



## AB118

### Training Proposal for:

## Sacramento Area Regional Technology Alliance

Agreement Number: ET15-0807

Panel Meeting of: June 26, 2015

ETP Regional Office: Sacramento

Analyst: M. Mazzone

### PROJECT PROFILE

Contract Attributes:	AB118 (Alt Funds) Priority Rate Retrainee SB <100	Industry Sector(s):	Manufacturing Biotechnology/Life Sciences Green Technology Retail Priority Industry: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Counties Served:	Butte, El Dorado, Madera, Nevada, Placer, Sacramento, San Joaquin, Solano, Sutter, Yolo, Yuba	Repeat Contractor:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Union(s):	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Turnover Rate:	≤20%		
Managers/Supervisors: (% of total trainees)	≤20%		

### FUNDING DETAIL

All funding will be under the Alternative and Renewable Fuel and Vehicle Technology Program created under AB118.

<b>Program Costs</b>	+	<b>Support Costs</b>	=	<b>Total ETP Funding</b>
\$344,400		\$23,880 8%		\$368,280

In-Kind Contribution:	50% of Total ETP Funding Required	\$400,000
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**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 Priority Rate	Business Skills, Commercial Skills, Continuous Improvement	240	8-200	0	\$770	\$15.07
				Weighted Avg: 40			
2	Retrainee SB<100 Priority Rate	Business Skills, Commercial Skills, Continuous Improvement	165	8-60	0	\$1,112	\$15.07
				Weighted Avg: 40			

**Minimum Wage by County:** \$15.75 per hour in Sacramento County and \$15.07 per hour in Butte, El Dorado, Madera, Nevada, Placer, Solano, Sutter, Yolo and Yuba counties.

**Health Benefits:**  Yes  No This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:**  Yes  No  Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

**Wage Range by Occupation**

Occupation Titles	Wage Range	Estimated # of Trainees
Automotive Parts Staff		40
Automotive Technician		100
Engineer I		5
Engineer II		5
Shop Lead		15
Customer Service Representative		65
Fleet Maintenance Staff		40
Sales Staff		55
Marketing Staff		15
Financial Analyst		15
Production Staff		5
Senior Production Staff		5
Manager I		10
Manager II		6
Supervisor I		15
Supervisor II		9

## **INTRODUCTION**

Founded in 2001, the Sacramento Area Regional Technology Alliance (SARTA) (<http://sarta.org/>) is a non-profit, membership-based organization, established to foster economic and entrepreneurial growth in the Sacramento region. SARTA focuses on accelerating the growth and development of companies within the nine-county Sacramento region including Butte, El Dorado, Nevada, Placer, Sacramento, Solano, Sutter, Yolo and Yuba counties. Multiple programs are operated by SARTA to grow businesses in the Agricultural Technology Industry), Clean Technology Industry (CleanStart), Bioscience Industry (MedStart), and Entrepreneurial Development.

This proposal is geared towards businesses participating in SARTA's MedStart and CleanStart programs. SARTA's charter allows their services to be delivered statewide and participating employers are being recruited outside of their normal operating area. Employers in the core group are primarily bioscience companies that convert agricultural waste to energy and produce equipment to be used in alternative fuels production; local municipalities transforming their transportation fleet to alternative fuel vehicles; and car dealerships that sell electric (EV), hybrid and compressed natural gas (CNG) vehicles.

### **Need for training**

The alternative fuel industry is expanding as demand for products has steadily increased with the heightened emphasis on clean, renewable energy. Alternate fuel vehicles and equipment are consistently changing and upgrading. Trainees in all sectors of the alternative fuel industry are in need of updated training. SARTA has developed a training program that will improve worker knowledge within this industry.

To improve the number of alternative fuel vehicles sold at dealerships, sales staff requires training in product knowledge so they can speak confidently on options. As well because EV and hybrid vehicle systems differ from traditional gas-operated automobiles service staff require training to properly diagnose and repair alternative fuel vehicles. Participating employers in the bioscience industry have requested to receive continuous improvement training to improve energy production and improve production efficiencies. Finally, departments within local municipalities will receive training in the benefits of CNG vehicles. Fleet Maintenance Staff will also require training on the diagnosis and repair of CNG vehicles.

