Community College Sustainability Webinar
“Creating Successful Job Placements in Green Jobs: Key Strategies Using Policy and Civic Engagement”

Welcome
• This webinar is teleconference only.
• Use Chat for technical issues only. Chat doesn’t allow all attendees to view it.
• Please mute yourself in order to keep interference and feedback to a minimum during the Q&A. Your food and packaging only sounds good to you!

• Teleconference information
----------------------------------------
Call-in toll number (US/Canada):
+1-408-600-3600
Access code: 660 302 558 #
Please use your Attendee ID if you have one.
Next Webinar will be Wednesday March 21 12-1:00pm

http://blogs.jccc.edu/sustainability/events/webinars/
CC v 2.0
Putting Sustainability to Work at the Community College
March 11-13, 2012
Register soon at:
http://blogs.jccc.edu/sustainability/events/cc-v2/
Community Colleges Supporting Green Jobs Through Public Policy and Civic Engagement

Webinar: 2/16/12
Policy-The Quickest Way to Sustainable Green Jobs

• Policy and regulatory changes at state/local levels: the strongest determinants of where green jobs will flourish

• Right now, hundreds of cities and states are considering new renewable standards, building code changes, tax credits....that will drive demand

• Community colleges can be a critical voice
Green Policy Action Group

Description: An organized cohort of community colleges interested in energy and related green regulations and public policies that: 1) lead directly to institutions becoming more energy efficient and green; and 2) promote a stronger green industry with job creation potential.

Outcomes:

• More colleges aware of regulations and policies that impact their institutions and their institutions’ education and training opportunities
• Organized group prepared to influence regional and national energy /green-related policy

Activities:

• Webinars and phone conferences
• Conferences and meetings held as part of these conferences
• Ongoing policy alerts
• Local pilot projects
Speakers

• Jay Murdoch, CEO, Efficiency First
• Debra Rowe, Oakland Community College
• Amanda Evans, Program Manager, Energy $mart Academy, Santa Fe Community College
Efficiency First - What we Do:

Helping member companies accomplish their mission –

To retrofit America’s homes
Challenges for Home Performance Companies

Lack of market awareness
High regulatory barriers and program participation costs
Young industry where many companies are just starting to get on their feet / transition into the space
Efficiency First - What we Do:

Uniting home performance companies, building product manufacturers and related businesses and organizations
Represent our members in public policy and regulatory discussions
Promote the benefits of energy efficiency retrofitting
Create demand for member products and services
Provide tools for companies to member succeed
Making Progress

National Legislation:

Incentives, financing options to encourage retrofit demand:
- REEP, Home Star, 25E
- PACE, SAVE Act, others

Model for state/utility retrofit programs
Making Progress

National Reach

632 Member companies in 50 states to support a united national industry
Chapter Network

Launched 19 state and local chapters and growing
State and Local Advocacy

Efficiency First NY Chapter Members advocating for On-Bill Financing legislation

• Policy solutions to scale demand in states
• Identify solutions and best practices to export elsewhere.
State and Local Advocacy

Example: New York State

- On Bill Financing:
  - Finance EE upgrades on utility bills.
  - Bill passage due directly to member advocacy
- Total Resource Cost Test:
  - Cost effectiveness test that can severely impact the kinds of HP upgrades.
Industry Growth in 2012

Helping Companies Grow

• Succeeding in a post-ARRA world
• Running an effective home performance business
• Our philosophy: Successful home performance companies = thriving industry.
Policy Agenda in 2012

Washington, DC

- Suite of EE tax credits:
  - 25E tax credit –performance-based
  - 25C reinstatement/expansion
  - Develop models for state legislation
- Re-instate PACE financing
- Improve access to utility data: E-KNOW
- Ensure smooth transition of Energy Star from EPA to DOE
Developing Partnerships

Potential Opportunities for Collaboration

- Educating the industry on running a successful HP business
- Feedback from local industry on courses and curriculum-
- Educating/advocating policymakers to get it right.
Efficiency First Membership

