



**Retrainee - Job Creation
Training Proposal for:
Natures Image, Inc.**

Small Business ≤ \$50,000

ET15-0365

Approval Date: January 12, 2015

ETP Regional Office: San Diego

Analyst: S. Godin

CONTRACTOR

- Type of Industry: Services

- Priority Industry: Yes No

- Number of Full-Time Employees
 - California: 89
 - Worldwide: 89
 - Number to be trained: 60
 - Owner Yes No

- Out-of-State Competition: Competitors Outside CA
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 13%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$46,090
- In-Kind Contribution: \$38,458

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	Business Skills, Computer Skills, Commercial Skills, Continuous Impr, HazMatr	55	8-60	0	\$748	\$15.98
				Weighted Avg: 34			
2	Job Creation Initiative Retrainee SB<100	Business Skills, Computer Skills, Commercial Skills, Continuous Impr, HazMat	5	8-60	0	\$990	\$13.32
				Weighted Avg: 45			

- Reimbursement Rate: Job #'s 1 and 2: \$22 SB Non-Priority
- County(ies): Orange
- Occupations to be Trained: Landscaper, Landscape Foreman, Estimator, Project Manager, Manager/Supervisor, Owner, Administrative Support Staff
- Union Representation: Yes
 No
- Health Benefits: Job #'s 1 and 2: \$2.75 per hour

SUBCONTRACTORS

- Development Services: Training Refund Group in Irvine developed the proposal for a flat fee of \$1,000.
- Administrative Services: Training Refund Group also assisted with administration for a fee not to exceed 13% of earned funds.
- Training Vendors: To Be Determined

OVERVIEW

Established in the 1995 and based in Lake Forest, Natures Image, Inc. (NII) (www.naturesimage.net) is a full-service native habitat restoration/mitigation company serving both private and public clients throughout California. The Company has restored and maintained hundreds of habitat communities, representing thousands of acres, including riparian, coastal sage scrub, freshwater and saltwater marsh, desert, chaparral, oak woodlands and native grasslands. Habitat restoration is crucial to the preservation of both native plant species and wildlife. Through the elimination of invasive species and the re-vegetation and

propagation of native plant species, NII is able to create self-sustaining habitats for threatened and endangered wildlife.

Need For Training

As the California economy recovers, competition for jobs from large out-of-state environmental support services companies has increased. To retain its current clients and successfully secure new accounts, NII must train its staff on critical issues such as impact analysis, habitat restoration, construction monitoring, plant/animal identification, hydro-seeding, site cleanup and preparation, remote watering, and commercial landscaping/irrigation. In addition to these technical skill sets, NII must improve its customer support and project management skills to ensure its clients are satisfied and budgetary requirements are met.

Training is also being driven by the need to implement mobile software technology solutions (identified as a training initiative for 2015) which will allow NII and its customers to access data from the field and respond to requests/questions instantly instead of waiting until staff returns to the office. (Many of NII's projects are located in remote areas.) Training will enable both incumbent and newly hired staff to stay up to date on new device technologies and improve on-time service delivery to NII clients.

Retrainee - Job Creation

The Company was recently awarded \$9,150,000 in new contracts which are slated to begin during the first quarter of 2015. NII also has an additional \$16,000,000 in pending projects which will commence during the term of the Agreement.

To support the above stated expansion of its existing business functions, NII will hire five new employees (Landscapers) during the term of this agreement (Job Number 2). The date-of-hire for all trainees in the Job Creation program will be within the three-month period before contract approval or within the term-of-contract. Trainees will be hired into "net new jobs" as a condition of contract.

Training Plan

Business Skills - Training will be offered to all trainees related to client relations, project management, professional and interpersonal communication, and strategic planning. Training will help improve client relations, provide organizational and project management skills, and improve business processes and services.

