






# Growing the Contractor Workforce

[www.phrc.psu.edu](http://www.phrc.psu.edu)

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## Pennsylvania Housing Research Center

- The PHRC collaboratively engages with the residential construction industry to catalyze advancements in homebuilding through education, training, innovation, research, and dissemination.
- The PHRC envisions a residential construction industry equipped with the knowledge, skills, and technology to build better homes.
- Administered within the Department of Civil & Environmental Engineering at Penn State, you can learn more at [phrc.psu.edu](http://phrc.psu.edu).





 @PHRCPennState
 

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## Poll #1

What is your profession / field?



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**Program Description**

Join in for this webinar to learn more about opportunities to expand or add weatherization capabilities to your organization especially geared towards work in Pennsylvania. Speakers will share about private sector and publicly funded opportunities. You will hear strategies to pursue trainings and certifications and to update your business model. Attendees will leave with resources to equip contractors for success in weatherization.



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**Learning Objectives**

1. Understand how to expand or add weatherization capabilities to your organization.
2. Learn about training opportunities available in Pennsylvania.
3. Hear about new ways to connect with organizations seeking contractors.
4. Learn about the resource, A Contractor's Guide to Success, available to guide contractors, who are new to the Weatherization Assistance Program.



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**Growing the Contractor Workforce**

An introduction to weatherization and building performance business development opportunities

**PRACTICE  
MAKES  
PROFESSIONAL**

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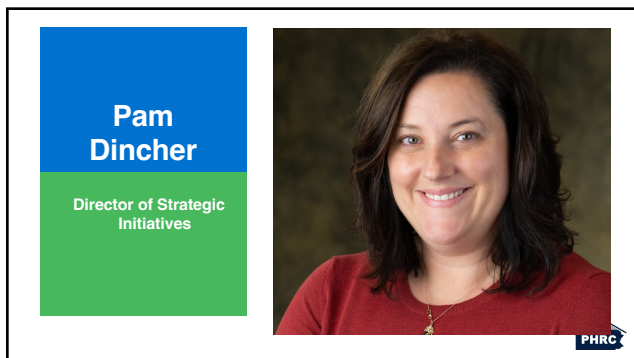
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**Pam Dincher**  
Director of Strategic Initiatives

PHRC

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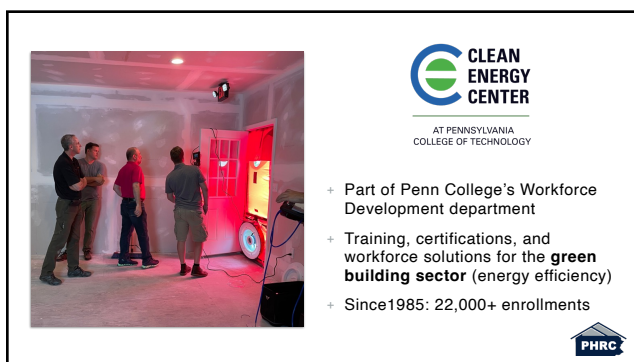
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**CLEAN ENERGY CENTER**  
AT PENNSYLVANIA COLLEGE OF TECHNOLOGY

- + Part of Penn College's Workforce Development department
- + Training, certifications, and workforce solutions for the **green building sector** (energy efficiency)
- + Since 1985: 22,000+ enrollments

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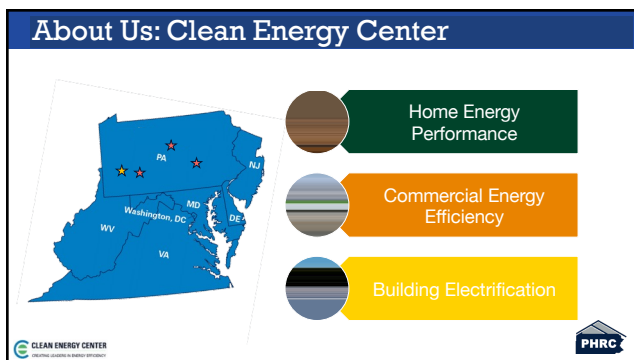
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**About Us: Clean Energy Center**

Home Energy Performance

Commercial Energy Efficiency

Building Electrification

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What we'll cover.

