

## Vice President Biden Kicks Off Five Days of Earth Day Activities with Announcement of Major New Energy Efficiency Effort

April 21, 2010

Vice President Biden will today kick off five days of administration events around the 40th anniversary of Earth Day with the announcement of the selection of 25 communities for up to \$452 million in Recovery Act funding to "ramp-up" energy efficiency building retrofits. Under the Department of Energy's Retrofit Ramp-Up initiative, communities, governments, private sector companies, and non-profit organizations will work together on pioneering and innovative programs for concentrated and broad-based retrofits of neighborhoods and towns—and eventually entire states. These partnerships will support large-scale retrofits and make energy efficiency accessible to hundreds of thousands of homeowners and businesses. The models created through this program are expected to save households and businesses about a \$100 million annually in utility bills, while leveraging private sector resources, to create what funding recipients estimate at about 30,000 jobs across the country during the next three years.

"For forty years, Earth Day has focused on transforming the way we use energy and reducing our dependence on fossil fuel—but this year, because of the historic clean energy investments in the Recovery Act, we're poised to make greater strides than ever in building a nationwide clean energy economy," said Vice President Biden. "This investment in some of the most innovative energy-efficiency projects across the country will not only help homeowners and businesses make cost-cutting retrofit improvements, but also create jobs right here in America."

"This initiative will help overcome the barriers to making energy efficiency easy and accessible to all—inconvenience, lack of information, and lack of financing," said Energy Secretary Steven Chu. "Block by block, neighborhood by neighborhood, we will make our communities more energy efficient and help families save money. At the same time, we'll create thousands of jobs and strengthen our economy."

In addition to the \$452 million Recovery Act investment, the 25 projects announced today will leverage an estimated \$2.8 billion from other sources over the next 3 years to retrofit hundreds of thousands of homes and businesses across the country. Overall, the program funding was eight times oversubscribed, with more than \$3.5 billion in applications received for the just over \$450 million in Recovery Act funds available, indicating significant demand for investment in energy-saving and job-creating projects like these nationwide.

Grantees will employ innovative financing models to make these savings accessible, for example by offering low and no-interest loans that are repaid through property tax and utility bills. In implementing these projects, grantees will deliver verified energy savings and incorporate sustainable business models, to ensure that buildings will continue to be retrofitted after Recovery Act funds are spent. The Department will use the lessons learned from these pilot programs to develop best-practice guides to comprehensive retrofit programs that can be adopted and implemented by other communities across the country.

The Retrofit Ramp-Up projects, which are part of the overall \$80 billion Recovery Act investment in clean energy and energy efficiency, complement the Obama Administration's "Recovery through Retrofit" initiative, which lays the groundwork for a self-sustaining and robust home energy efficiency industry. The awards are the competitive portion of DOE's Energy Efficiency and Conservation Block Grant (EECBG) Program, which was funded for the first time under the Recovery Act to help state, local, and tribal communities make strategic investments in improving energy efficiency, reduce energy use and fossil fuel emissions.

Secretary Chu, Interior Secretary Ken Salazar, and Carol Browner, Assistant to the President for Energy and Climate Change, joined Vice President Biden today for the announcement, which was

the first of more than two dozen events and activities Administration officials will participate in around Earth Day. In addition to today's event, the President will host an Earth Day reception with environmental leaders on Thursday, April 22nd, a video message from the President will air as part of events on the National Mall on Sunday, April 25th, and administration officials will participate in educational programs with school children, visit wetland and coastal restoration projects and participate in community service projects as part of the president's Earth Day call to action. The events will highlight some of the ways the administration is working to improve the environment, transform American infrastructure for greater energy-efficiency and build a clean energy economy that supports the jobs of the future. As part of the events, administration officials will also continue the push for Congress to act on HOME STAR legislation and comprehensive energy and climate change legislation. A full roster of Administration Earth Day activities is below and more information on the president's Earth Day call to action is available on the ["A New Foundation for Energy and the Environment" Web page](#) on the White House Web site.