### **AB118**

This proposal will be funded under the AB 118 Training Program created in FY 2009-10. The AB 118 Program is administered by ETP in partnership with the California Energy Commission (CEC).

The overall goal of the AB 118 Program is to support a transition from petroleum-based transportation to alternative and renewable fuels and clean, low carbon vehicle technologies. There is no expenditure of Employment Training Tax funds for the AB 118 Program. Public entity employers are eligible to participate, such as city and county regional transit authorities.

Training is focused on job skills for a skilled workforce to produce and distribute new alternative fuels and design, construct, install, operate, service and maintain new fueling infrastructure and vehicles.

Alternative Fuel is defined as any fuel other than the traditional selections, gasoline and diesel from petroleum sources, used to produce energy or power. Examples of alternative fuels are:

bio-diesel, ethanol, methanol, electricity, propane, compressed or liquid natural gas, and hydrogen.

## **PROJECT DETAILS**

### **Training Plan**

Trainees will receive class/lab and/or E-Learnings training in the following:

**Business Skills (10%):** Training will be delivered to all occupations. AB 118 training will focus on all aspects of the product from the marketing stage through financing and service. In addition, workers will receive training on asset allocation to alternative fuel research and strategic goals. Training includes Biofuel Sales and Marketing, EV/Hybrid Marketing and Sales Techniques, Product Knowledge, Fleet Conversion Finance, Planning and Organization and Strategic Planning.

**Commercial Skills (70%):** Training will be delivered to all occupations. Car dealership training will focus on the operation and service of EV/Hybrid vehicles; municipal staff's training will focus on CNG vehicle maintenance and service; bioscience staff will receive training on the different types of biofuels and their production processes. Topics includes Charging an EV, Charging Network Overview, CNG Overview, CNG Engine Maintenance, Customer Benefits of an EV, Hybrid or CNG Vehicle, EV System Diagnosis and Service, Hybrid System Overview and Operation, Hybrid Maintenance Transmission Overview and Operation and Type of Biofuels.

**Continuous Improvement (20%):** Training will be delivered to all occupations. This training will focus on bioscience companies on ways to improve the biofuel production process. Other participating employers will have training to improve processes within their industry. Topics include Lean Manufacturing, Biofuel Equipment Operation, Biofuel Manufacturing Practices, Process Improvement, Troubleshooting, Anaerobic Digester Biofuel Process Control, and Project Requirements Analysis and Specifications.

### **Commitment to Training**

SARTA represents that ETP funds will not displace the existing financial commitment to training for participating employers. Safety training is provided in accordance with all pertinent requirements under state and federal law. Training varies by participating employer, is both job specific and companywide, and includes mandatory trainings such as new hire orientation, sexual harassment prevention, best practices, first-aid, and legal compliance.

### **High Unemployment Area**

Some trainees may work in a High Unemployment Area (HUA), with unemployment exceeding the state average by at least 25%. However, SARTA is not asking for a wage and/or retention modification.

### **Marketing and Support Costs**

SARTA is requesting 8% support costs to assist with recruitment, employer outreach, and assessments of employer-specific job requirements.

Marketing is done through conferences, mixers, events, personal contacts, telephone calls, print articles, emails, and social media. In addition, SARTA has contracted with JPMA Financial, Inc. (JPMA) to complete training need assessments and develop the training plan. Staff recommends the 8% support costs.

## **Training Coordinator**

JPMA has also been retained to schedule training, retain trainers, and create class curriculums. SARTA has two staff members to assist JPMA with these responsibilities. Sierra Consulting Services has been retained for overall project administration.

## **Impact/Outcome**

Alternative fuel training will improve the job specific knowledge of participating employers. Employees will be able to work more confidently, efficiently and safer in regards to alternative fuel vehicles and alternative fuel energy products. With increased knowledge, the sale and use of alternative fuel and alternative fuel vehicles will increase in California.

## **Active Contract**

This is SARTA's second ETP Agreement. SARTA has an active contract under the RESPOND/Drought program, running from March 2, 2015 to March 1, 2017. Of an estimated 250 trainees, none have been enrolled and none have received the minimum hours of training. SARTA is in the midst of obtaining the trainee's personnel information from their participating employers so that enrollment may be completed.

