

Partner Update

May–June 1999

Office of Energy Efficiency and Renewable Energy

Profile



Kim Baxter

Kim Baxter knows what's special about her partnership, **Rebuild Iowa**: "We're not another program that tells communities what to do. We ask what they want, and we help them get it done."

It's working so far. Rebuild Iowa welcomed its 200th building in March when the

Trinity Reformed Church joined the Rebuild Pella partnership. So far, 30 buildings have been retrofitted and partnerships statewide are saving more than \$590,000 a year in energy costs. One local partnership, Rebuild Webster City, won the 1998 Rebuild America Partnership of the Year award. As Development Unit Leader for the Iowa Department of Natural Resources (DNR), Baxter and her team develop, market and implement new and innovative energy-efficiency programs, including, in 1996, the Rebuild Iowa program. From the start, they followed an innovative formula – distributing U.S. Department of Energy grants to capable local partnerships and providing first-rate support and services.

Local Effort Yields Results

"Funded partnerships are selected competitively," Baxter says. "They must engage the entire community, which they show us through demonstrated financial and in-kind support, an active steering committee, and a wide variety of clients." This way, Baxter says, "they have a good foot to go from – a good part of the preliminary work is done

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Wisconsin Weighs In With Major Retrofitting Activity

The state of Wisconsin is among the top states in the country that has energy-efficiency levels in its building codes. Wisconsin also has a more comprehensive statewide code enforcement that just about any other state. But codes are a minimum, and when it comes to saving money with a good return on investment, it is still possible to exceed Wisconsin's commercial energy code by 50 to 60 percent. The Wisconsin Energy Bureau has been waging – and winning – a statewide campaign to encourage public and private sector buy-in to energy efficiency measures. A turning point occurred in 1995 when Wisconsin Energy Initiative Section Chief Norman Bair transformed the Institutional Conservation Program from a grants program for schools and hospitals into a comprehensive program for schools and local governments. This Rebuild America partnership, known as the **Wisconsin Energy Initiative 2 Program (WEI-2)**, provides technical support and access to financing, in lieu of grants.

It has been four years since WEI-2 first stirred to life, and it has racked up some impressive results during the past three years. WEI-2 has facilitated the energy

retrofit of some 14.4 million square feet at annual savings of more than \$1.4 million. Over 90 percent of this activity has taken place in 110 public and private school buildings.

"The WEI-2 Program has been so successful because it is a flexible program that can change to meet a specific need," Bair says. "It is not structured around a statute or regulation that can create rigid rules. If there is an indoor air quality problem that can be solved while creating some energy savings, the program can be used to address both problems."

The program is implemented statewide by two Cooperative Educational Service Agency (CESA) advisors. Twelve nonprofit CESAs cover 12 regions in the state and provide a wide array of services to schools. The state provides grants to the two CESAs for the WEI-2 Program using Rebuild America grant funds and stripper well funds resulting from overcharges in the past by oil companies.

CESA advisors **Rob Everhart** and **Pat Bruckhart** travel to communities across Wisconsin to meet with school administrators and local government

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Rebuild America and Main Street: Partners in Preservation

Rebuild America partnerships in West Virginia, North Carolina and Mississippi have gotten a running start in the launch of their partnerships by affiliating with established Main Street programs in their communities. Founded in 1980 by the National Trust for Historic Preservation, Main Street strives to revitalize and stimulate community economic development through historic preservation. The Main Street program has been active in redevelopment efforts involving some 1,400 communities across the nation.

Main Street and Rebuild America share a lot of common ground. Both are community-based programs that stress community reinvestment as a means of stimulating economic development and job creation. Both cast a wide net in developing a broad base of support from the business community, local government and nonprofit groups. Both strive to leverage resources to implement improvement programs. And both bring strengths to the table that can benefit the other. For example, with an established Main Street program, the groundwork has been laid and a number of important relationships are already in place. An affiliating Rebuild America program can substantially reduce its start-up time by working within the existing framework of a Main Street program.

Getting a Head Start

“When a Rebuild America partnership links up with a Main Street program, it has a tremendous head start,” says **Judy Dyer**,

Rebuild America program representative with the Energy Efficiency Program of the **West Virginia**

Development Office (WVDO). Dyer should know. Since its inception last July, the WVDO partnership has helped pair six Main Street programs with new Rebuild America partnerships. All of the partnerships have significantly reduced their start-up time through their association with Main Street, she says.

“Rebuild America adds another piece to the pie for Main Street,” she says. “Main Street is involved in a lot of exterior design, but has a learning curve with energy efficiency. Bringing Rebuild America into the picture allows a holistic look at the opportunities available for improving a building while retaining its original character. It’s a win-win situation for the building owner and everyone involved.”

The WVDO partnership has been working exclusively with Main Street programs to spawn Rebuild America partnerships. The state of Mississippi is following a similar course with the launch of **Rebuild Mississippi**. Led by **Wes Miller** of the Mississippi Department of Economic and Community Development, Rebuild Mississippi intends to develop Rebuild America partnerships that tie into Main Street communities in that state.