### **Retrofit Ramp-Up Awards**

The following governments and non-profit organizations have been selected for Retrofit Ramp-Up awards. These projects are planned to begin in fall 2010. Final award amounts are subject to negotiation:

- Austin, Texas: \$10 million
- Boulder County, Colorado: \$25 million
- Camden, New Jersey: \$5 million
- Chicago Metropolitan Agency for Planning: \$25 million
- Greater Cincinnati Energy Alliance, Ohio: \$17 million
- Greensboro, North Carolina: \$5 million
- Indianapolis, Indiana: \$10 million
- Kansas City, Missouri: \$20 million
- Los Angeles County, California: \$30 million
- Lowell, Massachusetts: \$5 million
- State of Maine: \$30 million
- State of Maryland: \$20 million
- State of Michigan: \$30 million
- State of Missouri: \$5 million
- Omaha, Nebraska: \$10 million
- State of New Hampshire: \$10 million
- New York State Research and Development Authority: \$40 million
- Philadelphia, Pennsylvania: \$25 million
- Phoenix, Arizona: \$25 million
- Portland, Oregon: \$20 million
- San Antonio, Texas: \$10 million
- Seattle, Washington: \$20 million
- Southeast Energy Efficiency Alliance: \$20 million
- Toledo-Lucas County Port Authority, Ohio: \$15 million
- Wisconsin Energy Conservation Corporation : \$20 million

### **Retrofit By the Numbers**

- Residential and commercial buildings consume 40% of the energy and represent 40% of the carbon emissions in the United States. Building efficiency represents one of the easiest, most immediate and most cost effective ways to reduce carbon emissions and save money on energy bills while creating new jobs.
- Existing techniques and technologies in energy efficiency retrofitting can reduce energy use by up to 40% per home and lower total associated greenhouse gas emissions by up to 160 million metric tons annually.

- Residential and commercial retrofits also have the potential to cut energy bills by \$40 billion annually.

### **RETROFIT RAMP-UP SELECTED PROJECTS\***

**Austin, Texas (\$10 Million):** The Austin Climate Protection Retrofit Program will accelerate energy and water efficiency and integrated renewable energy improvements in private and commercial properties in the City of Austin and Austin Energy's service territory. The project will focus on alternative financing options for property owners, including new financing mechanisms, interest rate buy downs, and on-bill repayment.

**Boulder County, Colorado (\$25 Million):** Boulder County is partnering with the city of Denver, Garfield County, the Governor's Energy Office, Xcel Energy and others to launch the Colorado Retrofit Ramp-Up Program that will stimulate economic growth and investment in Colorado through large-scale retrofits in neighborhoods and commercial districts in urban, suburban, and rural areas across the state. Delivery of retrofits will be coordinated through a "Two Techs and a Truck" program, providing on-site outreach, audit and implementation services to businesses and residential homeowners and tenants, including efficiency testing and systems installation.

**Camden, New Jersey (\$5 Million):** The City of Camden Program Offering Widespread Energy Recovery (POWER) program will demonstrate a model of whole-neighborhood retrofits in low-income urban communities, using a one-stop-shop approach to program delivery and financing. The program will initially focus on three neighborhoods with door-to-door canvassing and outreach with local churches. The project includes efforts to provide very low interest loans for low and middle income families and focuses on healthy homes and life safety programs to further benefit residents.

**Chicago Metropolitan Agency for Planning (\$25 Million):** The Chicago Region Retrofit Ramp-up (CR3) Program will establish a set of comprehensive initiatives that will facilitate the transition to an efficient building retrofit market in both the residential and commercial sectors. The program will include retrofits for commercial buildings in downtown Chicago, along with providing a range of financing and loan options for residential retrofits, including new market tax credits for multifamily housing units. The focus will be on reducing the costs of customer acquisition for contractors, expanding the available trained retrofit workforce through a worker training program to match workers with retrofit jobs, and providing information and financing to building owners to drive demand creation. Chicago's plan includes a one-stop-shop information center where homeowners and building owners can arrange and finance projects that will identify rebate opportunities and qualified contractors to perform the work.

