

April 15, 2010

Dan River Region Collaborative  
P.O. Box 1039  
Danville, Virginia 24543

RE: Green Skills for a 21<sup>st</sup> Century Economy Proposal

Dear DRR Collaborative:

IMAGO GREEN, LLC was pleased to attend the partnership meeting on April 13, 2010. We hope to partner with all applicants to unite in providing a pathway to better jobs and promote growth in the green skills industry in our region. Through our proposed Community Workforce Workshops all applicants will have a platform to address the community and enhance the growth of their individual programs. At the ten proposed workshops all applicants will meet and communicate strategic ways we can improve the quality of jobs and training for low-income individuals through our united efforts. Community Workforce workshops enable the message of Dan River Regional Collaborative and all of its Green Skills Partners to be delivered to the community in one organized forum.

The objective of our proposal is to increase the level of green skills in the region pertaining to **LEED, Renewable Energy, Green Building, Solar Installs, and Energy Efficiency**. We are willing to lead the effort of bringing all green skills partners together. IMAGO GREEN, LLC was established in 2008 as a licensed AES contractor, so this proposal is not for business start-up; the proposal is to enhance training services that can be of great benefit to the entire Dan River Region. Our training program is approved by the **Virginia Workforce Investment Board** and in partnership with **Southern Virginia Higher Education Center. Future partners will include all DRR colleges.**

- I. IMAGO GREEN and DRR Collaborative Partners – Community Workforce Workshops:
  - a. (10) Workshops divided among South Boston, Danville, and Martinsville workers and employers
  - b. (1,500) CD-Rom Solar Awareness Packages given to all attendees of workshops
  
- II. IMAGO GREEN – LEED and Renewable Energy/Energy Efficiency Training Courses:
  - a. (20) Two Week Training Sessions at Southern Virginia Higher Education Center, South Boston
  - b. (10 Minimum to 30 Maximum) Students trained in classroom/hands-on lab per session
  - c. (400 Targeted Goal) Students trained annually
    - i. LEED Green Associates Training - Green Building Construction/LEED Exam Prep (3 days)
    - ii. Weatherization/Energy Efficiency Job Skills Awareness Program (2 days)
    - iii. Renewable Energy (Photovoltaic, Solar Thermal, Geothermal & Wind) Lab Exposure (1 days)
    - iv. NABCEP Photovoltaic (PV) Entry Level (Solar) Installers Certification (4 days)
  
- III. IMAGO GREEN – Job Creations and New Green Services Available in the Region:
  - a. (1 ) Executive, (1) Director, and (1) Human Resources (6 ) Service Technicians/Instructors
  - b. Services: - Solar Installations - LEED, Green Building Consulting - Weatherization - Energy Audits

The budget needed to secure the enclosed services in the Dan River Region is \$150,000. IMAGO GREEN, LLC agrees to collect and report the performance indicators and is willing to participate in the overall program evaluation.

Thank you,

Corey P. Coleman, LEED ® AP  
Manager – IMAGO GREEN, LLC  
[ccoleman@imagogreen.com](mailto:ccoleman@imagogreen.com) (804) 839 -5323



Lead Partner

Corey P. Coleman, LEED ® AP  
 Manager, IMAGO GREEN, LLC

A native of South Boston, Virginia, Corey Perry Coleman is an emerging leader in energy and environmental design. As a LEED-accredited professional, he continues to stay abreast of the many aspects of renewable energy.

Mr. Coleman has attended renewable energy conferences and classes in Virginia, California, Florida, Nevada, and New York. He continues to learn, as well as teach others about how all can create a greener environment. With a 10-year background in Computer-Aided Drafting and Design and as a licensed Lead Abatement Project Designer, Mr. Coleman understands the different aspects of energy and environmental design. Working for leading industry engineering firms such as Syska Hennessy, Worcester Eisenbrant, Louis Berger Group, Burns & Roe Enterprises, and LAN & Associates has provided him with valuable construction design development experience. In 2008, Mr. Coleman founded IMAGO GREEN, LLC: established to develop renewable energy solutions and provide energy conservation recommendations, including developing software for solar training, creating blueprints/construction documents for solar projects, and installing solar panels.