A History with Main Street

Shelby, NC was among the first five communities in the country to join Main Street 19 years ago. The Uptown Shelby Association operates the town’s Main Street program and, for the past three years, its **Rebuild Shelby** partnership. **Ted Alexander** is at the helm of both.

View from DC

By Mark Bailey

Working with other community groups is a tried-and-true way for Rebuild America partnerships to extend their reach and enhance their services. Dozens of partnerships have formed close working relationships with local nonprofits, enterprise zones and other citizen coalitions dedicated to community improvement.

In this issue, for example, we highlight how partnerships in West Virginia, North Carolina and Mississippi are engaged with the National Trust for Historic Preservation’s Main Street program. And the January-February 1999 issue explored Nevada Power’s partnership with the local chapter of Christmas in April.

We are working nationally to form alliances with education organizations and industry trade associations, among others, to spread the message of energy efficiency and provide local partnerships with increased resources.

Gearing Up for the National Forum

The 1999 Rebuild America National Forum, August 9-11 in Las Vegas, is coming up fast! I encourage you to register as soon as possible. This is the one opportunity we have each year to bring the more than 200 Rebuild America partnerships together under one roof. We’re expecting our largest turnout ever, with leaders of many new partnerships joining us for the first time.

The Forum encourages the kind of cross fertilization of ideas that will help the Rebuild America program advance into the next century on solid footing. Rebuild America exists because of dedicated individuals who are committed to improving their communities and the environment through energy efficiency. Everyone on the program team is energized to help partnerships find the tools and solutions they need to continue making their communities better places to live and work. We look forward to having you join us at this year’s Forum.

Mark Bailey is the national program manager of Rebuild America.

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Episcopal Power Seeks Greener Pastures with ReEnergize East Bay

The Episcopal Church of California and **ReEnergize East Bay** have joined forces to move the Church and its faithful to a greener future by supporting renewable energy and energy efficiency and embarking on an environmental awareness campaign. Eighty-seven Episcopalian churches in the San Francisco Bay Area are participating in the launch of this effort. This development is catching on at the national level and has significant potential for Rebuild America involvement with congregations of all denominations throughout the country. The Episcopal Church of the United States was ripe for the Rebuild America message following its decree at its 1997 national convention, in response to global climate change, to pursue good "stewardship of God's creation." The Church passed a resolution calling on its members to adopt energy-efficient practices.

The Rebuild America program dovetails nicely with the commitment of Church leadership to involve its congregation in an extensive "greening up" effort, according to **Richard Flood**, leader of the ReEnergize East Bay partnership. Flood has nurtured this alliance since his initial meetings with two Episcopalian churches in Berkeley a few months ago. The national Church leadership got word of the Rebuild America program through its California diocese and liked what it heard.

Putting Words into Action

The Church has established a group called Episcopal Power & Light (EP&L) to lead their environmental activities. Episcopal Power is the environmental arm of the church - not to be confused with a utility. Among other ambitions, EP&L is negotiating procurement of 100 percent renewable-generated electricity through Green Mountain Energy, a Vermont utility. The utility is offering

electricity service to the churches and parishioners at attractive rates that are 5 percent below the baseline rates established by the California Power Exchange.

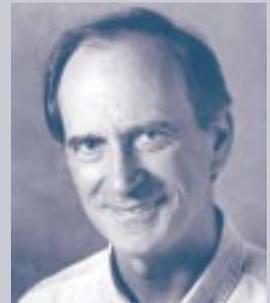
Here's how the program is set up in California:

- Green Mountain Energy is donating \$250 to churches that buy 100 percent renewable power from them. This money will be used to conduct energy audits. Green Mountain will also donate \$35 to each respective church for every church member that signs up for residential service. These funds will help pay for installation of energy-saving improvements. About 15,000 parishioners representing an estimated 5,000 households in this diocese are eligible to participate.
- ReEnergize will conduct the energy audits of churches and make recommendations for improvements. Churches may select ReEnergize, which is a licensed general contractor, or another contractor to perform the installation work.
- The program will have a welfare-to-work component where Community Energy Services, Inc., the parent organization of ReEnergize, will provide on-the-job training to help welfare recipients master the necessary skills to become electricians. ReEnergize provides construction training under Department of Housing and Urban Development-funded programs.

While the churches are rounding up parishioner funds to pay for energy improvements, ReEnergize is bolstering church coffers with financing from the nonprofit Local Economic Assistance

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National Forum Welcomes Earth Day Leader



Denis Hayes

Here's one more reason not to miss the 1999 Rebuild America National Forum, August 9-11, at the MGM Grand in Las Vegas: **Denis Hayes**. Hayes, the national coordinator of the first Earth Day in 1970, will address the Forum on August 11. Hayes was also at the helm of Earth Day 1990. Now the chair and chief executive officer of the Earth Day Network, he will share his organization's plans for an international Earth Day 2000 and address how Rebuild America's community partnerships can fully participate in this millennium event.

Sponsorship Opportunities Available!

This year's Forum will build upon the successes of our previous national forums and focus on four key tracks: Partnership Development; Project Implementation; Project Financing; and Community Sustainability. **Nevada Power** is this year's premier host sponsor and is proud to welcome community partnerships and energy professionals to one of the fastest growing states in the country. As a key partner to **Rebuild Henderson**, Nevada Power is at the forefront of promoting energy technology for the 21st century.

