



Retrofit America's Cities

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Americans want:

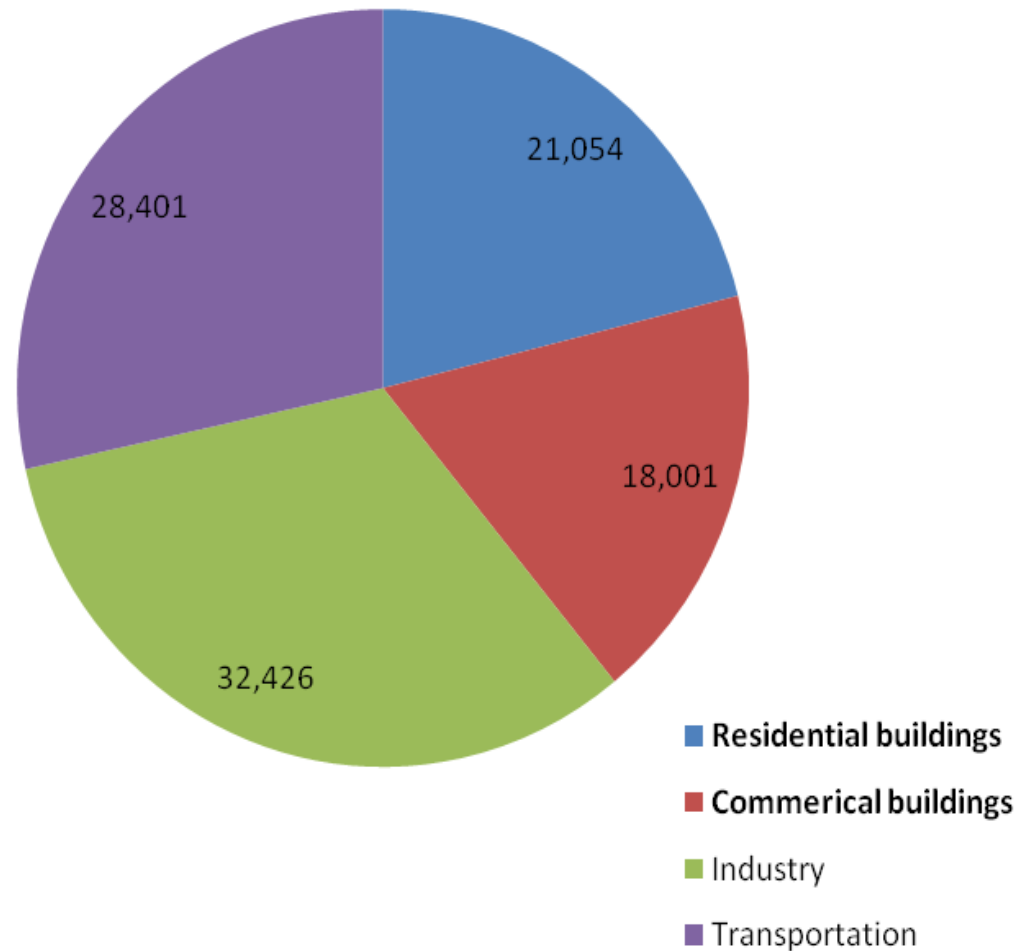
- To live in a clean, healthy environment.
- Jobs and pathways out of poverty in the green economy.
- Reduced energy costs, pollution and greenhouse gas emissions in the buildings where they live, work, and learn.





Why focus on efficiency?

- **Reduce Energy Costs + Green House Gas Emissions:**
- America's 101 million households and 4.6 million commercial structures account for two-fifths of U.S. energy consumption and GHG emissions.