**Greater Cincinnati Energy Alliance, Ohio (\$17 Million):** The Greater Cincinnati Retrofit Ramp-Up program will conduct community and organizational outreach with energy advisory services focused on retrofits in the residential, commercial, and public sectors to reduce energy bills for thousands of home and business owners through energy efficiency retrofits of thousands of homes, businesses, multi-family buildings and public and institutional buildings. The project will be led by the Greater Cincinnati Energy Alliance, which is a collaborative program involving seven local government partners in the region. The project seeks to utilize a model of community collaboration, including marketing, utility program integration, financing affordability and accessibility, customer participation and workforce development.

**Greensboro, North Carolina (\$5 Million):** The Energy Efficiency as a Pathway to Community Health and Wealth Program will dramatically expand the City of Greensboro's capacity to accelerate comprehensive community-scale energy efficiency and job creation in the economically distressed area of east Greensboro. The project integrates energy efficiency retrofits with home improvements that can improve the occupants' health. The organizers are partnering with a coalition of nearly 50 public and private sector organizations and plan significant outreach through area churches and community organizations.

**Indianapolis, Indiana (\$10 Million):** The Indianapolis Retrofit Ramp-up Project aims to create sustainable neighborhood-scale energy efficiency pilot projects in two urban neighborhoods – Indianapolis and Lafayette. The project will transform a 470 square block neighborhood in the heart of Indianapolis to a more energy efficient and economically sustainable community by retrofitting a diverse range of buildings in the region including residential, industrial and commercial units, schools and nonprofits within a large neighborhood in Indianapolis. The project will provide for investments in energy efficiency education and outreach among an existing network of community support organizations.

**Kansas City, Missouri (\$20 Million):** EnergyWorks KC will build on Kansas City's Climate Protection Plan and other available funding to provide retrofit financing and delivery in seven of the city's neighborhoods, representing a wide diversity of demographics, including the city's 150-square-block Green Impact Zone. Public outreach will include door-to-door visits and will coordinate closely with Kansas City Power and Light's Smart Grid outreach project, building on the scheduled rollout of smart meters to homes in the area. The project will promote energy assessments at the time of property sale, as well as developing a local workforce skilled in building retrofits.

**Los Angeles County, California (\$30 Million):** Los Angeles County is partnering with utilities and cities and counties across California, including Sacramento and the Association of Bay Area governments. The Retrofit California project focuses on rapidly accelerating whole neighborhood building energy retrofits across California and demonstrating innovative retrofit models that are widely replicable, both statewide and nationally. Retrofit California will provide new financing options including revolving loans, and utility allowances for affordable housing. Retrofit California plans outreach and public education through existing networks – including home owners associations, chambers of commerce, and real estate investment trusts – as well as retail partners. The group also plans to leverage group purchases and other techniques to lower costs and enhance delivery models, and will track data on energy savings and retrofit rates of return that will help evaluate and adapt programs to ensure success.

**Lowell, Massachusetts (\$5 Million):** The Carbon-Neutral Lowell Park and Preservation District initiative will create a model of how energy efficiency upgrades can meet historical preservation standards. The project is partnering with the state's historic preservation office and the National Park Service to demonstrate how energy efficiency retrofits can be achieved in historic buildings while also adhering to historic standards. Individual project financing includes a combination of utility rebates, owner contributions, and other available grants and loans.

**State of Maine (\$30 Million):** The Maine Home Performance Program will establish a statewide revolving loan fund that will allow cities and towns of all sizes to participate in a low-cost approach to financing building retrofits. The project will build on a well established network of partners and existing delivery channels, including the Maine Home Performance Program. The state will finance the program through a revolving loan fund and bond program, with the goal of creating a long-term, revenue-generating, and independent program.

**State of Maryland (\$20 Million):** The Maryland Department of Housing and Community Development's (DHCD) "Investment in Main Street: Energy Efficiency for Economic Growth" strategy proposes a holistic, community-based approach to target individual households, multifamily rental properties, and commercial properties for energy-efficiency retrofits. The project includes a state-wide bulk purchasing program for supplies and equipment that will lower overall costs. Maryland will also focus on multi-family and small business retrofits that will result in significant, measurable reductions in energy consumption.