To receive sponsorship information, e-mail rebuildamerica@drintl.com or contact **Susan Gardner** at (301) 588-9387.

For details on the conference, look for your registration

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Regional Roundup

Mid-Atlantic

Sustaining the Chesapeake...The Philadelphia Regional Office, through the Rebuild America program, sponsored "Toward a Sustainable Chesapeake," a two-day summit designed to provide local leaders and their communities with the tools and techniques to move toward a more sustainable future. The Center for Chesapeake Communities (CCC), an independent nonprofit organization assisting local governments in their watershed protection and restoration initiatives, served as the host organization. Participants heard from over 60 regional and national leaders on land use and development, transportation, and environmental and economic issues that challenge communities daily. Sixteen workshops and four training sessions offered strategies for addressing these challenges and provided case studies and examples of communities that have taken innovative approaches to promote smart growth, protect the environment and preserve quality of life. Philadelphia Regional Team Leader **Robert Hendron** served as a workshop coordinator and Rebuild America National Program Manager **Mark Bailey** presented the Rebuild America program. A number of high-profile participants were in attendance, including Baltimore Mayor **Kurt Schmoke**.

Southeast

Shelby, N.C. is a little greener now... thanks to **Rebuild Shelby** and the North Carolina Forest Service. On March 19, Shelby celebrated Arbor Day for the third consecutive year by giving more than 2,000 pine seedlings to the public. Shelby's Arbor Day focused on increasing the citizens' awareness of the environmental benefits of the town's greenery and of Rebuild Shelby's

revitalization effort in the Uptown area. An aesthetic focal point and distinguishing

feature of Shelby's central business district, the town's oak trees provide natural cooling to the uptown area. Rebuild Shelby circulated this message along with information on their partnership, energy conservation, and its work to preserve the historical architecture in their uptown area. The Forest Service also had forest rangers on hand to answer questions about other benefits of the trees and greenery while Smokey the Bear provided entertainment. The event was sponsored by Rebuild Shelby, Uptown Shelby Association, Cleveland County Chamber of Commerce, and the North Carolina Forest Service. In the coming months Rebuild Shelby plans to calculate the impact that Shelby's oak trees have on removing pollutants from the air.

Education gets energized in Arkansas... Rebuild Arkansas has formed a partnership with the **Little Rock School District** to implement a six-week comprehensive energy component in all freshman classes. This energy component will involve field study and laboratory work in each school, followed by a report to the administration, teachers, parents, and maintenance staff. The report also will be incorporated into the District's curriculum. This initiative will be modeled after the

highly successful Central High School energy project and will reach 1,500 students. Rebuild Arkansas, through the Arkansas Energy Office, will provide curriculum and teacher training to support this education component. Teachers will be able to attend a 2-week course for credit at the local technical college to give them the necessary training to implement the new initiative. Along with this, Rebuild Arkansas will assist the school district in identifying building improvements and renovation projects.

Midwest

Public/Private Partnerships...The Chicago Regional Office supported One-on-One: Public/Private Partnerships that Work, a seminar held in Des Moines, IA on May 19-21. State energy offices from across the nation had the opportunity to learn how to establish energy-efficiency programs for public buildings. The seminar focused on how to develop partnerships with the private sector and create financing options for improving schools, hospitals, government buildings, and other nonprofit organizations.

For followup information, contact Janice Anderson at (608) 831-1127, ext. 307, or by e-mail at janice@msbnrg.com.

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Smokey the Bear helps give away free seedlings at Shelby, N.C.'s Arbor Day event. Joining him are members of the North Carolina Forest Service, the Uptown Shelby Association and Rebuild Shelby – Ted Alexander is on right.

Profile

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even before being selected as a partner.” Partnerships use the grant to hire a “local champion who has the respect of influential people and who can make things happen in their community.”

Baxter says the goal is for local partnerships to become sustainable and move out on their own after two years. **Webster City** was the first. The partnership built its \$50,000 grant into a program that has retrofitted more than 20 buildings and saved over \$450,000 annually. Now, one of the newest partnerships, the **City of Le Mars**, is focusing on the Westmar College campus, which the town recently acquired. Only a few buildings are in use, but the annual energy costs top \$300,000. The partnership is starting with a campus-wide analysis to explore ways to renovate and reuse the empty buildings.

Providing Solid Support

“We use Rebuild America as an umbrella for all of the programs and services we provide,” Baxter says, which include the Iowa Energy Bank, EnergySmart Schools, Energy Star Buildings and the Federal Energy Management Program. The Iowa DNR is also tied into the Iowa Department of Economic Development and recently proposed to interface with the Home Energy Rating Systems to enter the residential market.

She emphasizes that “People don’t care about the names of programs. They care about solutions. Our approach takes the guesswork out of it and gives communities a common point of entry. Programs become seamless.”

She notes that the action plan, timeline and checklist that Rebuild Iowa requires from every partnership helps communities to determine their priorities. That way Rebuild Iowa can serve as more than just a grantor – it can be a facilitator.

