DELEGATION ORDER

Retraine - Job Creation
Training Proposal for:
Clovis Landscape Maintenance, Inc.

Small Business

ET17-0482

Approval Date: April 27, 2017

ETP Regional Office: Sacramento
Analyst: K. Smiley

CONTRACTOR

- Type of Industry: Services
  Priority Industry: ☐ Yes ☒ No

- Number of Full-Time Employees
  California: 46
  Worldwide: 46
  Number to be trained: 49
  Owner ☒ Yes ☐ No

- Out-of-State Competition: No OSC
- Special Employment Training (SET): ☒ Yes ☐ No
- High Unemployment Area (HUA): ☒ Yes ☐ No
- Turnover Rate: 10%
- Repeat Contractor: ☐ Yes ☒ No

FUNDING

- Requested Amount: $37,796
- In-Kind Contribution: $28,000
TRAINING PLAN TABLE

<table>
<thead>
<tr>
<th>Job No.</th>
<th>Job Description</th>
<th>Type of Training</th>
<th>Estimated No. of Trainees</th>
<th>Range of Hours</th>
<th>Average Cost per Trainee</th>
<th>Post-Retention Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Retraine SB &lt;100 SET HUA</td>
<td>Business Skills, Commercial Skills, Computer Skills, Continuous Improvement</td>
<td>46</td>
<td>8-60 0</td>
<td>$770</td>
<td>*$13.97</td>
</tr>
<tr>
<td>2</td>
<td>Retraine SB&lt;100 Job Creation Initiative SET HUA</td>
<td>Business Skills, Commercial Skills, Computer Skills, Continuous Improvement</td>
<td>3</td>
<td>8-60 0</td>
<td>$792</td>
<td>*$13.35</td>
</tr>
</tbody>
</table>

*It will be made a condition of contract that the trainees in this Job Number will never be paid less than the State or local minimum wage rate as in effect at the end of retention regardless of the wage expressed in this table. The highest minimum wage rate will prevail.

- Reimbursement Rate: Job #s 1 & 2: $22 SB Non-Priority
- County(ies): Fresno
- Occupations to be Trained: Administrative Staff, Owner, Frontline Manager, Technicians
- Union Representation: ☐ Yes ☒ No
- Health Benefits: Job #s 1 & 2: $1.85 per hour

SUBCONTRACTORS

- Development Services: Strategic Business Solutions, LLC of Visalia assisted with development services for a flat fee of $1,913.50.
- Administrative Services: Strategic Business Solutions, LLC will also assist with administration for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 2014 and located in Clovis, Clovis Landscape Maintenance, Inc. (CLM) provides comprehensive landscaping services to residential and commercial clients throughout the Fresno area. These services include irrigation and water management, seasonal color design and installation, mulch, hardscape and landscape maintenance, turf aeration and pressure washing. This will be CLM’s first ETP Agreement.
Project Details

In January of 2016, CLM purchased and installed a new software system, PipeDrive for $5,000. The purpose of PipeDrive is to track all phases of landscape projects within one system. PipeDrive will allow staff to schedule the first meeting, track inventory of products ordered and complete invoices. Companywide training on this software is necessary to ensure staff are proficient in internal software and can utilize electronic resources. All job functions will use some aspect of this software.

Drought conditions have changed the services and products that clients request. Clients are in need of landscape products that are drought resistant and hardscape designs that require less water. In order for CLM to keep up with this change and offer the services and products demanded by clients, CLM must train staff on drought resistant designs, products and services. The training course, Drought Resistant Landscape Practices, will give trainees the skills to make informed decisions and recommendations regarding products and services.

Technicians and Frontline Managers will receive training on the operation and maintenance of commercial mowers, blowers, excavating and trenching equipment. Technicians and Managers will also receive training on effective chemical and fertilizer application techniques. All occupations will receive soft skills training to increase customer service and communication skills.

Training Plan

Training will be delivered via Class/lab by in-house experts and vendors to be identified during the contract term.

**Business Skills:** Training will be delivered to all occupations to enhance communication skills and increase client satisfaction. Courses will include Sales Training, Effective Communication and Customer Service. Sales training will strengthen product knowledge among staff and give trainees the skills to sell products that best meet the needs of their customers.

**Commercial Skills:** Training will be delivered to Frontline Managers and Technicians to ensure staff have the knowledge to make informed recommendations to clients regarding landscape products and services. Trainees will receive training on commercial grade landscape equipment. Courses will include Chemical and Fertilizer Handling, Application and Storage; Landscape Equipment Operation and Maintenance and Drought Resistant Landscape Practices.

**Computer Skills:** Training will be delivered to all occupations to ensure proficiency in internal software systems. Courses will include PipeDrive, QuickBooks and Microsoft Office Suite to ensure trainees are skilled in all systems.

**Continuous Improvement:** Training will be delivered to all occupations. Courses will include Quality Control, Process Improvement, Leadership and Teambuilding to promote a culture of teamwork and quality of work.

Retrainee - Job Creation

The Panel is offering incentives to companies that commit to hiring new employees. Training for newly hired employees will be reimbursed at a higher rate, and trainees will be subject to a lower post-retention wage.
CLM has grown steadily by 15% in the last two years and has seen a 20% increase in demand for their services over the last year. To support this growth and meet client demand, CLM is expanding their business capacity and will be adding three newly hired employees to an existing function.

CLM has committed to hiring three Technicians (Job Number 2). 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.

**SET/HUA**

Under Special Employment Training (SET), the participating employer is not required to demonstrate out-of-state competition. To qualify under SET, trainees must be earning at least the statewide average hourly wage at the end of the retention period.

All trainees in Job Numbers 1 and 2 work in a High Unemployment Area (HUA), with unemployment exceeding the state average by 15%. The Company’s location in Fresno County qualifies for the ETP Minimum Wage rather than the Statewide Average Hourly Wage. The Panel may modify the ETP Minimum Wage for these trainees by up to 25% if post-retention wages exceed the start-of-training wages. CLM is requesting a wage modification for the 46 trainees in Job Number 1 from $16.16 to $13.97.

**Commitment to Training**

Clovis represents that ETP funds will not displace the existing financial commitment to training. Safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

- **Training Infrastructure**

Training will be provided by a combination of in-house subject matter experts and external training vendors. Clovis is currently looking at three potential training vendors but has not made a final decision as of yet. The bulk of Clovis’ training plan will be delivered using internal subject matter experts.

The training coordinator will coordinate; track and schedule ETP funded training. Strategic Business Solutions will complete enrollment for trainees and upload all training hours into the ETP online systems.

**RECOMMENDATION**

Staff recommends approval of this proposal.
Exhibit B: Menu Curriculum

Class/Lab Hours

8-60 truckees may receive any of the following:

**BUSINESS SKILLS**
- Sales Training
- Customer Service
- Effective Communication
- Strategic Planning

**COMMERCIAL SKILLS**
- Landscape Equipment Operation and Maintenance
- Chemical and Fertilizer Handling, Application and Storage
- Turf Management Practices
- Drought Resistant Landscape Practices
- Equipment Safety

**COMPUTER SKILLS**
- PipeDrive
- QuickBooks
- Microsoft Office Suit (Intermediate & Advanced)

**CONTINUOUS IMPROVEMENT**
- Teambuilding
- Leadership
- Quality Control
- Process Improvement

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

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