1. What is weatherization?
2. PA's weatherization landscape
3. Business development opportunities in weatherization
4. Finding your local weatherization agency



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•Weatherization increases energy efficiency in homes by reducing energy consumption and increasing comfort while safeguarding health and safety.

•Alternate term: Building Performance



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Installing Insulation


Air-sealing + caulking

Duct sealing

Exhaust fans + ventilation

Light bulb replacement

HVAC system repairs / replacement



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### PA Weatherization Assistance Program

pennsylvania  
 DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

U.S. DEPARTMENT OF ENERGY

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### Beyond Weatherization

**Additional programs:**

- PA Whole Home Repair Program weatherization work
- Utility and Act 129 residential programs
- Home energy inspections and compliance with IECC codes for new home construction or home retrofits
- Healthy home evaluations
- Private sector/market rate energy assessments and upgrades spurred by IRA incentives

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CHANGING LIVES IN SMARTER EFFICIENCY

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### Energy Efficiency Workforce Expansion

**Bipartisan Infrastructure Law (BIL)** funding roughly triples PA WAP funding and capacity: **1,000+** additional workers (and contractors!) needed within the next 5 years

**Inflation Reduction Act (IRA)** federal climate investments impact on PA: **125,000 jobs** over the next 10 years

**Current Workforce Challenges**

Difficulty finding applicants	Retirements	Lack of awareness of these careers	Need for increased access to training & employment
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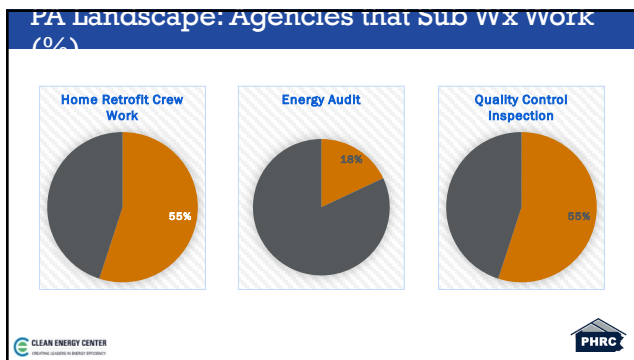
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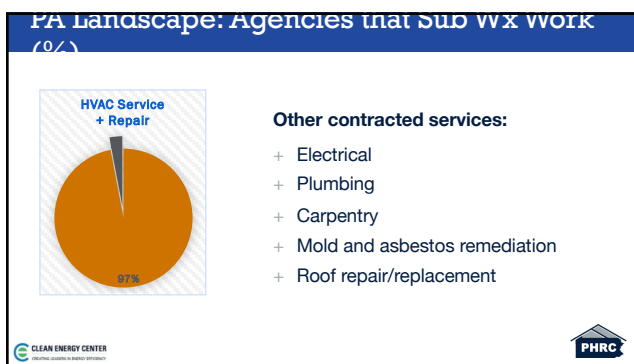
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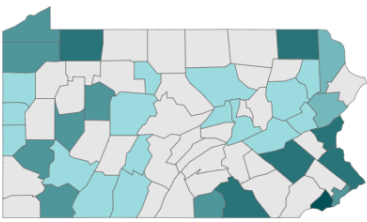
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**CONTRACTORS**  
**IN DEMAND**

Weatherization agency anticipated demand for additional contractors

Find agencies in your area:  
<https://cecncct.com/AgencyList>



Counties shaded in blue represent an agency's primary office location, not the agencies' territories. Agency territories expand into gray counties.

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Why weatherization?



Steady revenue stream

Positive community impact

Access to training + credentials

Worker recruitment + retention

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**Training +**  
**Certifications**

- + Priority placed on training
- + Funding available to cover registration and wages
- + Workforce recruitment and retention technical assistance and programming



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### Pathway for Stackable Credentials




<b>Building Science Principles</b>	<b>Retrofit Installer Technician</b>	<b>Weatherization Crew Lead</b>	<b>Home Energy Auditor</b>	<b>Quality Control Inspector</b>
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Learn more about building performance training:  
<https://cecct.com/ResidentialTraining>

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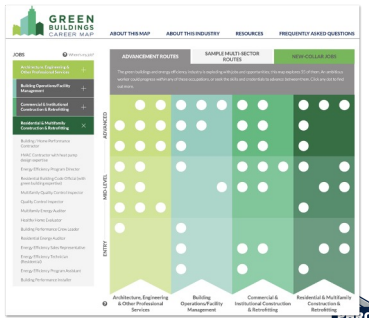
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### Green Building Career Map



<https://greenbuildingcareermap.org/>





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QUESTIONS  
**pbd2@pct.edu**

Pam Dincher  
 Director of Strategic Initiatives  
 Clean Energy Center at Penn College



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Poll #2

How many people are viewing this webinar?