## **Tuition Reimbursement**

SARTA represents that students enrolled in the ETP-funded program will not be charged tuition, fees, or any other costs associated with training. The representation will be made a condition of the Agreement.

## **RECOMMENDATION**

Staff recommends approval of this proposal.

## **DEVELOPMENT SERVICES**

Sierra Consulting Services in Cameron Park assisted with development for a flat fee of \$15,000,

JPMA also assisted with development of this proposal for a flat fee of \$5,000.

## **ADMINISTRATIVE SERVICES**

Sierra Consulting Services will perform administrative services for a fee not to exceed 13% of payment earned.

## **TRAINING VENDORS**

SARTA has a partnership with Sacramento Municipal Utility District (SMUD) to provide Alternate Fuel training. Training will be funded by SMUD and provided to Sacramento area car dealerships. Each trainee will receive between 1 and 2 hours of SMUD-funded training. ETP training will build on the training provided by SMUD.

Guy Hall of Granite Bay will provide training in Business and Commercial Skills.

George Parrott of Granite Bay will provide training in Commercial Skills.

Karla Nelson with JPMA of Rocklin will provide training in Business Skills.

## **Exhibit B: Menu Curriculum**

### **Class/Lab Hours**

8-200 Job Number 1

8-60 Job Number 2

Trainees may receive any of the following:

### **BUSINESS SKILLS**

- Biofuel Sales and Marketing
- Customer Relationship Management
- Communication Styles
- EV/Hybrid Finance
- Fleet Conversion Finance
- EV/Hybrid Marketing and Sales Techniques
- Negotiating
- Planning and Organization
- Product Knowledge
- Strategic Planning
- Collaboration
- Leadership

### **COMMERCIAL SKILLS**

- Assisting with EV, Hybrid and HOV forms
- Charging an EV
- Charging Network Overview
- Configure Supporting Applications
- Compressed Natural Gas (CNG) Overview
- CNG Vehicle Options
- CNG Infrastructure
- CNG Engine Maintenance
- Customer Benefits of an EV, Hybrid or CNG Vehicle
- Electricity Measurement
- EV/Hybrid Market Overview
- EV/Hybrid Cost of Ownership and Savings
- EV/Hybrid Price Differences and Comparisons
- EV Introduction and Safety, High Voltage Disable Procedure
- EV Power Electronics, Transmission, Support Systems
- EV Systems Diagnosis and Service
- EV Transmission Diagnosis and Service
- EV Battery Diagnosis and Service
- Fuel Efficiency Terms: Miles/Kilowatt Hour and MPG
- Successful EV/Hybrid Test Drive Strategy
- Home Charger Products and Options
- Hybrid Diagnosis and Repair
- Hybrid Battery System Overview and Operation
- Hybrid Transmission Overview and Operation
- Hybrid Supporting Systems Overview and Operation
- Hybrid Maintenance Safety
- Hosting Tutorials and/or Workshops for New EV and Hybrid Owners
- Operational Skills

- Types of Biofuels
- Types of Plugin Vehicles
- Types of Hybrid Vehicles
- Diamond Lane Options

### **CONTINUOUS IMPROVEMENT**

- 5s
- Anaerobic Digester/Biofuel Assembly Process Control
- Anaerobic Digester/Biofuel Assembly Procedures
- Changeover Procedures
- Cross-Training in Biofuel Production & Equipment
- Biofuel Equipment Operation
- Kaizen
- Lean Manufacturing
- Biofuel Manufacturing Practices
- Process Capability
- Process Improvement
- Problem Solving and Decision Making
- Production Operations/Workflow
- Project Management
- Project Requirements Analysis and Specifications
- Troubleshooting
- Production Operations

### **E-Learning Hours**

8-200 Job Number 1

8-60 Job Number 2

### **BUSINESS SKILLS**

- Biofuel Sales and Marketing
- Customer Relationship Management
- Communication Styles
- EV/Hybrid Finance
- Fleet Conversion Finance
- EV/Hybrid Marketing and Sales Techniques
- Negotiating
- Planning and Organization
- Product Knowledge
- Strategic Planning