Mr. Coleman is looking forward to moving back to South Boston, Virginia to improve green skills and to provide a pathway to better jobs and promote growth in the Dan River Region. The following is the current address:

Corey P. Coleman, LEED ® AP  
 Manager – IMAGO GREEN, LLC  
 15140 Brown Pleasants Rd.  
 Montpelier, VA 23192  
 Email: [ccoleman@imagogreen.com](mailto:ccoleman@imagogreen.com)  
 Phone: (804) 839-5323

Associate Partner(s)

- (a) IMAGO GREEN, LLC and all other DRR Collaborative Partners with Community Workforce Workshops.
- (b) NABCEP third party certification provider
- (c) US Green Building Council – LEED Green Associates third party certification provider
- (d) Virginia Workforce Investment Board
- (e) Halifax County Board of Supervisors
- (f) Town of South Boston Industrial Development Authority
- (g) Southern Virginia Higher Education Center
- (h) Tri-County Community Action Agency

IMAGO GREEN, LLC Team	Position
David N. Armington, 30 Years Historic Preservation	Manager of Installations/Training Instructor
Elbert Seals, 12 Years VA Licensed Master Electrician	PV Systems Electrical Instructor/ Consultant
Jernaya R. Coleman, 8 Years VA Licensed Teacher	Director of Research and Development
Roosevelt Finley, 10 Years Solar Panel Manufacturing	Manager of Manufacturing/ PV Solar Instructor
Dexter Edmondson, 6 Years Warehouse Safety Coordinator	PV Solar Installer/Safety Instructor
Konic Crawley, Installer Apprentice	Online Course Development – Instructor’s Assistant
Ernest Vass, 25 Years VA Licensed VICA Teacher	VICA and Education Development Consultant

## A. Vision

IMAGO GREEN, LLC would like to help the DRR Collaborative accomplish the goals set forth in the April 13, 2010 meeting with funding applicants. Initially we proposed Community Workforce Workshops to inform regional businesses and local workforce of the training opportunities and benefits presented by IMAGO GREEN, LLC. After further consideration, we realized that our initial proposed workshops could be broadened to be of greater benefit in service to the DRR Collaborative and all funded partners. The workshops can be used by all partners in unison to assist the many people in the Dan River Region that have jobs with low-wages or unemployed. IMAGO GREEN, LLC is willing to lead the effort to bringing all partners together, ten times per year, to bring greater awareness of our various services and initiatives to the community. The workshops can be used as a platform to engage potential students and employers in one forum that will provide the backbone of the data needed to produce specific workforce studies for our region. Also, the united workshops will be a reasonable meeting place for all DRR Collaborative partners to meet and discuss ways each individual partner can enhance their specific program in the Dan River Region. Job creation and strategies must be the main objectives of our meetings; for this is the measure of the success of the entire funded project. We want and need to bring manufacturing jobs back home to the DRR and create new opportunities in the renewable/energy efficiency sector. Southside Virginia has the best tax incentives and available manufacturing plants needed to attract big businesses. As a region we need a certified and skilled workforce to entice green manufacturing companies into our counties. The partners can spearhead this effort by pooling our resources.

IMAGO GREEN, LLC is a Virginia-based company with the goal of helping the country to get back to work through renewable energy/solar photovoltaic (PV) awareness and education. The goal of IMAGO GREEN's initiative is to increase the level of green job skills in the Dan River Region. Our approach is to prepare low-income individuals for opportunities to advance their careers, while helping regional businesses find and develop qualified/certified workers. IMAGO GREEN's training program is applicable for a variety of workers: experienced tradesmen/women looking to learn green skills and to the lower-skilled workers/job seekers in need of fundamental training/industry exposure. Knowledge of the green building industry is a first step in taking on the task of energy independence. Training people to design and install solar energy systems is a primary goal of IMAGO GREEN. Through knowledge and training, people can take advantage of the opportunity for employment in the growing clean-tech industry, while helping rebuild the economy and creating a cleaner environment. Our training is approved by VA Workforce Board.