Efficiency First Membership for Non-profits and Local Govt

• Support the growth of the local and national industry
• Member benefits – discounts on conferences, etc
• Educating policymakers to get it right.
Join Efficiency First
Contact local Efficiency First Chapter
  www.efficiencyfirst.org/chapters
Host chapter meetings?
Learn about local issues

www.efficiencyfirst.org
Every One of These Policies has Implications for Colleges

<table>
<thead>
<tr>
<th>U.S. State Energy and Climate Policies (number of states with policy in place)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Climate Action</strong></td>
</tr>
<tr>
<td>• Greenhouse Gas Emissions Targets (23)</td>
</tr>
<tr>
<td>• Emissions Caps for Electricity (16)</td>
</tr>
<tr>
<td>• Climate Action Plans (38)</td>
</tr>
<tr>
<td>• Active Climate Legislative Commissions and Executive Branch Advisory Groups (24)</td>
</tr>
<tr>
<td>• Regional Initiatives (32)</td>
</tr>
<tr>
<td>• GHG Reporting and Registries (42)</td>
</tr>
<tr>
<td><strong>Transportation Sector</strong></td>
</tr>
<tr>
<td>• Vehicle GHG Emissions Standards (15)</td>
</tr>
<tr>
<td>• Mandates and Incentives Promoting Biofuels (43)</td>
</tr>
<tr>
<td>• VMT-Related Policies and Incentives (19)</td>
</tr>
<tr>
<td>• Low Carbon Fuel Standard (24)</td>
</tr>
<tr>
<td>• Medium- and Heavy-Duty Vehicle Policies (39)</td>
</tr>
<tr>
<td>• Plug-in Electric Vehicles (35)</td>
</tr>
<tr>
<td><strong>Energy Sector</strong></td>
</tr>
<tr>
<td>• Public Benefit Funds (20)</td>
</tr>
<tr>
<td>• Renewable &amp; Alternative Energy Portfolio Standards (38)</td>
</tr>
<tr>
<td>• Net Metering Programs (45)</td>
</tr>
<tr>
<td>• Green Pricing Programs (12)</td>
</tr>
<tr>
<td>• Energy Efficiency Resource Standards (28)</td>
</tr>
<tr>
<td>• Financial Incentives for Carbon Capture and Storage (16)</td>
</tr>
<tr>
<td><strong>Building Sector</strong></td>
</tr>
<tr>
<td>• Residential Building Energy Codes (38)</td>
</tr>
<tr>
<td>• Commercial Building Energy Codes (41)</td>
</tr>
<tr>
<td>• Green Building Standards for State Buildings (43)</td>
</tr>
<tr>
<td>• Appliance Efficiency Standards (15)</td>
</tr>
<tr>
<td>• Property Assessed Clean Energy (PACE) Programs (24)</td>
</tr>
</tbody>
</table>
AACC’s SEED Policy Action Plan Toolkit written for you!

Who should be involved in policy engagement:

- President/Governmental Relations
- Workforce administrators
- Sustainability officers
- Faculty for themselves and their classrooms
- Students
1. Identify a campus lead and include policy on the college’s ongoing sustainability agenda. Make it someone’s job to track green economy-related regional, state and federal policy, regulatory and program initiatives.

Bergen Community College (NJ), Finger Lakes Community College (NY), Howard Community College (MD), Mesa Community College (AZ), and Rockingham Community College (NC) are just a few colleges that have a designated climate commitment policy liaison dedicated to this function.
2. Get informed of local and state policy landscape

Colleges should tap the most up-to-date related legislative/policy issues. These should become part of existing college research and communication strategies.