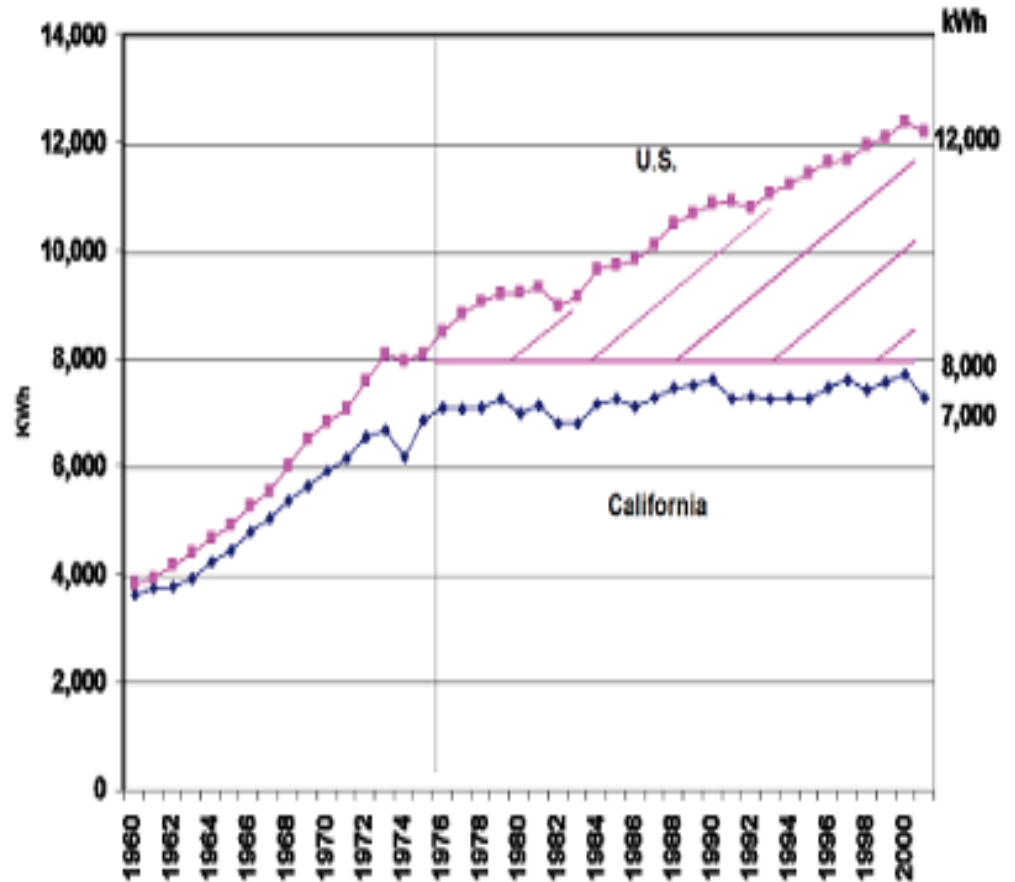




Why focus on efficiency?

Reduce Energy Costs + GHG Emissions:

- 55% of all U.S. energy is wasted: Efficiency is the fastest and cheapest way to address global warming.¹
- Americans spend more than 5% of their income on energy costs. Low-income American's spend more than 16%²



1. McKinsey Global Institute. "Wasted energy: How the U.S. can reach its energy productivity potential." July 2007. http://www.mckinsey.com/mgi/publications/wasted_energy/index.asp
2. Lisa Margonelli, "The Energy Security for American Families Initiative." The New America Foundation. http://www.newamerica.net/publications/special/energy_security_american_families_initiative_7883



What is retrofitting?

- Wall insulation
- Ceiling insulation
- Rimjoist insulation
- Pipe insulation
- Appliance replacement
- Fluorescent lighting
- Air-leak sealing
- Furnace replacement
- Boiler replacement
- Boiler controls
- Boiler pipe insulation
- Hot water heater replacement
- Hot water temperature reduction
- Hot water heater wrap
- LED exit signs
- Outdoor lighting controls



Why doesn't America retrofit?

- Lack of upfront capital
- Short time horizons: what if I move or sell before I realize savings?
- “Split incentives:” In a lot of buildings, tenant pays the energy bill. What does landlord care?
- Poor information:
 - I can save how much?
 - Where do I hire contractors?
 - How is their quality of work guaranteed?

