

HANDOUT #1

Diversity, Sustainability and Opportunity The Green Collar Initiatives

Featuring: Jerome Ringo

Green collar stimulus program - Manager fund

Goal of the Jerome Ringo fundraising dinner is to raise funds for the creation of a pilot program and USGBC program manager, specifically to provide oversight and creation of a green collar stimulus program to benefit low income homeowners by implementing Energy Efficient Measures (EEM) that reduce energy use and cost.

In a recent article in the business section of the AR-Democrat on energy it was stated that at least 20% of our (US) population has annual income less than \$30,000. That same population spends on average 10-20% of their income on utility bills. Further, 8% of our population makes less than \$10,000/yr and spends up to 50% of their income on utilities. This is unsustainable and unacceptable!

The USGBC-AR is the foremost leader in Energy and Environmental design and, as such, should present the state of AR with a path forward to remedy this unsustainable dilemma. We (USGBC-AR) have an opportunity to demonstrate how to create green collar jobs, stimulate our local economies, reduce GHG's emissions and provide our fellow Arkansans a path to live more sustainably, both economically and environmentally. Statistics demonstrate that approximately 50% of the GHG emissions that contribute to global warming come from the energy use in our buildings. Of that 50%, half of the energy use is in the residential sector. A disproportionate amount of energy is consumed by poorly constructed low-income homes yet we do not have enough programs in place to significantly remedy this problem at scale.

What is needed is to operationalize and democratize a program that makes the business case for solving this problem that is also scalable and replicable. We need to create partnerships with the economic development and technical communities that will, in turn influence public policy changes.

Consider the following hypothetical scenario:

Arkansas Population	2.5 Million
20% Below \$30,000	500,000
*(Represents the average house hold of 4 people)	*125,000
Target 10% of *	12,500 homes
Typical Utility bill \$250/month	\$3,000/yr
Reduction goal 20-50%	\$600-\$1,500/yr

- Identified by certified Energy Rater 30% Avg (public benefits fund) \$900 **
\$300-\$500
- Conservative EEM's implemented to achieve reduction \$3,500 5 yr payback or less, with split incentive to home owners
(Business/industry retention & expansion program fund)
- Homeowner Payback annual ** \$700 @ 5yrs :yr 6 - \$0
- Homeowner Saving Annual ** 200 @ 5 yrs :yr 6 & after \$900 additional
Additional disposable income disposable income

Program Opportunity: New Green Collar Jobs
 1. Train energy raters (AR energy office)
 2. Pre-Qualify sub contractors (green)

Economic Impact for Arkansas

	Year 1	Year 2-5	Year 6+
Energy Rater	\$300		
EEM's (Subcontractors)	\$3,500		
Homeowner increased Disposable Income	\$200	\$200	\$900
Total	\$4,000		

Target Goal

Year 1:

12,500 homes = \$50,000,000.00
 (75 new energy raters @ 166 homes @ \$50,000/yr)

Year 2:

\$2,500,000
 + 12,500 Homes \$50,000,000

Year 3

\$11,250,000
 + 12,500 Homes \$50,000,000

etc. - Exponential growth!!!

- Co-Benefits to business/industry
- *Employee retention and expansion
- *Bank/claim equivalent CO2 savings!

Case Study

Energy audit - Factory in rural Arkansas

- lighting retrofit (cost \$60,000) = \$20,000/yr savings

Employee energy fund = \$100,000 (5 yrs of energy savings)
(loan based on energy saved) provided by business owner

140 Employees

70 - Home owners

30 - Homeowners responded to 2nd survey

Employee retention energy grants (PRI) = 30 @ \$3,333 avg

* Interest free *paid by local econ developer or banker

Benefits to employees -

- Free home energy audit (either pilot energy program or Addison provider)
-Prescription path- EEM's
- Monitor pre-qualified subcontractors - trained by energy subcontractor for clear results
- Install EEM's

Local economic impact

30 Homeowners	Year 1	Year 6+
Energy Raater 30 @ \$300 (value)	\$9,000	
Home Improvements 30 @ \$3,500	\$105,000	
Home Owner disposable Income 30 @ 200	\$6,000	\$27,000
* New Revenue	\$120,000	

City potential

Population	8,000		
20% @ \$30,000	16,000		
Households	400 @ \$4,000	(\$1.6 mill)	\$360,000