**State of Michigan (\$30 Million):** The Michigan Collaborative Retrofit Ramp-Up Initiative (MRRRI) is designed to create a sustainable energy efficiency market by providing outreach and education to increase demand, a skilled energy efficiency workforce to meet that demand, and the tools for lenders to make ongoing investments in energy efficiency in residential, commercial, industrial, and public buildings. The program has two main components, the Neighborhood Retrofit Program targeting residential retrofits across the state, and the Detroit Commercial Centers Program, which focuses on energy efficiency upgrades of commercial centers in the city of Detroit. The Neighborhood Retrofit Program is designed to focus on three Michigan regions: the City of Detroit, the suburbs of Southeast Michigan, and Central & West Michigan. Together these regions represent the varying income distributions, mixes of building type, and home ownership levels found across Michigan. The initiative includes a substantial outreach element with a multi-stakeholder effort including foundations, utilities, universities, public and private sector representatives.

**State of Missouri (\$5 Million):** The Missouri Agricultural Energy Saving Team-A Revolutionary Opportunity (MAESTRO) project seeks to strengthen the financial viability and environmental soundness of Missouri's small animal farms. This project will provide the small scale, animal agriculture market segment of Missouri's agricultural community with tools and resources that increase energy efficiency and improve overall environmental performance. This includes a coordinated education campaign, energy audits tailored to small farmers, increased training and business opportunities for those interested in the field of agricultural energy efficiency, and technical assistance. The program will leverage existing programs and networks, such as the agricultural extension services and current U.S. Department of Agriculture programs, to reach small farmers with retrofit information.

**Omaha, Nebraska (\$10 Million):** The City of Omaha and City of Lincoln, Nebraska Retrofit Ramp-up Program will achieve a sustainable retrofit marketplace by focusing on workforce development, green technology and entrepreneurship, consumer information, financial mechanisms, neighborhood advocacy, and market strategy. Targeting "Green Zones" in Omaha and Lincoln, the program will aggregate similar buildings for projects, lowering overhead costs. Public education will include work through community organizations. Under the program, each retrofitted building will receive a new advanced smart meter to ensure continued energy savings.

**State of New Hampshire (\$10 Million):** The New Hampshire Beacon Communities Project will enable deep energy retrofits and complementary sustainable energy solutions in residential, commercial, municipal and industrial buildings in three diverse communities – Berlin, Nashua and Plymouth. The project includes a state-wide revolving loan fund to finance residential retrofits at favorable rates, along with public outreach efforts that will include field offices and work through community lenders.

**New York State Research and Development Authority (\$40 Million):** The New York State Partnership for Innovative Financing of Energy Efficiency Retrofits will leverage new and existing

energy efficiency retrofit and finance programs to create large-scale, sustainable approaches to financing energy retrofits across New York State. By providing financing mechanisms including credit-enhanced bank loans and on-bill recovery loans, the Partnership will allow consumers to select the finance method that works best for them. The program will include innovative financing programs and will leverage funds from the state's existing "Green Jobs-Green New York" program, giving residents access innovative financing programs for energy efficiency retrofits.

**Philadelphia, Pennsylvania (\$25 Million):** Project Energy Smart: Transforming the High Performance Building Retrofit Market in Southeastern Pennsylvania will accelerate the creation of a robust private retrofit market in the Greater Philadelphia Region by retrofitting thousands of commercial and residential buildings. The project takes a region-based focus designed to help impact larger percentages of buildings within target areas. The project will catalyze growth in both the supply and the demand for high performance retrofits. The program will also allow the expansion of the Expand Smart Rehab program, which includes multi-family housing. The program will be supported by a coordinated outreach and marketing campaign that includes a centralized one-stop shop for consumers. The project expects to create partnerships intended to provide banks with loan performance data, vital to facilitating low-risk opportunities for banks to participate in energy efficiency retrofit loans.

