



**PUSH  
Green**

**workforce development strategies**





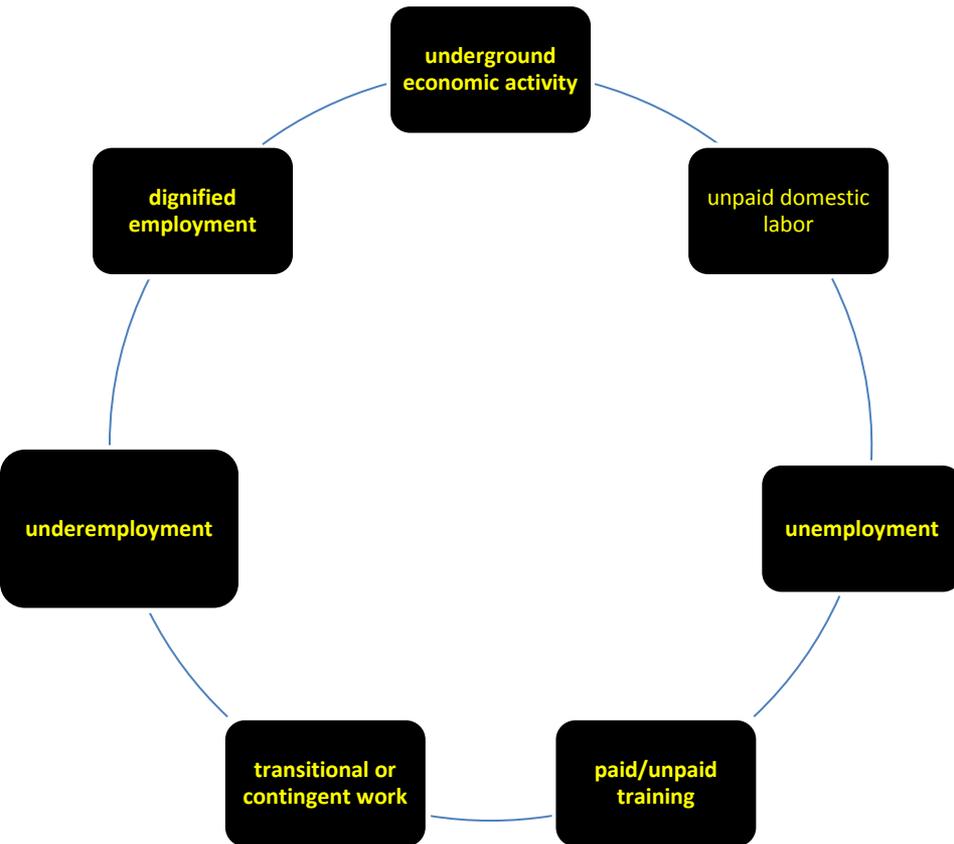
# Objective

Identify, recruit and develop a pool of emerging workers who have the technical competence and self-determination to take on leadership roles at their jobs and in the movement to build a community-based clean energy economy. Develop contractors to take on roles as high road employers. Continuously engage in market transformation and program advocacy activities to create an environment that supports grassroots economic development in the clean energy and energy efficiency sectors.

# Challenges



Understand where economically marginalized members of our community are, where they've been, and where they want to be. "Work" often represents a constellation of experiences.



Residents disconnected from training and work.

Contractors disconnected from whole communities of workers.

Organized labor a new entrant into the residential home performance sector; no formal apprenticeship opportunities.

Workforce intermediaries (e.g., headhunters, temp agencies) don't always have workers' interests front and center.

Value of certification and credentialing is uneven; opportunities misaligned.

# Opportunities



**Community and Customer outreach** – engagement and leadership development

**One-Stop Operating System** – leverage existing infrastructure to better meet community needs

**NYSERDA and DOL sponsored training** - discounted BPI training; on-the-job training

**Organized labor** – new residential weatherization LIUNA Locals chartered across NYS

**Aggregation** – sets labor standards for contractors; makes contractors accountable (locally and in Albany – NYSERDA, DOL) for hiring, training, and promotion activities; provides leverage CBOs need to begin rationalizing workforce development pipeline

# Innovation



Continued refinement of customer aggregation methods and community benefit standards.

Priority access to workforce and business services resources to contractors that commit to, and fulfill, job standards – within Aggregation and/or HPwES program-wide.

