

NET ZERO AND BEYOND: Utilizing Your Training Center As a Business Development Tool

James M. Willson
Chapter Manager
Los Angeles County Chapter, NECA

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LA/NECA and IBEW
Local 11 dedicated the
nation's largest net
zero commercial
building retrofit...the



*Electrical Training
Institute*



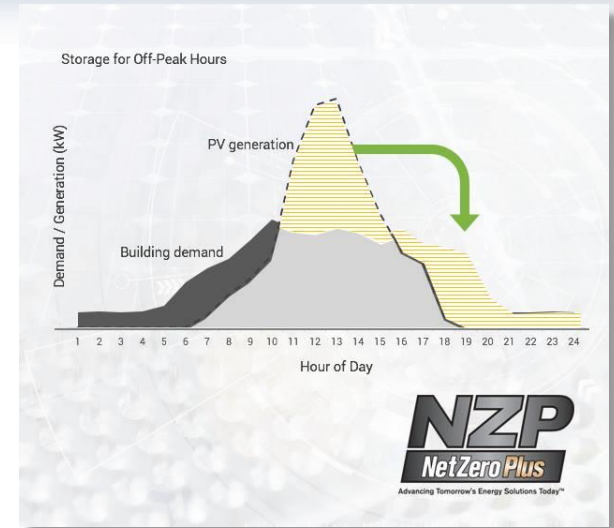
NZP strategies incorporate and demonstrate:

- **Grid Reliability**
- **Energy security**
- **Energy storage solutions**
- **Advanced building controls**
- **Renewable energy technologies**
- **Reduced environmental impacts**



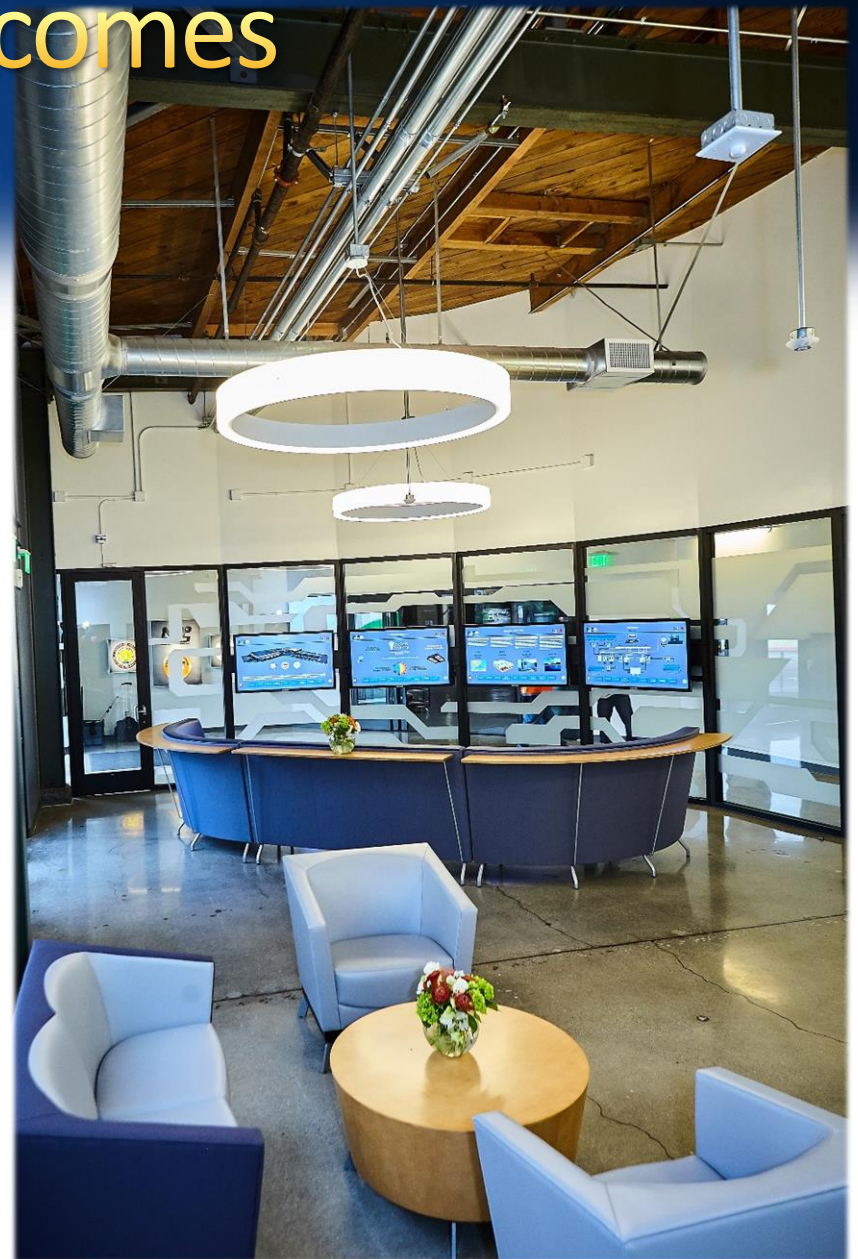
NZP strategies incorporate and demonstrate (continued):

- **Emergency response solutions**
- **Reduced operating costs**
- **Comprehensive energy insight and analytics**
- **Scalable solutions for HPB's and NZE buildings**
- **Financing options and resources**



Building Retrofit Outcomes

- ***51% reduced*** total energy consumption
- ***185,000 KWh/year*** more energy produced than consumed
- ***520 metric tons/year*** reduction of CO²



Building Retrofit Outcomes

- **A resource for building professionals**
- **Enhanced grid stability**
- **Improved natural disaster and emergency response solutions**
- **1,500 apprentices and thousands of journeymen trained for long term careers in the energy industry**
- **NZP-ETI goal of 50% veteran enrollment and outreach to disadvantaged communities**

Energy Experts and Officials

Participating in building dedication and/or documentary film

- U.S. Secretary of Energy **Ernest Moniz**
- L.A. Mayor **Eric Garcetti**
- CA Assembly Speaker **Anthony Rendon**
- CA Senate Pres. *Pro Tem* **Kevin De Leon**
- Three members of **U.S. Congress**
- Representatives from **Lawrence Berkeley Lab, Stanford, military, numerous local elected officials** and others



Why?