IMAGO GREEN, LLC developed a Leadership in Energy and Environmental Design (LEED) Green Associates Certification Program and Solar Energy – PV Entry Level Certification program. Our curriculum is based on the LEED Green Associates exam preparation and the North American Board of Certified Energy Practitioners (NABCEP) certificate program's outline. Training Virginia's unemployed and those below the poverty line, is the next step towards re-boosting the local economy. Workers must be re-tooled with a new set of skills in order to acquire work in a new financial climate. Laid-off workers need new training to become productive Virginians again. Typical renewable energy jobs are 185% the rate of minimum wage. Fourteen dollars per hour is a new life line for someone in poverty. Fourteen dollars per hour is a bright new start for someone unemployed.

### IMAGO GREEN and DRR Collaborative – Community Workforce Workshops Goals

- a. (10) Workshops divided among South Boston, Danville, and Martinsville workers and employers
- b. (1,500) CD-Rom/DVD Training Packages given to attendees of workshops
- c. Attract Students for all partnership training programs. Develop relationships with potential employers.
- d. **Establish a series of events that will bring all DRR Collaborative Partners Together**
- e. **Use data from community to create a census for how partnerships can be best utilized.**

## **B. Regional Collaboration**

IMAGO GREEN, LLC wants to help all Green Jobs Skills partners to become a success for the greater good of the region. We are able to manage the lead role needed to continue the effort of having all partners working in coordination. The goals expressed by the steering committee members at the April 13<sup>th</sup> meeting can be achieved through the proposed Community Workforce Workshops. The workshop team meetings and community insights provided during the workshops will represent the critical information needed to establish a strategic plan desired by the DRR Collaborative. No staff coordinator is needed if the Green Jobs Skills partners work together and collectively develop the long term strategic plan based on the needs of our region. Unity in planning will create a greater dynamic.

The entire Dan River Region is accessible to South Boston. Our training lab will service the entire Dan River Region. Community Workforce Workshops will attract low-income workers to the training programs and provide regional green job skills training support for all the DRR Collaborative partners. Employers will benefit from the opportunity to have their staff trained and to find qualified workers with a variety of green workforce skill sets. Community Workforce Workshops will direct local business owners to trained workers and allow partners time to plan together.

IMAGO GREEN, LLC will develop relationships with all VA One-Stop shops and local employers in need of certified workers to help champion the program. We will train students and use our relationships to find students working opportunities. We have a united team, one goal approach to our efforts. It is not about us, it is about the people who need us. IMAGO GREEN will potentially hire select students.

The training program will be housed at Southern Virginia Higher Education Center and the Hands-on training Lab will be housed within IMAGO GREEN's Headquarter office located in Imperial Building in South Boston Virginia.

## **C. Existing Partner Services**

1. Green Job Skills Training – LEED/Renewable Energy, Classroom and hands-on lab
  2. Job Placement – PV Staffing.com will be used to help local employers find certified workers
  3. Career Counseling – One on one sessions and advisement of all trained pupils.
- IMAGO GREEN's training program is approved by the Virginia Workforce Investment Board. Anyone in the state of Virginia who is unemployed can receive our training via workforce investment board funding. We can help individuals access public benefits, financial aid, and scholarships by exposing the individuals to these opportunities in our workforce workshops and classroom. Forms for such funds will be made readily available for all attendees and students.
  - The services are integrated by DRR Collaborative Green Skills Partners, with designated research duties assigned based on their specific trade and expertise. The goal for the workshop meetings will be to utilize our time to develop our programs with principles and objectives that can be used throughout our region to assist workforce with training and job placement.
  - An ideal class size would be 20 students per session. The Southern Virginia Higher Education Center Classroom space will allow us to train a maximum of 30 students per session. Our goal is to have 400 students certified per year, with a maximum of 600. All Virginia Workforce Areas will be solicited.