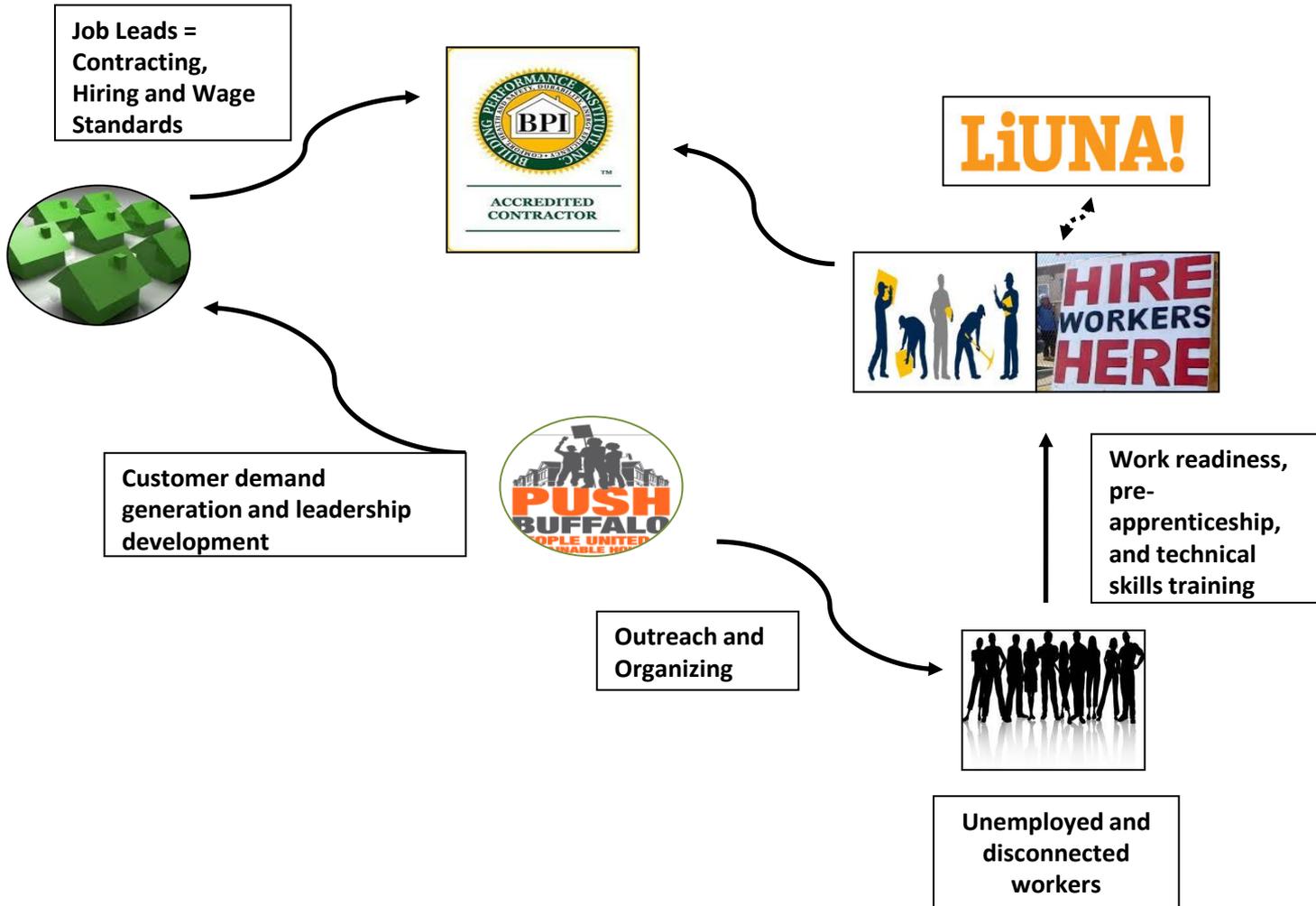
Uniform certification standards for pools of emerging workers; and the resources needed to get emerging workers certified.

Institutionalize a CBO-centered approach to developing and managing more flexible and equitable local training-to-jobs pipelines; workforce development + workforce advocacy.

Expand career pathways opportunities that support social enterprise and worker ownership models.



# Training to Employment Pipeline



# Training to Employment Pipeline



*West Side*

## GREEN JOBS TRAINING AND EMPLOYMENT OPEN HOUSE



**PUSH BUFFALO**  
PEOPLE UNITED IN SUSTAINABLE HOUSING

Thursday, May 16, 2013  
6:00pm  
The Center, 271 Grant Street, Buffalo, NY 14213

### PUSH Buffalo is...

Hiring a landscaping crew for stormwater management projects on the West Side

Recruiting West Side residents for training in Green and Healthy Homes

Connecting West Side residents to job readiness and job placement resources offered by the Buffalo Employment and Training Center and the Department of Labor

