

# Green Jobs Alliance NEXT STEP Program

ACEEE Market Transformation Conference

April 11, 2011



# Green Jobs Alliance Overview

- 501c3 Nonprofit Partnership, incorporated in 2008
- Formed in response to Green Jobs Act of 2007 (Title X, Energy Independence and Security Act of 2007, Public Law 110-140)



# Green Jobs Alliance Overview

- Established to bring together a coalition of diverse partners, as described in GJA of 2007, to provide:
  - Green Job Creation
  - Education and Training
  - Job Placement
  - Career Development



# Lens to View Comments

- GJA operates in the Southeast U.S.
- BBP program operates in Hampton Roads Region
  - VA Beach, Norfolk, Williamsburg (16 localities)
  - 1.7MM population, Rural to Urban
  - Large Federal and Military Presence
  - Politically and Fiscally Conservative
- Former City Councilman, State Legislature



# NEXT STEP Program

## Advancing Home and Building Performance

- A comprehensive, whole-house approach modeled after Home Performance with Energy Star
- Notable Features
  - NGO sponsored...Not within a utility or government
  - 3<sup>rd</sup> Party Administrated
  - Contractor-centric....Job Creation!
  - Marketing
    - Grassroots, social media, coop, earned media
  - Group Purchasing Organization
  - Carbon Monetization



# What roles are state and local governments playing to advance residential and commercial retrofit markets?

- Financial incentives
  - Limited in VA, JCC RLF, VB RE Tax incentive
- Training and training stipends
  - Community Colleges
- Piloting programs and systems
- Policy framework - Legislative support
  - EE standards, building codes, regulation
- Bully Pulpit



# What specific activities are they pursuing in the key areas of financing, marketing, workforce development, and evaluation?

- Financing
  - RLFs, rebates, incentives, tax breaks, grants;
- Marketing
  - EE upgrade marketing by website, radio, tv, other
  - VA Energy Sense
  - Local government outreach agreement
- Workforce Development
  - VA Weatherization Center
- Evaluation



Sponsorship/participation at GJA/Next Step events regarding the topic of energy efficiency, conservation, lowering utility bills, etc. (Financial, volunteers, and/or promotional support)

PSAs and programming on Government television channel

PSAs and programming on School System television channel

Inclusion in print media regarding the topic of energy efficiency, conservation, lowering utility bills, etc.

Social Media marketing (inclusion on Facebook, Twitter, LinkedIn pages)

Columns/Op-Ed opportunities in Local Government publications

Email blasts to citizen database regarding the Next Step program

Program announcement/information and contact information included in Local Govt. eNewsletters and print newsletters

Information Kiosk/TV Monitor/Display at City Hall and/or building permit offices

Program announcement/information and contact information (or link to Next Step website) on Local Govt. website

Program information and contact information on Local Government blogs

Program announcement/information included in property tax bill mailings

Public Forum type meetings for representatives from the Next Step program to educate citizens

Procurement office assist in identifying contractor prospects

Minority Business office assist in identifying minority contractor prospects

Economic Development office assist with outreach to business community on the value of energy efficiency and economic opportunity

Neighborhood Office assist with outreach to neighborhood/civic associations





# How should other stakeholders in the building retrofit market be partnering with state and local governments?

- Piloting on-the-ground test programs
- Educating on policy changes needed
- Assistance in designing policy and programs to overcome barriers

# What activities is the federal government funding states/locals to engage in?

- Building upgrades
- Performance contracting
- Energy conservation planning
- Training
- EE rebate programs



# What do organizations such as NGOs, utilities, and private-sector firms see as the most productive role for S&L government agencies?

- Coordination
- Standardization
- Education and training
- Policy framework
- Support to achieve sustainability

# What are some new and innovative examples of how state and local governments have partnered to expand retrofit markets?

- Programs based on the HPwES model
- Idea of taking to scale , sustainability w/o public funds
- RLFs
- PACE
- Home Energy Score



# What can these agencies do maintain momentum from ARRA and work to establish a sustainable retrofit market?

- Seed and support until private businesses can develop a profitable industry
- Attract greater utility participation
- Educate public on benefits

# Contact Info

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