



**Retrainee - Job Creation  
Training Proposal for:**

**Cichon Accurate Auto Body, Inc. dba Accurate Auto Body**

**Small Business**

**ET16-0293**

**Approval Date:** November 23, 2015

**ETP Regional Office:** Sacramento

**Analyst:** W. Sabah

**CONTRACTOR**

- Type of Industry: Services
- Priority Industry:  Yes  No
- Number of Full-Time Employees
  - California: 23
  - Worldwide: 23
  - Number to be trained: 15
  - Owner  Yes  No
- Out-of-State Competition: No OSC
- Special Employment Training (SET):  Yes  No
- High Unemployment Area (HUA):  Yes  No
- Turnover Rate: 4%
- Repeat Contractor:  Yes  No

**FUNDING**

- Requested Amount: \$18,392
- In-Kind Contribution: \$23,005

## **TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 SET	Business Skills, Commercial Skills, Computer Skills, Cont. Imprv., HazMat, PL- Commercial Skills	11	8-60	0	\$1,232	\$27.40
				Weighted Avg: 56			
2	Retrainee Job Creation SB<100 SET	Business Skills, Commercial Skills, Computer Skills, Cont. Imprv., HazMat, PL- Commercial Skills	4	8-60	0	\$1,210	\$13.70
				Weighted Avg: 55			

- Reimbursement Rate: Job #'s 1 & 2: \$22 SB Non-Priority
- County: Contra Costa
- Occupations to be Trained: Administrative Staff, Estimator, Technician, Frontline Manager, Owner
- Union Representation:  Yes  
 No
- Health Benefits: Job #1: \$1.90 per hour Job #2: \$0.70 per hour

## **SUBCONTRACTORS**

- Development Services: Synergy Management Consultants, LLC in Grass Valley assisted with development of this project for a flat fee of \$1,465.
- Administrative Services: Synergy Management Consultants, LLC will also provide administrative services for a fee not to exceed 13% of payment earned.
- Training Vendors: To Be Determined

## **OVERVIEW**

Founded in 1984 in Richmond, Cichon Accurate Auto Body, Inc. dba Accurate Auto Body (Accurate Auto Body) ([www.accurateautobodyinc.com](http://www.accurateautobodyinc.com)) is a full service automotive repair center. The Company specializes in automotive mechanical and collision repair services including the sale of parts and accessories. Accurate Auto Body's customer base includes residents of Richmond and the surrounding vicinity.

## Need for Training

Industry changes have impacted the collision repair business. For Accurate Auto Body to remain competitive, staff needs to train on new industry conditions. Advancements in the materials used to build vehicles have led to lighter and stronger vehicles. The automotive collision repair industry has transformed in recent years as vehicles are being produced using different materials including: aluminum, boron, ultra high strength steel and composites. As such, Technicians and Estimators require skills training that includes these new vehicle materials and repair methods.

In addition, Accurate Auto Body plans to increase their clientele by having Technicians and Estimators obtain Inter-Industry Conference on Collision Auto Repair (I-CAR) certification and Automotive Service Excellence (ASE) certification for the new materials. To remain competitive in the industry, Technicians and Estimators need to be trained to become I-CAR and ASE certified to service new vehicle brands such as Toyota, Ford Aluminum, Volkswagen and Tesla. Accurate Auto Body will also deliver training on customer service skills, updated operating procedures, marketing, sales, and computer software skills, and Lean concepts.

## Retrainee – Job Creation

With increasing customer demand, customer engagement and new vehicle repair skills are necessary for Accurate Auto Body to sell services more effectively. In addition, Accurate Auto Body plans to expand its market share within the next few months by increasing insurer contracts and the ability to repair luxury-exotic vehicles such as Tesla. The Company plans to increase shop sales by 20% by providing customers with faster and more efficient services. To support their growth plan, Accurate Auto Body has committed to hiring four new full time permanent employees (Job Number 2). The new positions will fill needs in the Technician, Estimator, and Administrative Staff occupations.

The Panel offers incentives to companies that commit to hiring new employees. Trainees will be subject to a lower post-retention wage. The date-of-hire for all Job Creation Trainees will be within the three-month period before contract approval or within the term-of-contract. These trainees will be hired into “net new jobs” as a condition of contract.

## Training Plan

Trainees will receive between 8–60 hours of classroom/laboratory training and may receive between 0–16 hours of productive laboratory training.

**Business Skills:** Training will be offered to Administrative Staff, Estimators, Frontline Managers and Owners. The training will focus on customer care skills, advanced sales, marketing skills and communication skills to improve overall customer satisfaction and increase sales. Training will include course topics such as Customer Retention, Customer Relationship Building, Sales Procedures and Strategies, Prospecting and Closing, Negotiation Skills, and Presentation Skills.

**Commercial Skills:** Training will be provided to Technicians and Estimators. The goal of commercial skills training is to update staff’s knowledge of the materials used in today’s vehicles and to obtain certifications authorizing the Company to service additional automotive brands. Training will include I-CAR Collision Repair Certification Skills, Refinishing Skills, Structural Repair, Non-Structural Vehicle Repair, Estimating Skills, and Vehicle Operation, Maintenance, and Troubleshooting.

**Computer Skills:** Training will be provided to all occupations and will focus on job specific software programs. The collision repair industry is in the process of transitioning to a paperless environment. Staff will receive training in all necessary software programs to properly exchange data with insurers and other partners. Training will also allow trainees to track costs and plan production flow to improve productivity. Training will include course topics such as CCC Info Systems Software, Michell & Michell Repair Center Software and Alldata Software.

