

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

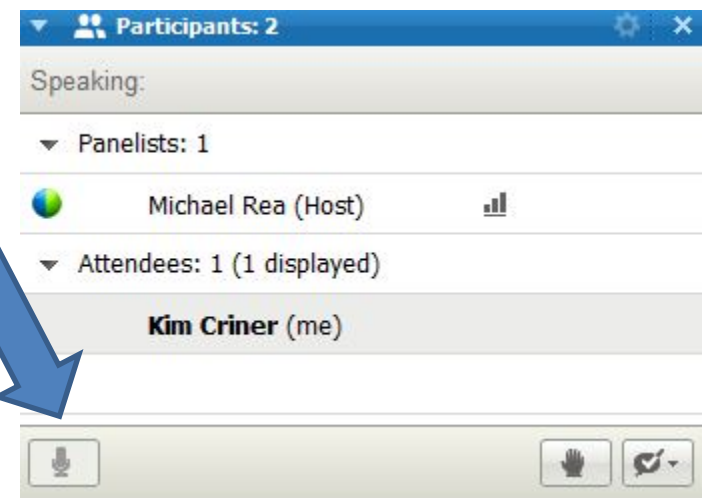
Call-in toll number (US/Canada):

+1-408-600-3600

Access code: 660 302 558 #

Please use your Attendee ID if you have one.

