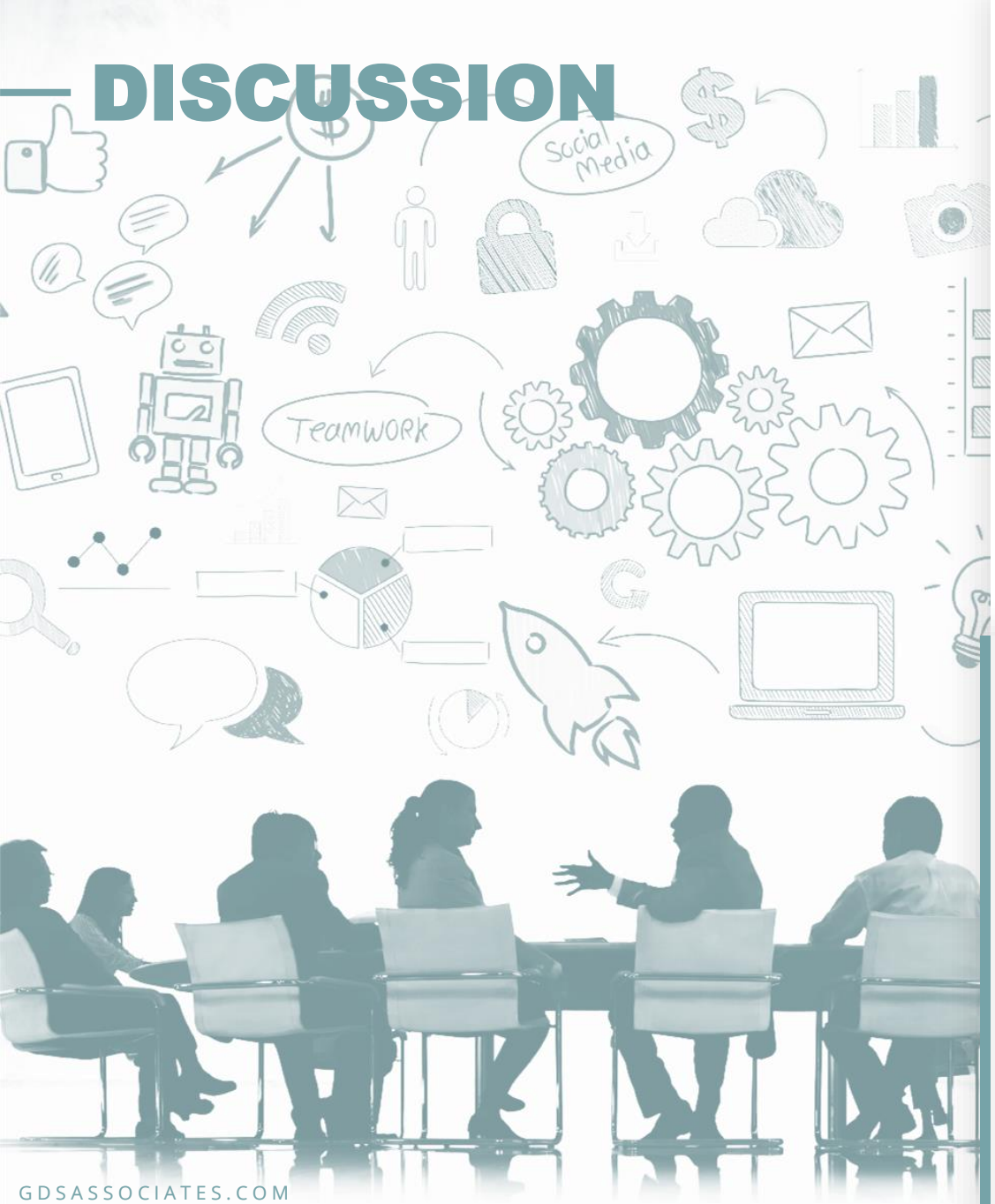
- Serve as a connection point for the NH energy ecosystem. Work through partners to expand reach
- Be a repository of information to share with partners. Establish best local practices
- Connect NHSaves industry expertise to UNH, CTE, CCSNH etc. program advisory boards and committees

VISIONING PHASE TWO

NHSaves can affect a meaningful albeit narrowly focused impact on energy WFD in 24-26. Where do we go from there?

- Build on the foundation that NHSaves proposes to establish
- Focus on the trades and retaining talent in state. This involves education, de-stigmatizing the trades and removing barriers.
- Partner with the executive and legislative branches of state government to understand and work to solve broader systemic issues
- Work with NH DOE to identify funding opportunities through IRA and IIJA; identify specific gaps, objectives, and work scope to be written into applications

DISCUSSION



01

Feedback on the Phase One recommendations and target areas

02

What are the most appropriate metrics of success for NHSaves WFD efforts in 24-26?

03

What is the appropriate role of state government in Phase Two?

04

Are there additional funding sources or resources that should be considered?

THANK YOU

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