**Continuous Improvement:** Training will be provided to all occupations to improve quality, increase cycle time and to reduce waste. A lean quality and production improvement system is being instituted by Accurate Auto Body and efficiencies are expected to increase by fifteen percent with training. Training will include Root Cause Analysis, Lean Concepts, Kaizen Event Strategy and Implementation, Problem Solving and Decision Making, and Inventory Control.

**Hazardous Materials:** Training will be provided to Technicians to ensure that hazardous materials are handled and disposed of properly. Training will include Volatile Organic Compound Training, Emergency Clean-up, and Registration, Evaluation, Authorization, and Restriction of Chemical Substances.

**Productive Lab (PL) (Commercial Skills):** PL training will be provided to Technicians and Estimators to supplement Class/Lab training. The delivery of PL training is necessary as trainees will be given real life projects to perform work on. This training will strengthen trainees' understanding of how to complete automotive collision repair services. Training will include course topics that require the technicians' skills to be updated. Estimators' PL training will focus on the correct diagnosis of damage and properly working through the documentation, insurance and pricing processes.

Trainees will use the following equipment in PL training: resistance spot welder, mig (metal inert gas) welder, frame rack and measuring system, paint spray guns, paint spray booths, estimating system and various hand tools. Staff will be trained on welding of structural parts, aluminum repair, measuring frames, glass replacement, unibody alignment, mechanical components and system diagnostics and repair. All PL training will take place onsite at Accurate Auto Body and the trainer-to-trainee ratio for all PL training will be 1:1. Technicians will receive between 0–16 hours of PL training and Estimators will receive between 0–12 hours of PL training.

PL training will consist of a normal collision repair duties where the trainer will walk the trainee through the repair process. The trainer will observe the trainee complete the repair and will offer coaching and mentoring throughout the process. During the PL training, output is expected to decrease by 30%. Trainers will be journey-level Technicians or Estimators who are considered to be subject matter experts. After the successful completion of a PL training course, the trainer will sign off that the trainee is competent.

## **RECOMMENDATION**

Staff recommends approval of this proposal.

## **Exhibit B: Menu Curriculum**

### **Class/Lab Hours**

8-60

Trainees may receive any of the following:

#### **BUSINESS SKILLS**

- Customer Care Skills
  - Customer Retention
  - Customer Engagement
  - Customer Relationship Building
- Advanced Sales & Marketing Skills
  - Prospecting & Closing
  - Sales Account Management
  - Advanced Closing Techniques
  - Sales Procedures & Strategies
- Negotiation Skills
- Conflict Resolution
- Communication Skills
- Presentation Skills

#### **COMMERCIAL SKILLS**

- I-CAR Collision Repair Certification Skills
- Refinishing Skills
  - Trim & Hardware
  - Surface Preparation
  - Vehicle Priming/Sealing
  - Paint Spray Guns Maintenance & Set-up
  - Corrosion Protection Process
  - Sand, Buff & Detail
  - Color Theory & Tints
  - Blending Techniques
  - New Technologies
- Structural Repair
  - Unibody Alignment
  - Three dimensional measuring
  - Repair & replacement of Outer Body Panels
  - High Strength Steels
  - Aluminum Repair Processes
  - MIG Welding Skills
  - Straightening Structural Damage
  - Glass Replacement
  - Pillars, rocker Panels, Rails, Front Structures & Floor Pan Replacement
  - Heating Cooling and AC Systems
  - Steering & Suspension Systems
  - Advanced Vehicle systems
  - Composite materials and bonding techniques
- Non-Structural Vehicle Repair
  - Remove & Install Trim & Hardware
  - Adhesive Bonding
  - Diagnose Wind Noise & Water Leaks

- Aluminum Cosmetic Damage
- Spot Welding
- Composite repair
- Estimating Skills
  - Steering & Suspension System Damage Analysis
  - Damage on non-drivable vehicles
  - Electrical/Mechanical Systems
  - Stationary Glass
  - Advanced Materials
  - Advanced Vehicle Systems
- Vehicle Operation, Maintenance, & Troubleshooting
- Alternative Fuel & Hybrid Vehicle Repair Diagnostics
- Service Procedures & Scheduling
- Product Knowledge
- OEM (Original Equipment Manufacturer) Knowledge/Skills
  - Toyota, VW, Tesla and others TBD

### **COMPUTER SKILLS**

- ABW Software
  - Job Costing
  - Production Flow
  - Production Planning - ETA Times & Dates
  - Internal & External Customer Communication
- Michell & Michell Repair Center Software
- Quickbooks
- Audatex Software
- CCC Info Systems Software
- Alldata Software
- Microsoft Office Suite

### **CONTINUOUS IMPROVEMENT**

- Leadership Skills
- Teambuilding
- Root Cause Analysis
- Kaizen Event Strategy & Implementation
- Lean Concepts
- Process/Quality Improvement
- Problem Solving/Decision Making Skills
- Inventory Control
- Standard Operating Procedures

### **HAZARDOUS MATERIALS**

- Completing Material Safety Data Sheets (MSDS)
- Volatile Organic Compound (VOC) Tracking
- Emergency Clean-up
- Registration, Evaluation, Authorization & Restriction of Chemical Substances

Safety Training will be limited to 10% of total training hours per-trainee.

**Productive Lab**

0-16

**COMMERCIAL SKILLS (1:1)**

- Body Filler Methods
- Structural Resistance Spot Welding
- Mig Brazing Techniques
- Color Tinting
- Spraying/ Blending Techniques
- Measuring Vehicle Structures
- Alignment Process of Unitized Vehicles
- Alignment Process for Full Frame Vehicles
- Aluminum Repair
- Technical Estimating Skills

Note: Reimbursement for retraining is capped at 60 total hours per-trainee, regardless of method of delivery. PL is capped at 16 hours per-trainee.