Rebuild Iowa provides a range of services, including:

- initial funding for a community coordinator until the program becomes sustainable
- training for local participants
- assistance with marketing and community education
- technical assistance with building improvements

The goal is to use local resources and expertise to encourage private-sector organizations to make cost-effective, energy-efficiency improvements.

Planning For Success

Baxter didn’t start out in the energy-efficiency sector. She earned a B.S. in Sociology from Iowa State and began working as an employment specialist/hearing officer in Iowa’s unemployment office. She also worked as a hazard planner for the state’s emergency management office of public defense prior to joining the Energy Bureau.

Planning, she says, is what she does best, whether for emergencies or developing programs for making buildings more energy efficient. When she’s not at work, Baxter enjoys spending time with family, friends, and her pets, including a Siberian Husky named Diamond.

Moving Forward

“Our next step is to finalize an assessment of how we can make Rebuild Iowa better,” Baxter says. “We realize that to be effective, we need to help people become agents of change in their own communities. Rebuild Iowa encompasses more than just energy efficiency. We’re trying to promote changes in attitudes, behaviors and lifestyles. For instance, if you install an energy-efficient system, but don’t properly operate and maintain it, the full extent of the energy savings will not be realized. We’ve been successful because we’ve created a vested interest in our clients. They’re apt to work harder when it’s their money on the line.”

CHA Explores Innovative Solutions

The **Chicago Housing Authority (CHA)** partnership has found novel ways to leverage the talent of local college students, assist low-income families and provide municipal and electrical distribution services. The CHA is aiming to achieve a maximum benefit at minimum cost for the nation’s second-largest public housing authority. The CHA provides 40,000 units of housing for 110,000 residents.

The CHA teamed up with Auburn University’s Industrial Design Department and challenged students to come up with an innovative, vandal-resistant lighting fixture. Several concepts have been submitted and one will be chosen, patented and produced for commercial application. This effort has brought local college students and community needs together, resulting in a product that will benefit the community.

Next, the CHA evaluated its own municipal services and energy consumption characteristics and came to the conclusion that it was essentially “a city within a city” and capable of maintaining and distributing electrical power, natural gas, water and sewer systems. The CHA has divested its gas distribution systems to the local utility, and become the first public housing authority in the country to publicly seek wholesale power service. It is also investigating an opportunity to provide a 5-year prepayment of water and sewer charges to the Chicago Department of Water, in return for a special rate over the prepayment term. Under the agreement, 50 percent of any resulting savings could be retained by the CHA.

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Workbench

Deregulation and the Role of Partnerships

The Energy Policy Act (EPAct) of 1992 began the process of deregulation, allowing electricity generators (suppliers) to enter what was once a monopoly. Congress is considering a federal mandate to require all states to open the door to competition.

About six states now offer customers a choice in selecting electricity providers including California, Massachusetts, Montana, New York, Pennsylvania and Rhode Island. Another 13 states have adopted, but have not necessarily implemented, some form of competition regulation or law: These include Arizona, Arkansas, Connecticut, Delaware, Illinois, Maine, Maryland, Michigan, Nevada, New Hampshire, New Jersey, New Mexico, Oklahoma, and Virginia. All 50 states and Washington, D.C. have considered reforms to retail electricity service.

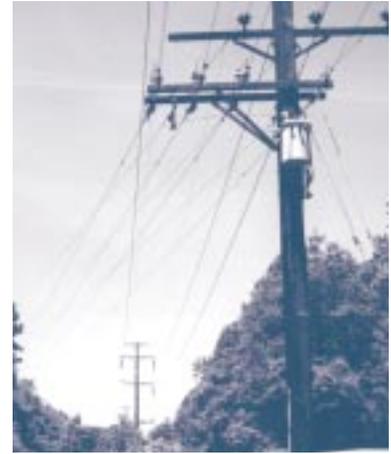
With deregulation, the three major components of electricity service are "unbundled" or separated. Generation is unregulated, while transmission and distribution continue to be regulated by state public utility commissions. States that choose deregulation will be able to shop for electricity from a variety of producers, marketers, brokers, and aggregators to pay more competitive rates. Communities will be able to choose from a menu of itemized services such as load following, spinning reserve, voltage control, renewable energy, performance contracting, and aggregation.

Aggregation Presents Opportunities

Aggregation - when many small electricity purchasers act as a large purchasing bloc - is an effective strategy to negotiate lower rates, yet it can be confusing. **Lincoln County** and **River Valley Growth Council** are two new Rebuild America partnerships in Maine that needed assistance in becoming electricity aggregators to negotiate favorable energy contracts on behalf of their communities.

Doug Baston, an energy consultant and Rebuild America program representative, was prepared to advise them. By developing an expertise in the issues, opportunities and potential pitfalls deregulation presents, Rebuild America representatives can provide a valuable service to partnerships regarding these complex issues and in identifying working models already in place.