- Building Codes Assistance Project
- Efficiency First
- American Council for an Energy Efficient Economy
- Solar Energy Industries Association
- American Council On Renewable Energy
- Database for State Incentives for Renewables and Efficiency.
Some of these orgs will support colleges in taking state action at no expense, the American Wind Energy Association (www.awea.org) will supply issue briefs, legislative talking points, and help colleges set up meetings at congressional representatives’ offices. (For more information, email grassroots@awea.org.)
3. Join Forces With Local Unusual Suspects

- State energy office
- Local Home Builders
- Utilities
- Environmental Defense Fund chapters
- U.S. Green Building Council chapters
- Energy Efficiency Alliances
- Economic development

Where appropriate, community colleges should be incorporated as board or advisory members, volunteers, etc...
4. Act as the regional energy strategy convener

Northern Maine Community College as the key convener in a multi-stakeholder collaborative to create a sustainable region & an alternative energy industry sector

Mobilize Northern Maine’s comprehensive planning process includes reps from the regional development commission, the business community, nonprofits, government, and higher education. NMCC hosts the meetings and the partnership is now moving aggressively on several fronts including expanding biomass conversion and designing financing structures to support regional energy efficient modifications
5. Civic Engagement for Students

Look here to integrate civic engagement into curricular and co-curricular activities:

- [www.350.org](http://www.350.org)
- Energy Action Coalition [http://energyactioncoalition.org](http://energyactioncoalition.org)
- Students at many colleges have written letters, made phone calls and testified too. ICARE in the student union too (I Care About Renewable Energies phone calls to elected representatives.)
6. Engage the Public

- Sustainability conferences,
- Green speaker series
- Sustainable products fairs
- Specialized workshops to help the public, business owners, and employees become more effectively engaged in advocating for smarter energy policies

Chandler-Gilbert Community College has a standing civic engagement committee that hosts an annual public forum.
1. Join AACC’s Policy Community of Action to get your questions answered and have a support community to make your actions more effective! Email us at sustainability@aacc.nche.edu to join and then tell us what you need.

2. 2012 Activities:
   Bimonthly calls
   Shared promising practices
   Policy briefings and action opportunities
   Additional webinars
Alert you can act upon now

Wind Energy – www.awea.org

Wind power advocates are hoping that an extension of the renewable-energy Production Tax Credit will be taken up as part of a payroll tax-cut package this month rather than during the lame duck session after the November election. The PTC extension "needs to happen in the payroll tax extension" because many projects will shut down and many jobs will be lost if Congress waits until the end of the year, said Peter Kelley, vice president of public affairs at the American Wind Energy Association.

http://act.awea.org/p/dia/action3/common/public/?action_KEY=10
Why Collaborate and Advocate?

Know your community

Respond to training needs rapidly

Help shape policy and codes that create needs for training and provide jobs for students
Our Recent Partners

NM State Department of Energy
City of Santa Fe
County of Santa Fe
Santa Fe Area Homebuilders Association
Santa Fe Area Realtors Association
Mortgage Finance Authority
USGBC NM
New Mexico CID – Regulation and Licensing
Habitat for Humanity
Build Green New Mexico
NM Energy Retrofit Working Group
Santa Fe New Mexican
Our Educational Partners

- Central New Mexico Community College
- Dona Ana Community College
- Luna Community College
Case Study 1:
City of Santa Fe Residential Green Code

Involved with code writing
Advocacy at Council Meetings for code adoption
Curricula with SFAHBA to support code
Trainings for area homebuilders
Points toward the code for trainings
Case Study 2:
City and County HERS Rater concerns

Meetings with city and county officials and local HERS raters
Certification Developed
Training to support certification
Case Study 3:
Energy Efficiency Tax Credit Bill in the House

Bill introduced in House with limitations
SFCC staff propose last minute amendment
Speak at Tax and Rev committee meetings
Amendment unanimously accepted
Currently in the Senate Tax and Finance committee.
Contact Info:

Amanda Evans
Director, Center of Excellence for Green Building and Energy Efficiency
Santa Fe Community College
Amanda.evans@sfcc.edu
505-428-1805
More Information

Todd Cohen
AACC/SEED

sustainability@aacc.nche.edu
Questions?