**Phoenix, Arizona (\$25 Million):** The Energize Phoenix: Transformation through Behavior and Retrofits along the Green Rail Corridor project will focus on building retrofits along a 10-mile stretch adjacent to the new Phoenix light-rail line that includes a number of diverse residential and commercial areas. The project seeks to retrofit 50% of all commercial and residential space in the Green Rail Corridor over 3 years. The project will advertise opportunities for energy savings and retrofits on the train itself and will use a revolving loan program to continue energy retrofits in the years ahead. The city of Phoenix is partnering with the Arizona State University, Arizona Public Service, five banks, local businesses and a community college in the area.

**Portland, Oregon (\$20 Million):** Portland and Eugene, Oregon are seeking to transform and commercialize the marketplace for residential and commercial energy efficiency retrofits through a rapid full-scale deployment of the Clean Energy Works Oregon program. Clean Energy Works Oregon is a partnership of utilities, financial institutions, the Energy Trust of Oregon, the Oregon Department of Energy and targeted Oregon local governments. It will expand a successful residential efficiency pilot program statewide, leveraging proven program delivery with a state-wide revolving loan fund and other innovative financing options. Credit enhancement will be available for residential and small commercial projects.

**San Antonio, Texas (\$10 Million):** The San Antonio Green Retrofit Initiative will provide a unified single-point-of-service energy efficiency delivery program targeting residential, commercial, institutional, industrial, and public buildings. Systematic retrofits will include comprehensive audits, identification of appropriate technology changes, and modification of energy systems. San Antonio's approach includes a door-to-door outreach campaign tailored to Spanish-speaking households, as well as an online one-stop center for retrofit information.

**Seattle, Washington (\$20 Million):** Seattle's Neighborhood Weatherize Every Building (WEB) Initiative to Power Change plan seeks to drastically reduce carbon emissions by fostering a clean energy economy that relies on energy efficiency as a primary source of power. The project will be partnering with more than 40 public, private and nonprofit organizations and is targeting a variety of downtown Seattle neighborhoods including single-family homes as its primary focus, with a secondary focus on retrofit efforts for multifamily, small business (grocery stores, restaurants), large commercial, hospital/institutional and municipal facilities. The organizers plan to promote

residential retrofits and reduce carbon emissions, while utilizing a neighborhood-based approach to identify, finance, deliver, and monitor energy efficiency retrofits.