BOMA-Atlanta's Energy Alliance is another Rebuild America partnership that is planning ahead by exploring aggregation for both electric and natural gas consumption as a strategy to deal with deregulation. **Stuart Huey**, Executive Director of BOMA-Atlanta, says that the primary benefit of aggregation is saving money and energy with leveraged buying power, but secondary advantages can also result. Advanced monitoring of energy use, achieved with more comprehensive metering techniques, is essential in determining costs and benefits of



aggregation. With better metering, building owners can analyze loads, pinpoint peaks and take steps to achieve maximum energy efficiency. Building owners can benefit through better monitoring and by realizing that certain forms of renewable energy become cost-competitive at peak load periods.

Baston estimates that energy savings of 10 percent can be realized right away through aggregation. He notes that with the attention of local elected officials now focused on energy issues due to deregulation, the opportunity exists to guide them to the "next level of savings" beyond aggregation to retrofits and comprehensive energy management.

For further information contact Doug Baston at (207)882-7221 or e-mail dcbaston@aol.com

Chicago Students

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Savings such as these allow the CHA to address other pressing needs in the community.

Lastly, the CHA entered into a Memorandum of Understanding (MOU) with the U.S.

Department of Energy in April 1996 to establish a resident-owned business, Home Energy

Savings Corporation (HESC). HESC provides weatherization services to the greater Chicago low-income families. HESC is made up of 33 residents who successfully completed an intensive 16-week training and certification course in energy theory and applications with assistance from DOE. As part of the group's "apprenticeship," close to 300 townhouses at the CHA's Cabrini Rowhouse development received

weatherization services. The success of HESC, "brought tears to my eyes" says **David Anderson**, a Certified Energy Manager with the CHA. Through its successes, HESC has obtained contracts to provide services under the State of Illinois low-income weatherization assistance program.

For more information, contact David Anderson, CEM at (312)567-6000 ext. 174 or e-mail danderso@thecha.org

Episcopal Power

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Program to give the EP&L efforts a running start. The Community Bank of the Bay is also providing assistance.

Open to All

Flood notes that Rebuild America is attractive to the Episcopal Church in part because of its national reach.

"There are many interesting components and linkages we're helping the Episcopalian churches establish, but more important is that this will become an interfaith effort open to all denominations - and it will go national," says Flood. "We'll be helping to build the program model that can be spun off to other Rebuild America partnerships and to other church groups. The California Council of Churches likes the fact that there are over

200 Rebuild America partnerships. They'd like to link up with an existing network to successfully spin off this effort."

For further information, contact Richard Flood at (510) 644-8546 or by e-mail at richflood@aol.com.

The national Episcopal Church's "declaration of stewardship" involves:

- Personal awareness and a conserving lifestyle in the use of earth's resources
- Church facilities that are upgraded to be more energy efficient
- Purchase of power produced in ways that do not damage the environment and which come from renewable resources.

Roundup

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West

A school district that plans to invest \$1.5 million in capital improvements is the newest partner of the Texas Rebuild/Brazos Valley Energy Conservation Coalition partnership. The College Station Independent School District (CSISD) represents 11 school buildings with over 915,000 square feet and spends over \$800,000 in utility costs each year. The District plans to achieve annual energy savings of approximately \$183,000 per year through improvements that include: replacing chillers, boilers and DX units; upgrading and replacing lighting in all schools; upgrading energy management controls and other energy management systems; improving irrigation controls for water efficiency; and initiating continuous building commissioning. CSISD joins five other school districts and five other public institutions that are with the Rebuild Texas/Brazos Valley partnership. The partnership is proceeding with plans to

invest over \$11 million to retrofit 8.3 million square feet of facilities. They anticipate utility savings of over \$2.5 million per year with a payback period of just over four years.

Far West

Wireless in Seattle...The number of Rebuild America partnerships in the Seattle Region is growing rapidly with 73 partnerships in eight states and two territories, according to Seattle Regional Team Leader **Paul Johnson**. As an outreach tool of the Seattle Region's Peer Exchange service, an e-mail list serve has been set up to enable the expanding western ranks of the Rebuild America family to maintain quality communications. Washington State University's Energy Program has agreed to develop and maintain this list serve which allows partnerships to provide regular updates on regional Rebuild America developments, accomplishments, and opportunities.

If you have questions or are interested in participating in this electronic exchange, contact Laurie Brown at laurie.brown@hq.doe.gov.

"Expanding Our Network - New Resource Opportunities for Peers" is the theme of the Seattle region's Peer Exchange Meeting set for June 23-24 at the prestigious Presidio in San Francisco. This gathering will showcase new and exciting resources available to help community partnerships in the region. Attendees will be encouraged to seek ways to apply these resources to broaden and strengthen their partnerships and help them develop successful projects. As a Rebuild America partner, the Presidio offers an opportunity to see a partnership at work while providing an ideal location for a meeting. The meeting will foster open and interactive exchanges in presenting the challenges of implementing successful community partnerships and will follow a format similar to the one used at the Peer Exchange held last fall in San Diego. Organizations from outside the Rebuild America program will present a variety of resources to help plan and implement partnership programs.

For more information, contact Paul Johnson at paul.johnson@hq.doe.gov or (206) 553-2154.