Feb 16, 2012



<http://blogs.jccc.edu/sustainability/events/webinars/>

**Next Webinar will be Wednesday
March 21 12-1:00pm**

CC v 2.0

Putting Sustainability to Work at the Community College

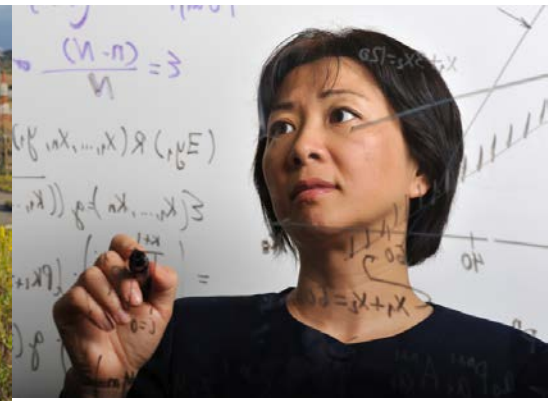
March 11-13, 2012

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

- 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

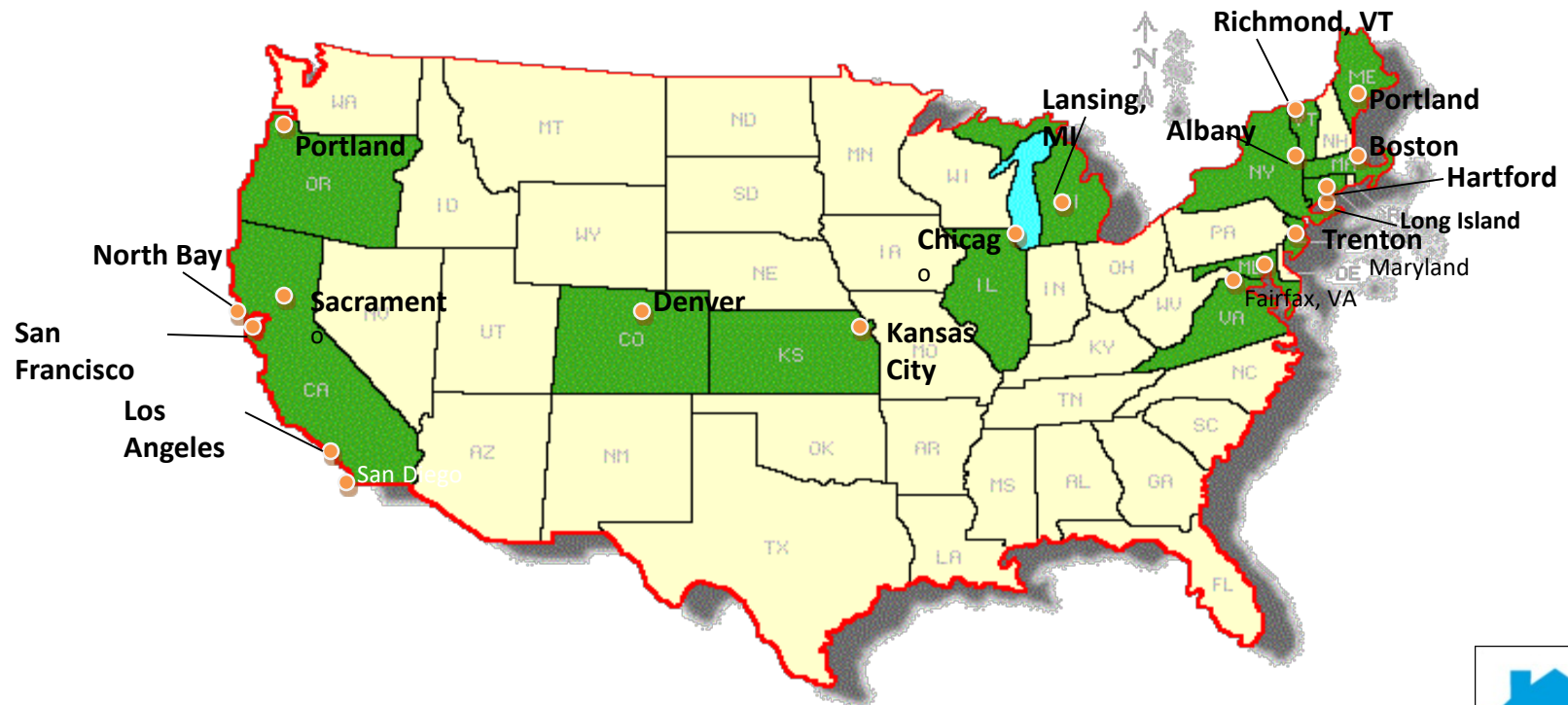
632 Member companies in 50 states to support a united national industry



Making Progress

Chapter Network

Launched 19 state and local chapters and growing



State and Local Advocacy

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.



Connecting with Efficiency First Companies

Join Efficiency First

Contact local Efficiency First Chapter

www.energycfirst.org/chapters

Host chapter meetings?

Learn about local issues

www.energycfirst.org



Every One of These Policies has Implications for Colleges

U.S. State Energy and Climate Policies (number of states with policy in place)

Climate Action

- Greenhouse Gas Emissions Targets (23)
- Emissions Caps for Electricity (16)
- Climate Action Plans (38)
- Active Climate Legislative Commissions and Executive Branch Advisory Groups (24)
- Regional Initiatives (32)
- GHG Reporting and Registries (42)

Transportation Sector

- Vehicle GHG Emissions Standards (15)
- Mandates and Incentives Promoting Biofuels (43)
- VMT-Related Policies and Incentives (19)
- Low Carbon Fuel Standard (24)
- Medium- and Heavy-Duty Vehicle Policies (39)
- Plug-in Electric Vehicles (35)

