

CLEAN ENERGY CAREERS

New Workforce Development Program – Now Launching!

Xcel Energy is supporting organizations that are building the clean energy future with a new workforce development program for Colorado. The Clean Energy Careers program (CEC) is intended to be comprehensive, serving both job seekers and the existing workforce, as well as strategically amplifying current efforts. This program was developed to support the implementation of Xcel Energy's Clean Heat Plan, which is bringing more than \$400 million to Colorado to reduce greenhouse gas emissions.

To help focus efforts, CEC is initially focusing on supporting careers related to **home energy audits, insulation and air sealing**, and **technicians installing heat pump technologies**.

CEC supports all of Xcel Energy's Colorado communities. For certain program components, CEC focuses on areas in Xcel Energy territory that have historically had less investment in the workforce, including the High Country, the Western Slope, and Southern Colorado, with the intent of developing a labor resource pool to better enable beneficial electrification.

WHAT ARE WE OFFERING?

CEC includes a number of financial and technical support offerings open to workforce development stakeholders, including, but not limited to educators, workforce centers, trade associations, contractors, and community-based organizations. Participants are encouraged to explore ways to combine these offerings in ways that foster collaboration and increase impact. We are looking for a limited number of organizations to support with funding to enhance their reach and service in 2025 with additional availability expected in 2026. A summary of offerings is listed below. **See the back side of this flyer to explore one of these offerings in greater detail.**



Grant Funding

- Workforce Education – Targeting 2 recipients of \$150,000 grants
- Wrap-Around Services – Targeting 3 recipients of \$20,000 grants
- Marketing Efforts – Up to \$35,000 total in grants

No Cost, Technical Support

Support could include marketing, facilitation, content development and printing

- New and Growing Workforce Development Networks
- Workforce Centers
- Organizations Delivering Heat Pump Trainings
- Community Energy Planning with a Workforce Development Focus

Support for and from the Beneficial Electrification Workforce

- Continued Heat Pump Trainings
- Trainings for Serving Income Qualified and Disproportionately Impacted Communities
- Stipends for Promoting Industry in Schools
- Stipends for Supporting Whole Home Approach

Stay connected and learn more at XcelEnergyCommunities.com/cec.

Funding Opportunity for Marketing Clean Energy Careers

We are offering up to \$35,000 in grant funding to support marketing efforts aimed at promoting careers in the trades! This initiative focuses on energy auditors, insulation and air sealing contractors, and heat pump technicians.

WHO CAN APPLY?

To be eligible, your organization must:

- Have experience in career promotion, talent attraction, or marketing initiatives.
- Be familiar with or partner with an organization specializing in the trades.
- Focus marketing efforts within our designated territory.

WHAT CAN FUNDS BE USED FOR?

- Marketing campaigns, including purchasing ad space
- Producing career profiles and video testimonials
- Developing and distributing outreach materials
- Running digital or community-based promotional initiatives

How to Apply

Submit your application now at
XcelEnergyCommunities.com/cec

We are looking for a limited number of participants in 2025. More to come in 2026!