#### **D. Data Management Capacity**

- A record and log in sheet will track the number of people attending the workshops and events. (CD-Rom give away tracking)
- Classroom/Lab Training will track the number of students who successfully complete the training program.
- Training Certification from LEED and NABCEP will show the percent of students who successfully completed the course, and obtained certification(s) through the course.
- Employment Data will show how many people IMAGO GREEN, LLC employs and will also indicate how many workforce staffing positions were filled with our online staffing website – Pvstaffing.com. This site will be constructed to service employers with qualified/certified workers and job-seekers looking for green jobs.
- We will collect data and track participants monthly to report the status of new employment, newly trained students, newly certified students, and external job placement. Utilizing pvstaffing.com will enable us to accurately track the number of people utilizing our services after training is complete. This database will keep track of the dates, times, names, and address of people participating and receiving services through our workforce initiative. Certificates will be awarded upon completion of the two-week training program. Each certificate will have a unique tracking number to verify each student's successful completion of the course. IMAGO GREEN will retain an electronic PDF of all certificates for verification purposes. This will allow for accurate reporting to DRR. Follow-up with students after training is needed to assure the certification process.

#### **E. Funding Resources and Relationships**

- **Virginia Workforce Investment Board** provides funding for unemployed workers and current employees that need additional training to retain their current employment. (Now)
- **USDA Rural Development** – loan Guarantee program
- **USDA Grants** to assist customers with solar energy installations – 25% on rural business installs (Now)
- **Virginia Tobacco Commission** to acquire matching funding for solar manufacturing in South Boston, VA
- **Business Credit** available at \$50,000.00 (Now)
- **IMAGO GREEN, LLC** – Additional Services In Dan River Region: Solar Installations - LEED, Green Building Consulting - Weatherization - Energy Audits (Spring 2010)
- **US Department of Energy Grants** to expand Weatherization Training Programs.

## Implementation Plan And Outcome Goals

The Dan River Region Collaborative serves approximately 150,000 people in Pittsylvania, Halifax, and Henry counties and the cities of Danville and Martinsville. The goal of IMAGO GREEN's Community Workforce Workshops will be to educate low-income individuals on the steps needed to acquire quality green jobs in the Clean-tech Sector and to make employers aware of the green training programs offered by all DRR Collaborative partners. A total of 1,500 CD-Rom Awareness Programs will be given to all attendees of the 10 workshops held in South Boston, Danville, and Martinsville.

The LEED and Renewable Energy/Efficiency Two week training courses will be available on the first Monday of every month; the course will run 20 times per year. Each training session will train 20 low-income individuals at the Southern Virginia Higher Education Center with the Hands-on lab in the Imperial Building in South Boston, VA. With 20 two-week sessions and 20 students per session, we plan to train 400 low-income individuals for green sector employment, providing the fundamental green job skills needed. LEED Green Associate Certification, NABCEP Solar Entry Level Installers Certification, and Weatherization/Energy Efficiency Jobs Skills will be covered.

### Workforce Partnerships for a 21<sup>st</sup> Century Economy

- The target population consists of low-income and unemployed people the Dan River Region.
- Key partners include: (a) IMAGO GREEN, LLC and all other DRR Collaborative Partners (b) NABCEP third party certification provider (c) US Green Building Council – LEED Green Associates third party certification provider (d) Virginia Workforce Investment Board (e) Halifax County Board of Supervisors (f) Town of South Boston Industrial Development Authority (g) Southern VA Higher Education Center (h) Tri-County CA
- New services and supports developed will consist of Workforce Workshops, CD Rom/DVD Training, and Green Jobs Entry Level Training Program. - Solar Installations - LEED, Green Building Consulting - Weatherization - Energy Audits
- Our approach to coordinating services will be to work directly with DRR Collaborative Green Skills Partners and lead the effort to develop one united regional workforce strategic plan. We will be focused on three main service sectors: the community (workshops), the workforce (training), and the masses (online).
- We will collect data and track participants monthly to report the status of new employment, newly trained students, newly certified students, and external job placement. Utilizing pvstaffing.com will enable us to accurately track the number of people utilizing our services. This database will keep track of the dates, times, names, and address of people participating and receiving services through our workforce initiative. Certificates will be awarded upon completion of the two-week training program. Each certificate will have a unique tracking number to verify each student's successful completion of the course. IMAGO GREEN will retain an electronic PDF of all certificates for verification purposes. This will allow for accurate reporting to DRR. PVSTAFFING.com will also serve as an online staffing agency soliciting certified students to employers. Employers will be informed about this website through community workshops and online ads.