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IREC builds the foundation for rapid adoption of clean energy and energy efficiency to benefit people, the economy, and our planet.



IREC

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**GREEN WORKFORCE CONNECT**

Cultivating a New Generation of Diverse Weatherization Assistance Program Professionals and Contractors



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**Our Approach: Inclusive, Collaborative, Intentional**

We center people and communities in the development of our workforce solutions.

Green Workforce Connect project examples:

- Input from over 750 stakeholders
- Tailored to the needs and realities of different audiences and geographic locations
- Advisory Group to ensure voice from underrepresented populations and diverse backgrounds



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 <p><b>CHALLENGES</b></p> <ul style="list-style-type: none"> <li>• Job seekers don't know about career pathways available</li> <li>• Workforce development resources are fragmented</li> <li>• Employers need help reaching new audiences</li> <li>• Contractors don't know how to connect to program opportunities</li> </ul>	 <p><b>SOLUTIONS</b></p> <ul style="list-style-type: none"> <li>• <b>Green Workforce Connect</b> provides job seekers with access to career details and employers</li> <li>• Workforce development resources, assistance, and support are easily accessible</li> <li>• Contractors discover program information and opportunities to expand their businesses</li> </ul>
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**WEATHERIZATION ASSISTANCE PROGRAM**

- Federally funded since 1976
- Nationwide program
- Delivered by over 700 agencies
- 35,000+ home energy upgrades and retrofits/yr
- Supports more than 8,500 jobs
- Latest tools and technologies



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### BENEFITS FOR CONTRACTORS

- Industry recognized, IREC Accredited training
- Nationwide, portable, BPI certifications
- Business expansion opportunities
- Program providers across the country
- Positive impact on your community
- Help local families live in safer, healthier homes
- Clear job specifications and quality standards
- Steady, predictable work



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### TYPES OF SERVICES NEEDED

- Insulation and Air Sealing
- HVAC
- Plumbing
- Electrical
- Roofing
- Home repairs
- Other
  - Energy Storage Systems
  - Solar



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**CONTRACTING IN WEATHERIZATION**

**Contractor's Guide to Success**

- Getting Started
- Preparation
- Application
- Starting Work & Quality Control
- Growing Your Business



**Other Contractor Resources**

- Tools and Equipment List
- Application Process
- Understanding SWS, Field Guides, and Job Aids
- Quality Assurance

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**GETTING STARTED**

- What is a Weatherization Assistance Program Contractor?
- The Role of the Weatherization Assistance Program Contractor
- Examples of Weatherization Measures
- The Weatherization Contractor Career Path
- Necessary Equipment & Tools
- Training & Certifications




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**CONNECT TO OPPORTUNITIES**

**Visit Green Workforce Connect**

- Access resources, tools, and supports
- How it Works for Contractors
- Resource Hub for Contractors

**Connect to Opportunities**

- Make direct connections (OK, PA, and WI)
- Complete the Contractor's Inquiry Form (National)

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**GREEN WORKFORCE  
CONNECT**

**Thank you!**

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Project Team  
info@greenworkforceconnect.org

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**REFERENCE LINKS**

- [Green Workforce Connect](#)
- [Contractor's Guide to Success & Inquiry Form](#)
  - Getting Started
  - Preparation
  - Application
  - Starting Work & Quality Control
  - Growing Your Business
- [Pennsylvania Connect Now Page](#)
- [How It Works for Contractors](#)
- [Workforce Development Resource Hub](#)
  - Green Buildings Career Pathways
  - Transforming Your Organization Career Page
  - Job descriptions, job postings, and recruitment
  - Commonly requested program information



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**Poll #3**

Follow Up & Evaluation



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**Questions?**

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PennState  
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PENNSYLVANIA HOUSING  
RESEARCH CENTER



NARI  
CEU Approved



CC  
PREFERRED  
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