Wisconsin Weighs In

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representatives and help them identify, select, finance and implement energy-efficiency improvements. Everhart, Bruckhart and WEI-2 Program Manager **Terry Pease**, who provides support from the Wisconsin Energy Bureau in Madison, comprise the program staff.

The WEI-2 Approach

It's not always easy to catch the attention of those who make the decisions about facility improvements but a few tactics can increase the prospects of a meeting. In the case of schools, Everhart and Bruckhart share with administrators the results of an energy use survey that compares the schools energy use with other Wisconsin schools. Their work in helping to launch retrofit projects requires a high level of commitment and it's not unusual for Everhart and Bruckhart to spend two evenings a week at school board meetings.

Following the initial meetings, WEI-2 conducts walk-through audits of buildings followed by recommendations. The "client" school or government agency then elects to hire its own contractor, continue with WEI-2 through implementation, or at times, postpone action due to budget constraints. Those opting to go with WEI-2 have access to a network of energy service providers to assist with implementation.

Wisconsin schools have a revenue cap that requires referendum approval by the voters in order to raise property taxes. The program provides access to project funding without going to referendum with the use of a lease purchase agreement. The program offers short-term, zero-interest funding for upfront costs needed to get a project underway. These costs may be rolled into the lease purchase agreement to payoff the short-term funding.



WEI-2 provided multiple energy services to Edgewater Haven Nursing Home, a 131-bed facility. Clockwise from top left: CESA 5 Advisor Rob Everhart; Edgewater Haven Director Jim Mueller; Facility Manager Scott Howard; and WEI-2 Program Manager Terry Pease. Also involved but not pictured here is CESA 10 Advisor Pat Bruckhart.

A Matter of Education

Improving K-12 schools, both public and private, is central to the mission of WEI-2. And no small task. Wisconsin, a state with 426 school districts, is faced with a preponderance of aging schools built in the 1930s, '40s and '50s and an unrelenting demand to build more to accommodate its growing population of 5.2 million.

"Our goal is to achieve 20 percent energy reduction in 100 percent of the schools in Wisconsin," says Pease.

The WEI-2 advisors obtain market leads from contacts with professional organizations, utilities, engineering firms, architects, contractors, energy service companies, Division of Public Health, and Department of Public Instruction.

"Our main focus is to educate the key people that will help us install energy-efficient technologies in each project," says Pease. "It's important to get contractors, architects and engineers on board with energy efficiency. We provide presentations

at seminars, workshops and conferences and other opportunities to get WEI-2 program information out, operating on the premise that the market will demand changes. Free marketing opportunities are out there – all you have to do is ask."

WEI-2 is also working to ensure that new schools planned in Wisconsin are constructed with energy efficiency in mind. The program is involved in the planning of two new schools that are incorporating daylighting into the design. Energy use by the new schools is expected to be 60 percent below what it would be with current code, according to Pease.

The steady progress WEI-2 has made during the past three years shows no signs of abating. Perseverance has its rewards. As Pease says, "WEI-2 has become a well-known and respected tool for Wisconsin schools and local governments."

An important tool for WEI-2 is a well-designed and comprehensive web site that keeps "stakeholders" in its program informed of resources, activities, services and contacts: www.wei-2.com. For further information contact Terry Pease at (608) 267-7971 or by e-mail at Terry.Pease@doa.state.wi.us.

WEI-2 At-A-Glance

Activity from May 1995 to present

- 110 school buildings retrofitted
- 10 local government buildings retrofitted
- 14.4 million square feet retrofitted
- 11.9 million kWh saved
- 1.7 million therms saved
- \$1.4 million saved annually
- 13,300 tons of CO2 emissions avoided
- \$16.6 million invested in improvements
- \$220,000 saved through schools' cooperative natural gas purchases

Source: Wisconsin Energy Bureau



Housing Partnership has Big Potential in Illinois



Camelot Apartment is benefiting from energy-efficiency improvements through IHDA.

Chicago regional Rebuild America team to use performance contracting as a way to reduce energy costs while increasing the comfort, safety and value of hundreds of affordable housing units. The IHDA Energy Efficiency Partnership serves as a prime example of how energy efficiency can be applied as a solution to meet a vital community need.

The partnership has targeted three affordable housing developments representing more than 1,600 units or 1.3 million square feet for energy improvements. It is making steady progress and completed \$450,000 in upgrades at one of the properties in November. Guaranteed energy savings for the first year are more than \$80,000 and the partnership expects to recapture the total amount invested over a 10-year period. Improvements at a second

What started as an affordable housing partnership has become a Rebuild America effort with significant potential in Illinois. The Illinois Housing Development Authority (IHDA) is partnering with the

development were completed in April and work on the third housing complex is under negotiation.

Key partners to this effort include Landis & Staefa, Viron Energy Services, Siemens Credit Corp., Argonne National Laboratory and the National Center for Appropriate Technology.

Since its formation as a housing finance agency in 1967, IHDA has facilitated the development of over 110,000 affordable housing units in Illinois, which underscores the potential impact the partnership could have on improving the efficiency and comfort of the existing housing stock. The partnership also serves as an example for other housing finance agencies looking to improve the standard of affordable housing.