Outcome Goals		
Phase	Task & Goal	Duration Allotted
I.	Training center classroom space selection in Southern VA Higher Education Center. Outside hanging banner design completed by IMAGO GREEN.	WEEK 1
II.	Renovation of lab and office space, at Imperial Bldg Hands-on LAB is complete.	WEEK S 1 & 2
III.	Employee processing begins as construction is underway.	WEEK 2
IV.	Employee training  Office/Lab/Classroom Setup Intranet office linkage to headquarter server.  Workforce Investment Board(s) Outreach – Meet every One stop shop regional director and deliver program introductions.	WEEKS 3 & 4
V.	<b>IMAGO GREEN Training Center opens doors!</b>	WEEK 5
VI.	Ongoing Workforce Workshops  Radio – TV –Internet Ads  Newspaper Announcements	WEEK 6
VII.	<b>PVstaffing.com running to help assist LEED accredited and NABCEP certified students get jobs.</b>	WEEKS 7& 8
VIII.	<b>1,500 Workforce Workshop Attendees &amp; 400 Students Trained by IMAGO GREEN</b>	<b>ANNUALLY</b>



<b>150,000 Initial Budget and Phases to Complete Start-up Plan</b>			
<b>Cost Category</b>	<b>DRR Collaborative Funds</b>	<b>Cash and/or In Kind Match</b>	<b>Total</b>
I. <b>Personnel</b>		Paid By IMAGO GREEN	<b><u>TBD</u></b>
II. <b>Fringe Benefits</b>		Paid By IMAGO GREEN	<b><u>Estimated at</u></b>
III. <b>Travel</b>		Paid By IMAGO GREEN	<b><u>\$250,000.00</u></b>
IV. <b>Equipment</b>	\$78,000.00		<b>\$78,000.00</b>
V. <b>Supplies/Office Expenses</b>	\$17,500.00		<b>\$17,500.00</b>
VI. <b>Contracted Services</b>	\$48,000.00		<b>\$48,000.00</b>
VII. <b>Other Direct Cost</b>	\$6,500.00	<b>\$47,485 (In Kind)</b>	<b>\$53,985.00</b>
<b>Grand Total</b>	<b>\$150,000.00</b>	<b>\$47,485.00</b>	<b>\$197,485.00</b>

**Total DRR Collaborative Funds Requested: \$150,000.00**

**Budget Narrative:**

**Personnel, Fringe Benefits, and Travel (TBD - \$250,000.00 Estimated Expenses) – Paid by IMAGO GREEN, LLC**

**Equipment (\$78,000.00)**

- \$30,000.00 Renewable Energy Training System (Renewable Energy Simulator & Monitor Controller)
- \$28,000.00 Solar LAB Equipment (Solar Hands-on Installation tools and LAB energy systems)
- \$20,000.00 Home Weatherization Tools and Energy Auditing

**Supplies/Office (\$17,500)**

- \$12,500.00 LAB/Office Setup and Large Capacity Copier/Plotter
- \$5,000.00 LAB Hands-on Training Facilities

**Contracted Services (\$48,000)**

- \$33,500.00 Southern Higher Education Center Partnership Fees
- \$10,000.00 LEED Green Associates Training Partnership/Licensing Fees
- \$4,500.00 LEED Company Membership Fees and DETA online course accreditation fees

**Other Direct Cost (\$47,485.00 In Kind Services) – \$2,500.00 (10) Workforce Workshops Space Rentals for Full day workshops. \$44,985.00 for 1,500 CD-Rom Solar Awareness Programs given to workforce workshop attendees. Retail value of CD-Rom \$29.99, given free to workshop attendees. (\$6,500.00) - Instructor Team Additional Training**