Energy Sector

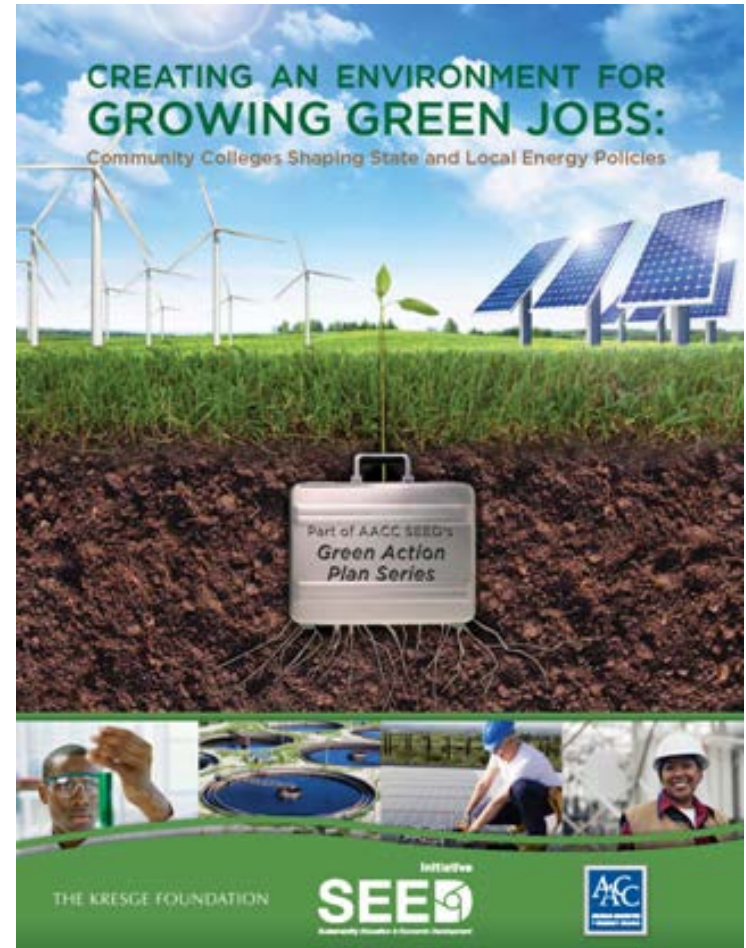
- Public Benefit Funds (20)
- Renewable & Alternative Energy Portfolio Standards (38)
- Net Metering Programs (45)
- Green Pricing Programs (12)
- Energy Efficiency Resource Standards (28)
- Financial Incentives for Carbon Capture and Storage (16)

Building Sector

- Residential Building Energy Codes (38)
- Commercial Building Energy Codes (41)
- Green Building Standards for State Buildings (43)
- Appliance Efficiency Standards (15)
- Property Assessed Clean Energy (PACE) Programs (24)

AACC's SEED Policy Action Plan Toolkit written for you!

<http://www.theseedcenter.org/Resources/SEED-Resources/SEED-Toolkits/AACC-s-SEED-Green-Action-Plan-Series>



Energy Policy Advocacy: Not Just for Government Relations Staff

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

- [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.](#)

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

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.)



POLICIES TO PROMOTE Small Wind Turbines

A MENU FOR STATE AND LOCAL GOVERNMENTS

Policies at a Glance

1. Offer consumers rebates or other up-front incentives† (p.2)
2. Streamline the zoning/permitting process* (p.3)
3. Enact distributed generation feed-in tariffs (buy-back rates)† (p. 3)
4. Initiate public education and awareness outreach programs* (p.4)
5. Install small wind turbines on government property (p.4)
6. Enact net metering policies* (p.5)
7. Standardize grid interconnection rules* (p.5)
8. Enact state renewable electricity standards*† (p.6)
9. Offer consumers property or sales tax reduction† (p.7)
10. Offer consumers low-cost loans

Public policy drives the performance, safety, and even feasibility of wind turbine installation. This guide identifies policy tools that governments can use to bring the private and public benefits of small wind turbines to their communities.

Why help small wind?

- 1 **TO BE PREPARED.** Ten thousand small wind turbines are installed each year, and demand is rising sharply in all 50 states. Learn about the market, and small wind's unique policy needs in order to act quickly and effectively.
- 2 **FOR SMALL WIND'S PERSONAL BENEFITS.** Owners of small wind turbines can enjoy:
 - ▶ Decades of free electricity after initial-cost recovery
 - ▶ Increased property values
 - ▶ Reliable electricity
 - ▶ Relief from high and volatile prices of other forms of electricity
 - ▶ Personal energy independence
 - ▶ Ability to support clean energy and fight global warming
- 3 **FOR SMALL WIND'S PUBLIC BENEFITS.** Though the power generated by small wind systems is used only by a single residence or facility, the benefits accrue to the entire community. Community benefits include:
 - Economy:**