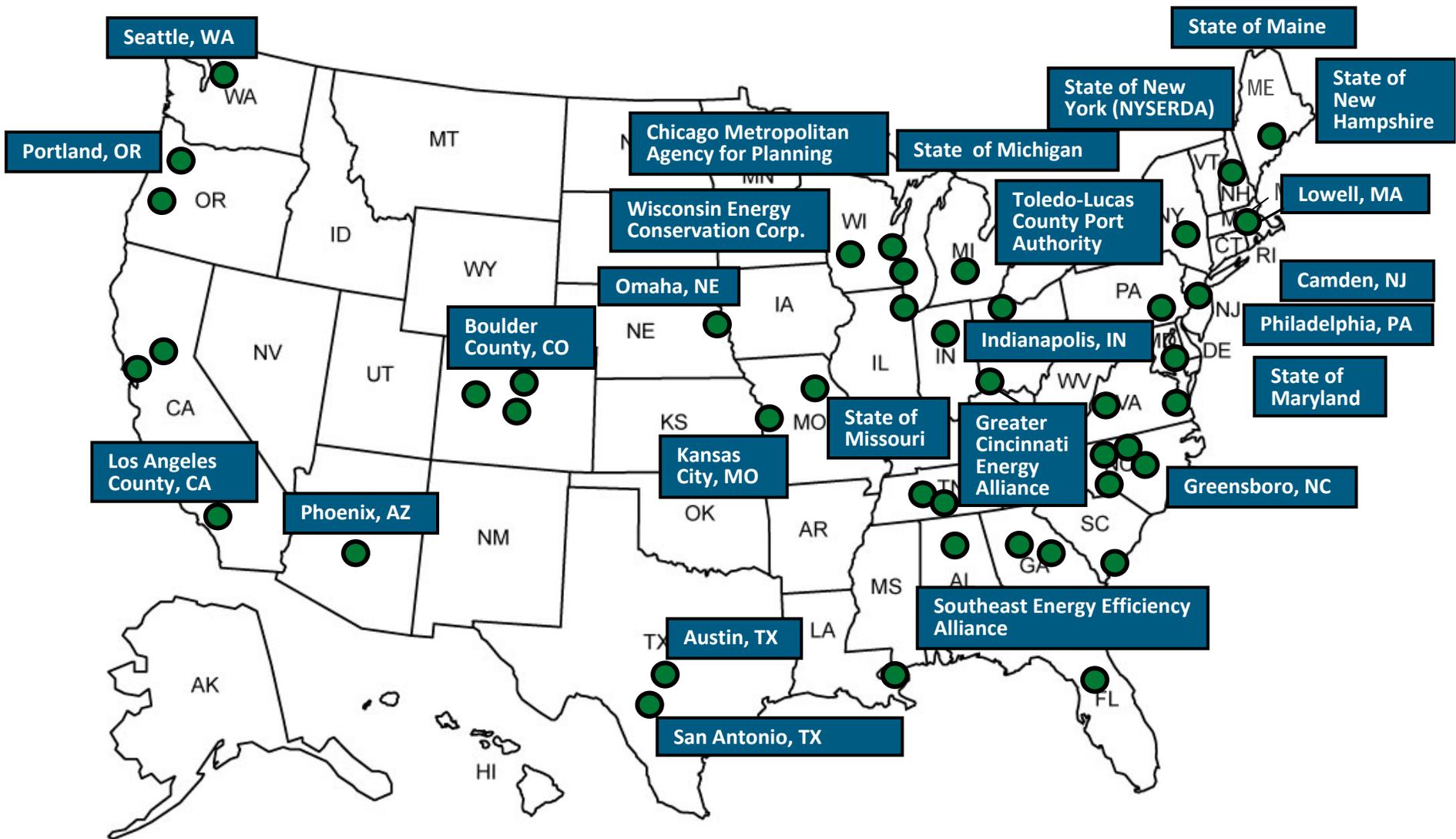
**Southeast Energy Efficiency Alliance (\$20 Million):** The Southeast Community Retrofit Ramp-up Consortium will partner with cities in nearly 10 southeastern states – Alabama, Florida, Georgia, North Carolina, Louisiana, South Carolina, Tennessee, Virginia and the U.S. Virgin Islands - to dramatically increase the effectiveness of building retrofits across the region. The Alliance will use a combined formula allocation and a pay-for-performance strategy to fund specific projects, which will provide affordable, accessible financing programs to a combination of small and large residential, commercial and public buildings. Each participating city will use a different approach, allowing the Alliance to test and evaluate models and adjust as needed.

**Toledo-Lucas County Port Authority, Ohio (\$15 Million):** The Toledo-Lucas County Port Authority's Advanced Energy & Hybrid-Geothermal Geo-Utility District project will establish a series of Advanced Energy Utility (AEU) Districts that will identify, evaluate, install, finance and manage energy efficiency and renewable energy projects. The project will establish a series of Advanced Energy Utility (AEU) Districts that will help to finance and develop energy efficiency and renewable energy projects, primarily in public and commercial buildings. Given Toledo's geographic proximity to Michigan, this project is designed to benefit businesses and citizens from both states.

**Wisconsin Energy Conservation Corporation (\$20 Million):** The Wisconsin Energy Efficiency (WE2) Project will build on a successful pilot program in the City of Milwaukee to help residential and commercial building owners overcome the barriers to retrofits. By improving the flow of information through marketing and outreach and lowering initial costs for retrofits by buying down interest rates and using innovative performance contracting, the program will increase the number of retrofits in Madison, Milwaukee, and Racine. The project includes a strong focus on local workforce development, leveraging local initiatives and training, providing jobs for community residents, and engaging under a community workforce agreement. Additionally, a public education component will be included in this program.

*\* Award amounts subject to negotiation*

Retrofit Ramp-Up: Selected Projects\*



\* Some projects include more than one participating city