Members of the Chicago Regional Office (CRO) Rebuild America team have played an important role in helping IHDA understand the feasibility of performance contracting and have guided them through the process. CRO Rebuild America team members will be working with Argonne National Laboratory to provide measurement and verification analysis of the results of the work performed on the three properties. The team is hoping these results will generate additional activity in the affordable housing sector for the IHDA Energy Efficiency partnership.

For further information, contact Juli Pollitt of the CRO at (312) 886-8571 or by e-mail at juli.pollitt@hq.doe.gov.

Snapshot



Eileen Yoshinaka travels from mainland to island as the Rebuild America program representative for the Pacific.

Vital Statistics:

Lives in Honolulu, HI, with husband, Bruce, and two sons, Chad (22) and Darin (19). Born and raised on Island of Kauai. Graduated from San Francisco State College.

Current Role with Rebuild America:
Pacific Liaison for the U.S. Department of Energy, and Rebuild America program

representative to the State of Hawaii, Territories of American Samoa and Guam, and Commonwealth of the Northern Mariana Islands.

Most rewarding aspect of your work:

Our efforts have expanded beyond the traditional program-focused grant administration to a customer-focused approach. Initiatives like Rebuild America let me work with people through partnerships to accomplish our mutual objectives.

Last book you enjoyed:

Chicken Soup for the Mother's Soul

Your dream vacation:

Why would I want to go anywhere? People would say I'm on a dream vacation living in

Hawaii. But someday I plan on visiting the country of my ancestors, Japan. My grandmother came to Hawaii when she was 18 and never had the opportunity to return; I would do it for her.

What everyone should know about you:

I truly enjoy my job and my career with the U.S. Department of Energy. As of April 24, 1999, I've been with the Federal government for 25 years.

Plans for the Rebuild America National Forum:

Meeting new members of the Rebuild America family and catching up with the "old timers." Peer-to-peer exchanges at these forums are a real plus.

Main Street

Continued from page 2

The focus of Shelby's Main Street effort is a 22-block area within the central business district and includes a large portion of Central Shelby, a historic district on the National Register. The Main Street program has stimulated a \$20 million private reinvestment in buildings in the Shelby historic district. Rebuild Shelby subsequently has introduced energy-efficient features to many of these buildings. Alexander says that Rebuild Shelby, which includes the entire town and county, is an important vehicle for extending community improvement beyond the Main Street boundaries.

"Rebuild Shelby is a program that can benefit the whole community," Alexander says. "We want to be able to work with everyone."

Facing the Challenges

Both Alexander and Dyer agree that performing energy retrofits in historic Main Street districts is not without its challenges.

"There needs to be a balance between making energy improvements and preserving the character of historic buildings," Alexander notes. "Something that is energy efficient may detract from the building."

For this reason, Rebuild Shelby advocates repair and retention of existing windows in historic buildings, over replacement.

"We try to be sensitive and not recommend improvements that will compromise the character of a building," says Dyer. "We work with the Main Street West Virginia design consultant to ensure the historic integrity of buildings."

How Main Street Works

Designated Main Street communities go through a lengthy approval process with the state offices and must be able to commit financial and human resources for at least three years prior to approval, says Dyer. Eligible communities have a designated downtown and a core area within that district.

Main Street communities must secure their own funding, draw participation and resources from many community sectors, develop a plan, prepare a case study, and establish these four committees: design; organization; promotion; and economic restructuring. Main Street state offices help with organization and provide technical assistance. The program tracks the amount of public and private reinvestment, the number of buildings improved, and the number of jobs and businesses created and lost.

"A Main Street designation is very prestigious – it signals a level of commitment and priority," notes Dyer. "Like Rebuild America partnerships, it's an initiative created cooperatively that reflects the coordination of business and governments."



Rebuild Ripley Main Street team convenes to hammer out an action plan. Program Manager Marsha Geyer (standing) leads discussion. Seated from left: Ollie Harvey, Mayor of Ripley; Tom Armstead, Ripley City Treasurer; Fred Clark, City National Bank; and Moni Landis, Main Street Ripley co-chair.

Main Street-Rebuild America Connections

Just how quickly do Main Street-Rebuild America pairings progress? A look at developments in West Virginia provides some clues. The Main Street-Rebuild America partnerships, which were created during the past one to 10 months, are in varying stages of evolution. WVDO, which provides free building engineering analyses to partnerships, has been on a fast track, performing analyses on 500,000 square feet of buildings targeted by Main Street-Rebuild partnerships during the past six months.

Rebuild Main Street Morgantown is in the midst of its first retrofit: The 87,000 square-foot Hotel Morgan is a turn-of-the-century building on the National Register. **Rebuild Preston-Main Street Kingwood** and **Rebuild Main Street Ripley** have completed action plans and have arranged low-interest loans with local banks to finance retrofitting. **Rebuild Main Street Philippi** and the above-mentioned partnerships are involved in building audits. **Rebuild Main Street Beckley** held an Earth Day luncheon in April as its partnership formation event. And **Rebuild Main Street Bluefield** was launched in April and is planning a June 23 partnership formation event.

