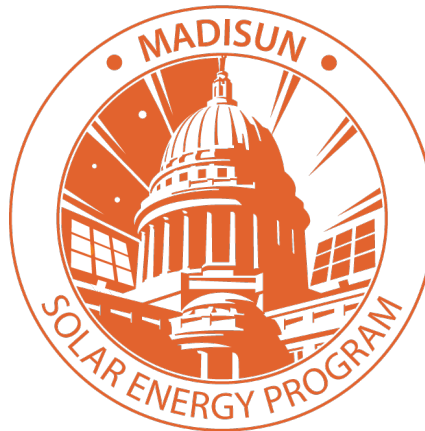


# MadiSUN Workforce Training



MREA Energy Fair • 6/24

Lauren Cohen • RENEW Wisconsin



# Agenda

- What is MadiSUN?
- Renewable Energy Industry
  - Solar
- Why join the renewable energy industry?
  - Inflation Reduction Act
    - Renewable Energy Incentives
  - Demand for workers
- Types of Careers Available
- MadiSUN Workforce Training
- How to Get Involved?

# What is MadiSUN?

- City of Madison initiative to expand solar
- Group Buy for Homes
- Solar for Business
- Backyard Solar Grant



# History of MadiSUN

- Both the State of Wisconsin and the City of Madison have ambitious goals to reach 100% renewable energy by **2050**
- These goals cannot be achieved without municipal support
- MadiSUN program introduced in 2016



# Renewable Energy Industry

- Solar
- Wind
- Hydropower
- Geothermal
- Electric Vehicles





# Renewable Energy Industry

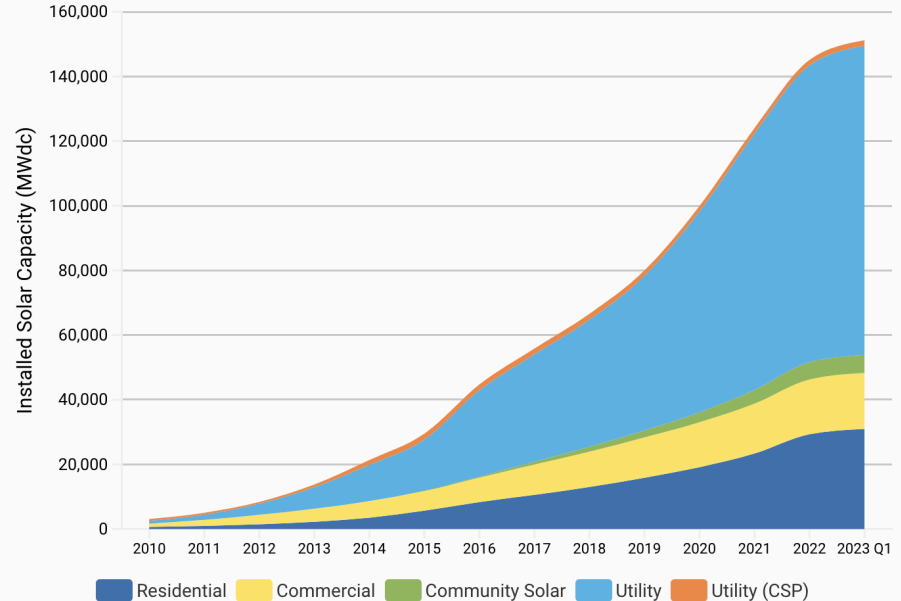
- **Solar**
- Wind
- Hydropower
- Geothermal
- Electric Vehicles



# Growth of the Solar Industry

- Solar installations have skyrocketed
- Increasing demand across private and public sectors