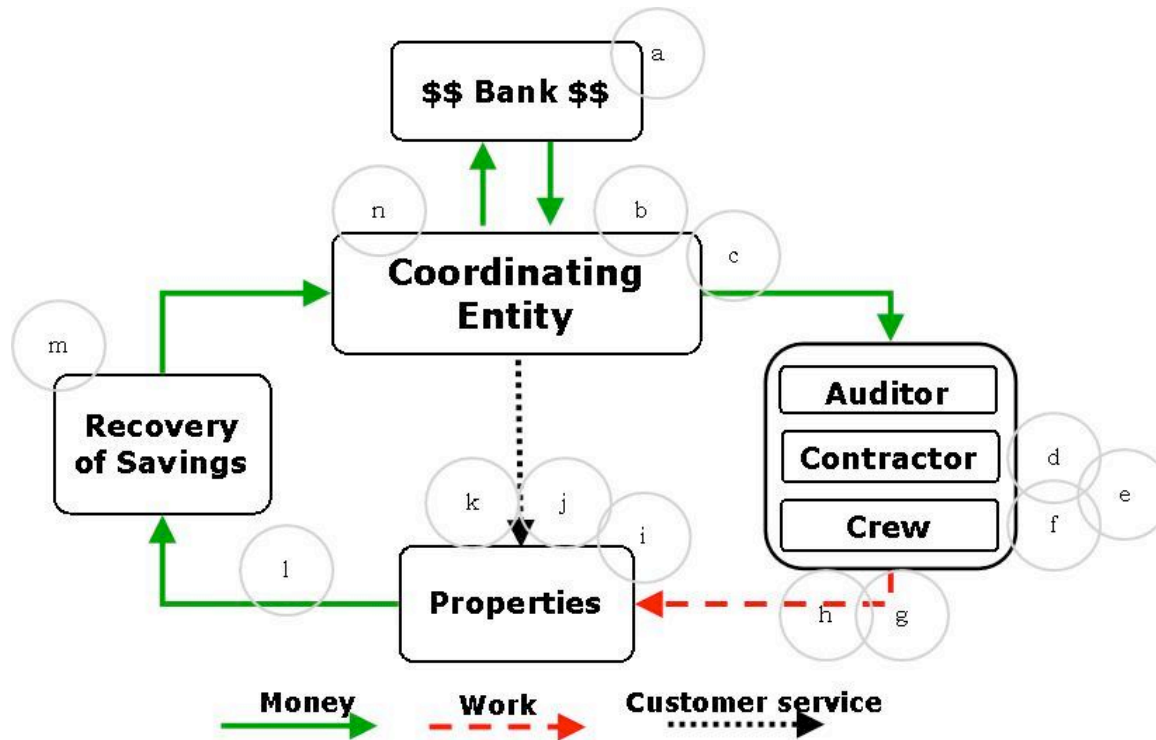


How does a city-scale retrofit program work?

- Customers buy retrofits with little to no up-front payment
- Customers will pay back over time on monthly utility bill or other bill
- Energy cost savings will be higher than on-bill payback
- If customer leaves property, payment transfers to new occupant



Model for City-Scale Retrofit



Issues to Address	
a	Financing
b	Establishing the Coordinating Entity(ies)
c	Technology and Materials
d	Job Training
e	Community Access to Jobs
f	Working with Unions
g	Ensuring Job Quality
h	Ensuring Retrofit Quality
i	Targeting by Geography and Building Type
j	Marketing
k	Customer Service/Service Delivery
l	Certification of Savings
m	Secure Cost-Recovery
n	Evaluation and Improvement



Green Jobs in the American Recovery & Reinvestment Act

Energy Efficiency & Conservation Block Grants

- Assists local governments in reducing energy use and implementing energy efficiency programs => Opportunity to jumpstart local clean energy and EE projects that provide long-term benefits and sustained job creation
- Department of Energy distributes formula grants to large cities and counties (\$1.9 B); states administer funds to smaller cities and counties (\$770 M); ~\$450M in competitive grants for local projects
- State and local applications due to Department of Energy June 25
- Example: Establish revolving loan fund to finance retrofit program (Portland, Seattle)



Organize!

- Set up a coalition in your community to approach the Mayor, city officials, or heads of local agencies (Energy, Environment, Public Works)
- Ask them if they're developing city-scale retrofit programs
- Tell them how they can use EECBG funds to finance these programs
- State and local applications for EECBG due to Department of Energy June 25



“Short Guide to Setting Up A City-Scale Retrofit Program”

C O W S

- Introduces City-Scale Retrofit Programs
- Outlines Key Program Elements
 - Policy
 - Program Structure
 - Financing and Repayment Mechanisms
 - Labor Standards and Workforce Development
 - Targeting and Marketing
 - Quality Control and Evaluation
- Links, resources, examples

Download draft guide at:

<http://www.greenforall.org/short-guide-city-scale-retrofit>



Resources

- “A Short Guide to Setting up a City-Scale Retrofit Program,” by Green For All and COWS: <http://www.greenforall.org/short-guide-city-scale-retrofit>
- Case Study: Long Island Green Homes program in Babylon, NY: <http://www.greenforall.org/what-we-do/building-a-movement/community-of-practice/case-studies/long-island-green-homes-case-study/download>
- Case Study: Portland Clean Energy Fund: <http://www.greenforall.org/portland-clean-energy-fund>
- Bringing Recovery Funds Home: An Activist Toolkit; (covers EECEBG in great detail – including application guidelines and dates <http://www.coolcities.us/fullStory.php?storyID=114&mode=view>)
- “Market Development for Building Energy Efficiency Retrofits,” by RW Ventures & O-H Community Partners: <http://www.greenforall.org/chicago-concept-paper>
- “Enabling Investments in Energy Efficiency” by Merrian Fuller, Energy & Resources Group UC Berkeley: <http://www.greenforall.org/what-we-do/building-a-movement/community-of-practice/case-studies/enabling-energy-efficiency-programs/download>

Looking for more support? Participate in the Community of Practice discussion forum: <http://www.greenforall.org/what-we-do/building-a-movement/community-of-practice/discussion-forum/>