### **COMMERCIAL SKILLS**

- Assisting with EV, Hybrid and HOV forms
- Charging an EV
- Charging Network Overview
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- CNG Overview
- CNG Vehicle Options
- CNG Infrastructure
- CNG Engine Maintenance
- Customer Benefits of an EV, Hybrid or CNG Vehicle
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- EV Introduction and Safety, High Voltage Disable Procedure
- EV Power Electronics, Transmission, Support Systems
- EV Systems Diagnosis and Service
- EV Transmission Diagnosis and Service
- EV Battery Diagnosis and Service
- Fuel Efficiency Terms: Miles/Kilowatt Hour and MPG
- Successful EV/Hybrid Test Drive Strategy
- Home Charger Products and Options
- Hybrid Diagnosis and Repair
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- Hybrid Transmission Overview and Operation
- Hybrid Supporting Systems Overview and Operation
- Hybrid Maintenance Safety
- Hosting Tutorials and/or Workshops for New EV and Hybrid Owners
- Operational Skills
- Types of Biofuels
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### **CONTINUOUS IMPROVEMENT**

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- Anaerobic Digester/Biofuel Assembly Procedures
- Changeover Procedures
- Cross-Training in Biofuel Production & Equipment
- Biofuel Equipment Operation
- Kaizen
- Lean Manufacturing
- Biofuel Manufacturing Practices
- Process Capability
- Process Improvement
- Problem Solving and Decision Making
- Production Operations/Workflow
- Project Management
- Project Requirements Analysis and Specifications
- Troubleshooting
- Production Operations

Note: Reimbursement for retraining is capped at 200 total training hours per trainee in Job Number 1 and capped at 60 total training hours per trainee in Job Number 2, regardless of the method of delivery.

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Sacramento Area Regional Technology Alliance    CCG No.: ET15-0807  
Reference No: 15-0176    Page 1 of 2

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PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Allergy

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Address: 140 Blue Ravine Rd.

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City, State, Zip: Folsom, CA 95630

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Collective Bargaining Agreement(s): N/A

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Estimated # of employees to be retrained under this Agreement: 35

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Total # of full-time company employees worldwide: 70

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Total # of full-time company employees in California: 70

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Company: CleanWorld

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Address: 2330 Gold Meadow Way

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City, State, Zip: Gold River, CA 95670

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Collective Bargaining Agreement(s): N/A

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Estimated # of employees to be retrained under this Agreement: 10

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Total # of full-time company employees worldwide: 20

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Total # of full-time company employees in California: 20

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Company: Future Ford

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Address: 650 Automall Dr.

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City, State, Zip: Roseville, CA 95661

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Collective Bargaining Agreement(s): N/A

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Estimated # of employees to be retrained under this Agreement: 40

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Total # of full-time company employees worldwide: 100

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Total # of full-time company employees in California: 100

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Company: Micromidas

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Address: 930 Riverside Pkwy. #10

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City, State, Zip: West Sacramento, CA 95605

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Collective Bargaining Agreement(s): N/A

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Estimated # of employees to be retrained under this Agreement: 20

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Total # of full-time company employees worldwide: 31

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Total # of full-time company employees in California: 31

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**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Sacramento Area Regional Technology Alliance    CCG No.: ET15-0807  
Reference No: 15-0176    Page 2 of 2

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Company: Niello Group

Address: 1481 River Park Dr.

City, State, Zip: Sacramento, CA 95815

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 70

Total # of full-time company employees worldwide: 220

Total # of full-time company employees in California: 220

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Company: Pacific Ethanol Incorporated

Address: 400 Capital Mall #2060

City, State, Zip: Sacramento, CA 95814

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 100

Total # of full-time company employees worldwide: 120

Total # of full-time company employees in California: 120

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Company: Roseville Honda

Address: 230 Automall Dr.

City, State, Zip: Roseville, CA 95661

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 30

Total # of full-time company employees worldwide: 120

Total # of full-time company employees in California: 120

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Company: Roseville Toyota

Address: 700 Automall Dr.

City, State, Zip: Roseville, CA 95661

Collective Bargaining Agreement(s): N/A

Estimated # of employees to be retrained under this Agreement: 30

Total # of full-time company employees worldwide: 95

Total # of full-time company employees in California: 95

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