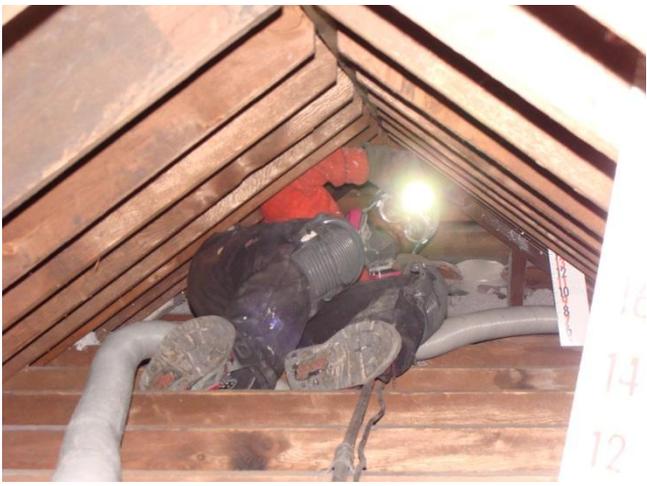
Identifying a pool of job candidates for affordable housing rehab and construction projects on the West Side

Referring West Side residents to jobs with local weatherization contractors

**For more information:**  
**(716) 884-0356**



# Training to Employment Pipeline





# Energy Advocacy Pipeline



## MAKE A LARGER IMPACT. BUNDLE WITH YOUR FRIENDS AND NEIGHBORS.

AND START REDUCING YOUR ENERGY USAGE NOW.

1

**APPLY NOW  
AND MEET  
YOUR ENERGY  
ADVOCATE**

Visit the "How it Works" page to start the process now.

2

**JOIN YOUR  
FRIENDS AND  
NEIGHBORS**

Get your home upgraded with your friends and neighbors and start saving more money today.

3

**ASSESS YOUR  
HOME**

Your comprehensive home energy assessment will tell you exactly what work needs to be done, to make your home more energy efficient.

4

**PAY FOR YOUR  
WORK**

For the first time you can pay for your energy upgrades the way you pay for energy - right on your energy bill. With On-Bill you can use your energy savings to pay back the loan.

5

**TRANSFORM  
YOUR LIFE**

Make your home more comfortable and efficient. Make your community more sustainable and create more local jobs.



YOU + ENERGY ADVOCATE + CONTRACTOR

YOUR FRIENDS

MAKES A LARGER IMPACT

**THE FRIENDS AND  
NEIGHBORS PROGRAM:  
BUILDING  
COMMUNITIES AND  
CREATING JOBS**



YOU + ENERGY ADVOCATE + CONTRACTOR

+



YOUR FRIENDS

=



MAKES A LARGER IMPACT

**CONTRACTOR BENEFITS:**

- Lower costs
- Business development and mentoring
- More jobs

**COMMUNITY BENEFITS:**

- Job creation
- Build a green economy
- Referral incentives

**CUSTOMER BENEFITS:**

- Lower costs
- Simple costs
- Work completed faster



# Energy Advocacy Pipeline



## Push Green program helps residents save on energy costs

I'd like to share information about an important program that is currently in the Kenmore area — PUSH Green.

What's PUSH Green? It's a program through the New York State Energy Research and Development Authority and is designed to help homeowners make their properties more energy-efficient, which, of course, translates to lower gas and electric bills.

Because most of the homes in Kenmore are older, they may not be the most energy-efficient. I'm sure all of us would like to lower our gas and electric bills if we could, but we may not know what can be done to make our homes more energy-efficient and/or we lack the funds to make the improvements. The PUSH Green program is designed to assess your home's energy efficiency and then to offer ways to improve it and lower your bills. Best of all, it offers various financial incentives to help you make your home more energy-efficient.

The program starts with a home energy assessment, which is free to anyone with an income of \$132,000 or less. This assessment may include "easy fixes" to improve your energy efficiency, which would be of little or no cost to you. Your assessment might also suggest that better energy efficiency can be achieved through "bigger ticket" items, such as new windows or a new furnace. In these cases, the program provides discounted pricing for materials/equipment, as well as various options for financial assistance to cover the costs of making these improvements.

The list of eligible measures is huge — ranging from duct sealing and pipe insulation to installation of new doors, light fixtures, and appliances. The assessment will also bring to light any health and safety issues present in your home and provide financial assistance to help with these repairs, such as repairs/upgrades to heating systems; gas leak repairs; and smoke, 1  
Once yo



**PATRICK MANG**

Village of  
Kenmore Mayor

Here's your chance to make improvements to your home at a reduced cost. In fact, through the "Friends and Neighbors Program," you can save even more money when you look into the program as a group. Depending on how many people are in your group, there can be additional savings of 5 to 10 percent.

and the option of getting financial help if you make any energy-saving improvements to your home. If you do proceed with any improvements, local contractors will get more work, and of course, energy savings help all of us in reducing our energy use and saving our energy resources.

If you would like more information about PUSH Green or if you would like to schedule an appointment, contact 886-1780 or check out its website at [www.pushgreenwny.com](http://www.pushgreenwny.com).



# WAP + Healthy Homes Pilot in PUSH Buffalo's Green Development Zone



# Contractor Testimonial