Commercial Skills – Training will be offered to all trainees. All employees must be knowledgeable of the products and services being offered by NII; and as such, will receive product knowledge skills training. Landscapers, Landscape Foremen, Managers/Supervisors, and Estimators will receive laboratory training in environmental risk assessments, environmental techniques, habitat restoration/planning/studies, wetlands evaluations, wildlife techniques, storm water pollution prevention programs, biological permitting, and energy & environmental design. Field personnel will also be trained to operate heavy machinery and equipment. Training in these topics will provide staff with skills necessary to provide habitat restoration/mitigation on NII projects.

Computer Skills - Training will be offered to all occupations. Trainees will receive training in Sage ERP System upgrades, AutoCAD and Geographic Positioning Systems and other mobile technologies that will be used in the field. Training will improve service delivery and offer

expanded services to clients. Microsoft Office Suite training will enable selected personnel to manage projects and create advanced reports and presentations.

Continuous Improvement - Training will be offered to all trainees in topics such as leadership, quality improvement strategies, and team building. Training will enable staff to work better in teams, develop important leadership initiatives throughout the Company, and improve the quality of service delivery to internal and external customers.

Hazardous Materials Handling – Training will be offered to all trainees. Trainees working with hazardous materials will receive skills training in emergency clean-up procedures and spill, control, and containment of hazardous materials. Training will also be delivered in the reporting protocol for all chemicals and completion of material safety data sheets.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab/E-Learning Hours

8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- + Technical Editing and writing
- + Time Management
- + Project Management
- + Marketing Skills
- + Strategic Planning
- + Customer Service
- + Communication Skills

COMPUTER SKILLS

- + Industry Software Training
 - o Mobile Time & Attendance Software
 - o CAD (Computer Aided Design)
 - o SAGE Software Upgrades
 - o (GPS) Global Positioning Software Management
- + Microsoft Office Suite

COMMERCIAL SKILLS CLASSROOM

- + Biological Permitting
 - o Species allocations
- + Storm Water Pollution Prevention Program (SWPPP)
 - o Planning & Permitting
 - o Proper Installations & Maintenance
- + Wildlife Techniques
 - o Trapping
 - o Surveying
 - o Population Census by Acre
- + Wetlands Evaluation
 - o Plant Density
 - o Biological Diversity
- + Habitat Restoration & Revegetation Planning Studies
 - o Working in Environmental Sensitive Areas
 - o Environmental & Cultural Constraints
 - o Sensitive Species Awareness
 - o Ground Disturbance Awareness
 - o Reporting Requirements
 - o Biological Resources
- + Environmental Techniques
 - o Erosion Control
 - o Wind & Dust Mitigation
- + Environmental Risk Assessment
 - o Erosion Control
 - o Habitat & Wildlife Maintenance

- GovNET CQCA Compliance
- GovNet Environmental Conduct & Ethics
- Cultural Resources & What to Look For
- ✚ California Environmental Quality Act (CEQA)
 - Herbicide use
 - Vehicle use and carbon load
 - Best Management Practices
 - Noise Limitation
- ✚ Equipment Operation
 - Bulldozers
 - Excavators
 - Back Hoes
 - Front End Loaders
 - Line Trimmers
 - Brush Mowers
 - Mastication
 - Backpack Sprayers
 - Chain Saws

COMMERCIAL SKILLS LABORATORY CENTER

- ✚ Product Knowledge & Identification Skills
- ✚ Biological/Habitat Evaluation Skills
- ✚ Plant & Animal Identification/Restoration Techniques
- ✚ Wetlands Evaluation Skills

CONTINUOUS IMPROVEMENT

- ✚ Leadership
- ✚ Quality/Process Improvement
- ✚ Team Building
- ✚ Standard Operating Procedures

HAZARDOUS MATERIALS HANDLING

- ✚ Emergency Clean-up
- ✚ HazMat & Spill Control/Containment
- ✚ Material Safety Data Sheets
- ✚ Registration, Evaluation, Authorization & Restriction of Chemical Substances

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