Green Jobs Alliance Overview

• 501c3 Nonprofit Partnership, incorporated in 2008

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
  - 3rd Party Administered
  - 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 to 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
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