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

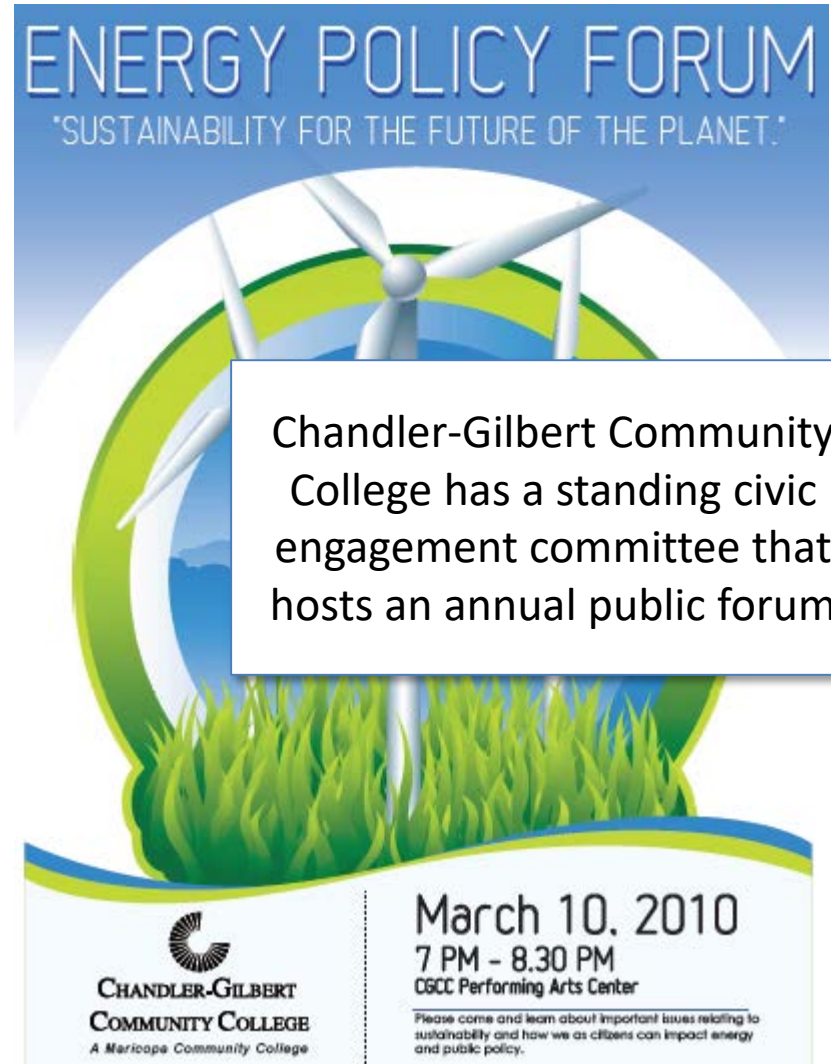
5. Civic Engagement for Students

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

- www.350.org
- Energy Action Coalition <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.)

- 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

6. Engage the Public



ENERGY POLICY FORUM
"SUSTAINABILITY FOR THE FUTURE OF THE PLANET."

Chandler-Gilbert Community College has a standing civic engagement committee that hosts an annual public forum

March 10, 2010
7 PM - 8.30 PM
CGCC Performing Arts Center

CHANDLER-GILBERT
COMMUNITY COLLEGE
A Maricopa Community College

Please come and learn about important issues relating to sustainability and how we as citizens can impact energy and public policy.

The poster features a central graphic of a wind turbine with a green circular arrow around it, set against a background of a globe and green grass. The text is arranged in a clean, modern layout with a blue and green color scheme.

Next Steps: Join

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



**CENTER OF EXCELLENCE
GREEN BUILDING/
ENERGY EFFICIENCY**



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
AACCC/SEED

sustainability@aaccc.nche.edu

Questions?