- Even with a strong work picture, active business development, and existing PV/microgrid/advanced labs at the training center, *the parties felt the need to “get to the next level” in training and technology*
- California’s ambitious legislative goals – 50% renewables, 50% reduction of energy, net zero by 2030
- Net Zero for our jurisdiction – do what’s applicable and best for your area.

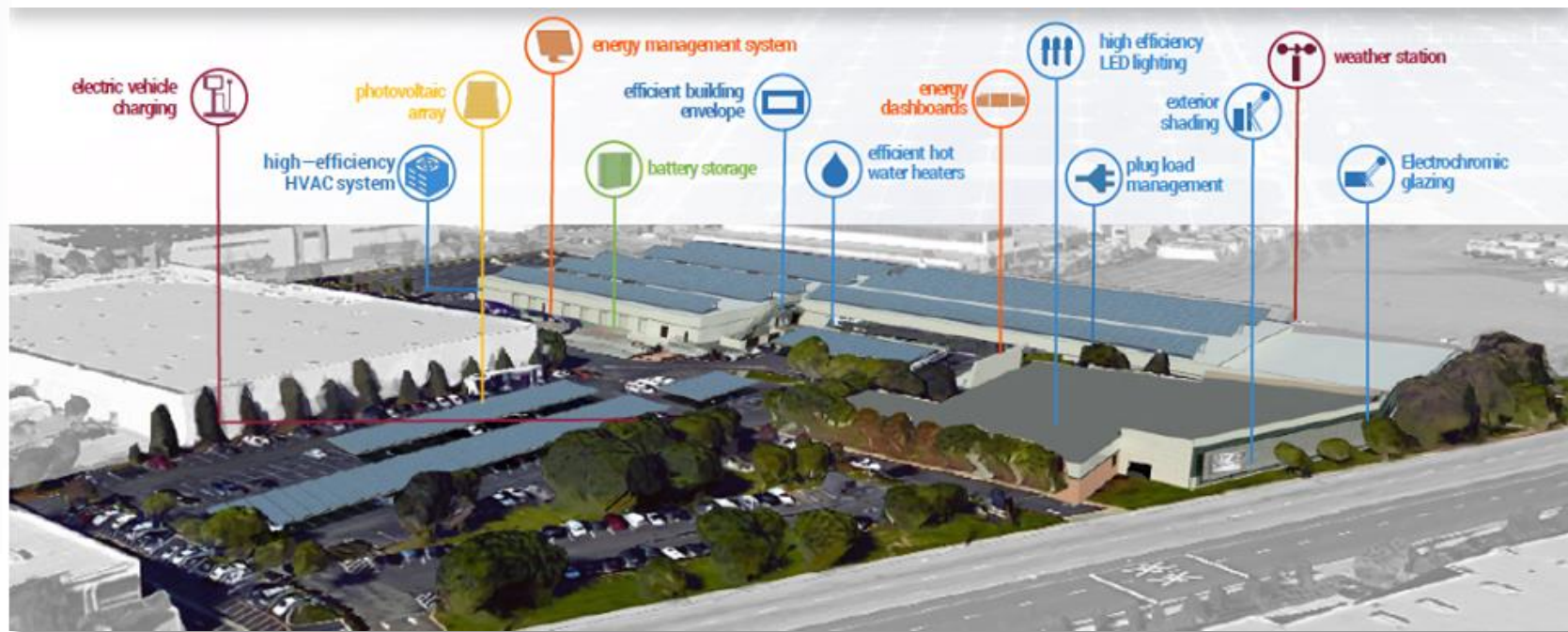


What business development benefits can be achieved through these projects? (1/2)

- Increased interest from building owners, engineers, academia, public agencies, etc.
- Customized presentations to focus on other benefits our industry provides through training facilities (“Best kept secrets”)
 - Middle class careers
 - Outreach to disadvantaged communities
 - Facilities funded by NECA/IBEW
 - Show labor/management cooperation
 - Dismissing stereotypes
 - Increase interest among vendors
 - Facility use as “living lab” and “beta site”
 - Display of real time energy production and usage

What business development benefits can be achieved through these projects? (2/2)

- Education tool for contractors in understanding economic modeling and financial incentives
- Ability to communicate and demonstrate the costs and benefits of potential energy solutions with customers



Some pitfalls mixed in with the many benefits, include:



- **Time and effort imposed on the training director**
- **These projects tend to be expensive (Newer technologies are more costly)**
- **Financing can be difficult**

In conclusion...

When you showcase a state-of-the art training facility with cutting-edge technology that resonates in your marketplace, you have a winning formula and a powerful business development tool!



Thank you to the Academy for giving me the opportunity to present this paper!

Questions

