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 CO$_2$
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