Cumulative U.S. Solar Installations

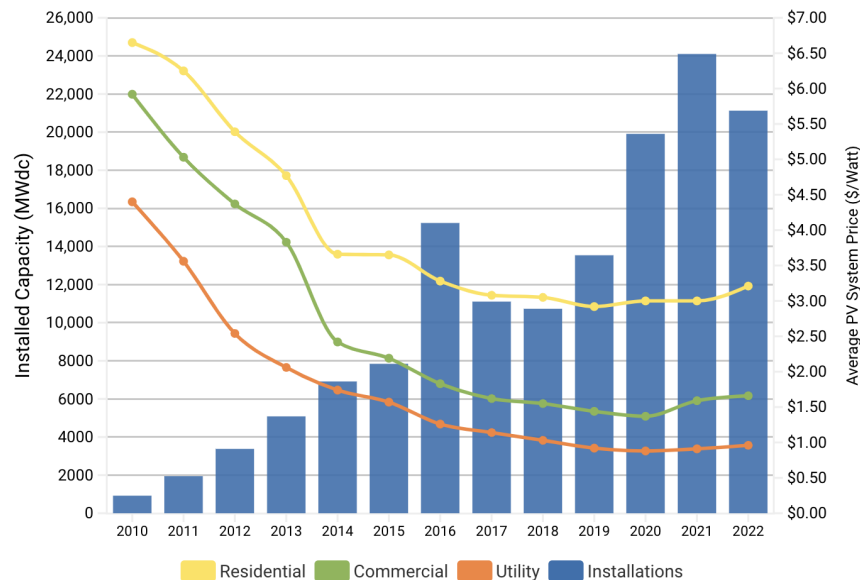


Source: SEIA/Wood Mackenzie Power & Renewables U.S. Solar Market Insight Q2 2023

# Growth of the Solar Industry

- Cost of solar has dropped drastically
- Solar Investment Tax Credit

U.S. Solar PV Pricing Trends & Deployment Growth



Source: SEIA/Wood Mackenzie Power & Renewables U.S. Solar Market Insight Q2 2023





# Renewable Energy and the IRA

- Single biggest climate investment in U.S. history
- Renewable energy incentives

# Renewable Energy and the IRA

- Incentives have led to an increased demand for clean energy
- The growth rate of the industry is dependent upon the workforce
- The industry is struggling to meet the demand

# Solar and IRA

## Solar Investment Tax Credit (ITC)

- Prior to the IRA, the Solar ITC was scheduled to start ramping down in 2023
- Created a sense of urgency among consumers
- The IRA reinstated the Solar ITC to 30%
- Will remain until 2032, at which point it will begin ramping down

# Workforce Opportunities in Solar

- There is a wide array of careers in solar energy
  - Installers
  - Engineers
  - Marketing/Sales
  - Consultants



# Workforce opportunities in Solar

## Installers

Job security: Solar installer is one of the fastest growing jobs in the United States, growing an estimated 27% over the next ten years.

No degree is required!

## Workforce opportunities in Solar

### Electricians

Install and maintain all electrical and power systems in home or business.

No degree required, but an apprenticeship and a final exam are.

## Workforce opportunities in Solar

### Consultants

Help explain renewable energy systems and resources to potential customers

Provide expertise to potential solar customers



# Workforce opportunities in Solar

## Communications and Marketing and Sales, Oh My!

All organizations need communications!

Having consistent branding and communications will help market your business more effectively towards to people you are trying to reach.

# Workforce opportunities in Solar

## **Project Manager**

Coordinates the workers and materials involved in a solar installation

Manages project's timeline and budget

# Workforce Opportunities in Solar

- Incredibly diverse range of career opportunities within the solar industry
- There is more to solar expansion than simply installing panels
- There is something for nearly everyone

# Benefits of Careers in Clean Energy

- Potential for Job Growth
- Stability
- Long-term prospects
- Positive Impact on Environment and Society
- Innovation and Technological Advancement
- Diverse Career Paths
- Economic Benefits

# MadiSUN Workforce Training

## Two Primary Goals

1. To increase the number of qualified, trained workers in our community that local solar contractors could utilize to expand the total solar capacity installed in Madison.
2. To increase family-supporting careers within communities of color and low-income communities in the City of Madison

# MadiSUN Workforce Training

- RENEW Wisconsin partnered with MREA to host two “Solar 100” training sessions
- One-day (8-hour) course that introduced participants to solar photovoltaic (PV) technology and workplace safety

# Going Forward

- RENEW will host more Solar Training courses in the future
- We are working to find additional opportunities for participants of the Solar 100 class to take advanced training to obtain full North American Board of Certified Energy Practitioners (NAPCEP) certification.



# Next Steps

- MREA
  - [Solarenergy.jobs](http://Solarenergy.jobs)
- Faith and Solar
  - Rise Up Scholarship Training Program
  - [Midwestrenew.org/riseupscholarship](http://Midwestrenew.org/riseupscholarship)
- MadiSUN
- Technical Colleges
- Community Colleges
- Take advantage of the fair!
  - Many installers are exhibitors at the fair
  - Many other great workforce related workshops

# Questions?



[laurencohen@renewwisconsin.org](mailto:laurencohen@renewwisconsin.org)