In the coming months, Dyer will turn her attention toward the other 10 Main Street partnerships in West Virginia. She plans to provide training to West Virginia partnerships so they can perform engineering analyses in-house to help ensure the continuation of the program and move the partnerships toward self sustainability.

"We believe success occurs when the community takes ownership and pride in the Main Street-Rebuild America initiative," says Dyer. "We assist by providing support, but they make it happen."

For further information, contact Judy Dyer at (304) 558-0350 or by e-mail at judyd@wvdo.org or Ted Alexander at (704) 484-3100 or by e-mail at usa@shelby.net.

Rebuild America News

Solutions

Rebuild America Marketing Assistance

It's great that partnerships are improving their communities. It's even better when everyone knows it. That's where Rebuild America's marketing assistance can help.

Rebuild America's experts helped **Rebuild DC Public Schools** and the **University of Nevada Las Vegas** write press releases and conduct kickoff events. They let the local media know about the LaGrange Redevelopment Foundation and Rebuild Colorado, resulting in positive articles. They also put **Glen Kizer** in Ohio, **Wendell Jones** in Arkansas, **Voris Williams** in Missouri and **Cyane Dandridge** in California on the radio to reach tens of thousands of listeners.

Rebuild America's experts have the public relations and marketing communications skills to help you accomplish your goals, from recruiting partners and garnering support from civic leaders to getting attention in the media and educating the community.

Customized assistance is available to partnerships with completed action plans, including help with creating marketing materials, media outreach, organizing special events and co-marketing with industry partners.

All partnerships have access to professionally produced materials, including:

- Rebuild America's Info Kit, brochure and *Partner Update*
- Presentations in Microsoft PowerPoint
- Success stories
- A portable exhibit and banners
- Promotional items

Ask your program representative about how your partnership can benefit from Rebuild America's marketing assistance services.

National Forum

Continued from page 3

packet in the mail or register on-line today, by logging onto our home page at www.eren.doe.gov/buildings/rebuild and link to our Forum Registration web page.

Special group rates for August 7-12 are \$80 per room per night plus tax (single or double occupancy). The

conference fee is \$295, which includes all proceedings, working sessions and materials; three breakfasts; three luncheons; breaks; a special evening event (to promote peer exchange); and two days of exhibit hall access.



The 1998 Rebuild America Forum, held in San Antonio, Texas, drew more than 175 participants with 62 partnerships represented.

Upcoming Events

1999 Rural and Small Schools Conference. July 11-14, 1999 in Amelia Island, FL. Visit www.aasa.org.

1999 National Association of Counties Annual Conference (NACo). July 16-20 in St. Louis, MO. Visit www.NACo.org.

The National Association of Housing and Redevelopment Officials (NAHRO) Summer Conference. July 22-25 in Minneapolis. Visit www.nahro.org.

Rebuild America National Forum. August 9-11 in Las Vegas, NV. Visit www.eren.doe.gov/buildings/rebuild.

National Association of State Energy Offices (NASEO) Annual Meeting. September 19-22 in Indianapolis, IN. Visit www.naseo.org.



Edgewater Haven Nursing Home, in Portage, WI is among the 14.4 million square feet of facilities that have had energy-efficiency improvements under the Wisconsin Energy Initiative-2 (WEI-2) partnership. Story on p.1.

Share Your Success

To submit news or story ideas, contact:

- Elise G. Rand, (202) 466-7391, or e-mail erand@pcgpr.com.
- Alex Zartman, (301) 588-9387, or e-mail alexz@drintl.com.

Learn More

Rebuild America is part of DOE's Buildings for the 21st Century. If you would like information about Rebuild America or the other energy efficiency and renewable energy programs and resources, call 1-800-DOE-EREC or visit www.eren.doe.gov.

To be placed on the mailing list for *Rebuild America Partner Update*, e-mail rebuildamerica@drintl.com.

Rebuild America Welcomes 9 New Partnerships

[City of Reno Parks & Recreation \(NV\)](#)

[River Valley Growth Council \(ME\)](#)

[Indian Pueblo Cultural Center \(NM\)](#)

[University & Community College System](#)

[Pershing County & School District \(NV\)](#)

[of Nevada](#)

[Rebuild Main Street Bluefield \(WV\)](#)

[University of California, San Francisco](#)

[Rebuild Lincoln County \(ME\)](#)

[YWCA of Canton, Inc. \(OH\)](#)



Rebuild America is a network of community partnerships – made up of local governments and businesses – that save money by saving energy. These voluntary partnerships, working with the U.S. Department of Energy, choose the best ways to improve the energy efficiency of commercial, government and apartment buildings. Rebuild America supports them with business and technical tools and customized assistance.

By the year 2003, 250 Rebuild America partnerships will be involved in over 2 billion square feet of building renovations, which will save \$650 million every year in energy costs, generate \$3 billion in private community investment, create 26,000 new private sector jobs, and reduce air pollution by 1.6 million tons of carbon dioxide a year.

Rebuild America
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State and Community Programs
U.S. Department of Energy
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Washington, DC 20585-0121

U.S. DEPARTMENT OF
Energy

Address Correction Requested

