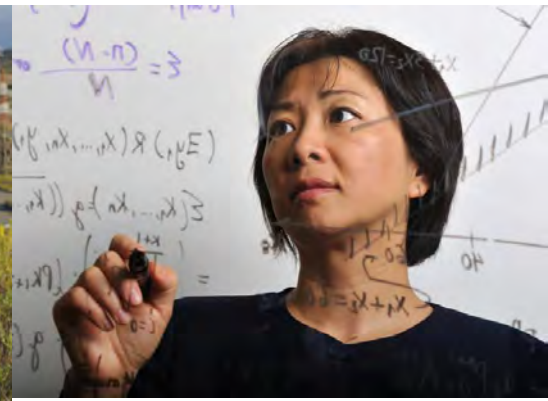


Community of Action: Policy to Grow Green Jobs

5/9/12 - Audio at 712 775 7000 passcode 667911#

Please mute your computer.



Debra Rowe
AACC SEED Center
www.theSeedCenter.org
Sustainability Education and Economic Development



Audio at 712 775 7000 passcode 667911#
Please mute your computer.

Agenda

- 1:00 – 1:10: Introductions
- 1:10 – 1:15: Overview of Community of Action for Policy goals
- 1:15 -1:30: Presentation from national energy policy expert, Ashok Gupta (National Resource Defense Council) on job creation policy opportunities and suggested steps
- 1:30 -1:55: Q and A on presentation and next steps
- 1:55 – 2:00 Prioritizing topics for future calls/webinars for the Community of Action to fit participants' needs

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**
- Recognize that fixing the presently skewed marketplace for energy is smart business and grows green jobs.



Goals

1. Make policy a regular part of your sustainability work

2. Integrate it into the college's:
 - a) Governmental relations,
 - b) Educating the public,
 - c) Student life activities
 - d) Community partnerships
 - e) Academic assignments across the disciplines

3. Work with coalitions of non-profits, government, other colleges and businesses to pass the policies that will create a sustainable economy and grow green jobs



Ashok Gupta

Director of energy policy and a senior energy economist at NRDC. He works on global warming policies, energy efficiency, renewables, sustainable building design, smart growth and transportation policy.

- Ashok is on Mayor Bloomberg's Sustainability Advisory Board and Energy Policy Task Force.
- He received the US Green Building Council's 2007 Leadership Award for Advocacy, the Environmental Steward Award from Solar One in 2006, the Environmental Professional of the Year Award from the Association of Energy Engineers in 2003, and the Environmental Advocates' 2001 Advocate Award for leadership in support of clean air and energy.
- Ashok also serves on the Boards of Directors of the Coalition for Environmentally Responsible Economies, U.S. Green Building Council - New York, Clean Air-Cool Planet, Alliance for Clean Energy New York, Citizen's Union Foundation and Riverside South Planning Corporation.
- He has a bachelor's degree in physics and math from Georgetown University and a master's degree in economics from American University.



Key Opportunities and Actions

- Building Labeling
- Public Service Commission for utility regulation
- PACE
- More...



Who should be involved to accomplish these goals?

- Faculty,
- Staff for student groups and student activities,
- Staff for community partnerships,
- Governmental relations and the president's office,
- Stakeholders in the community,
- Sustainability interested people from any other area (encourage them)

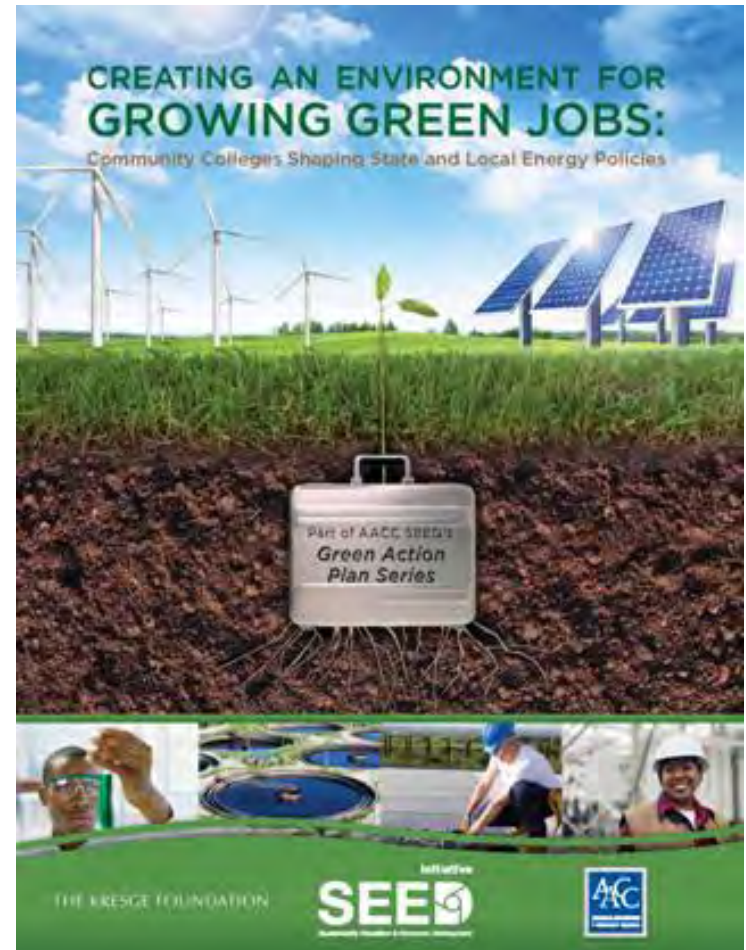


Key Strategy

- Make it a topic of discussion/action at:
 - Sustainability Committee (ongoing agenda item)
 - Department Meetings
 - Professional Development for Faculty
 - Faculty Senate
 - Strategic planning for student life, community events and community partnerships
 - Chancellor's/President's Government Relations Office



- AACCC'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>





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)

Prioritizing topics for future calls/webinars for the
Community of Action to fit participants' needs –

What do you need to move forward effectively?



Great Offer

We can work with a limited number of colleges to:

1. Help build regional/state network of colleges
2. Help make the connections and take the actions.

Email us if you want that level of assistance. Debra Rowe at dgrowe@oaklandcc.edu



Next Steps: Join

1. Join AACCC'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. Participate in SEED 2012 Activities:

Calls

Shared promising practices

Policy briefings and action opportunities

Additional webinars





**Congratulations for all
you have done!!**

**Congratulations for all you will do
in the future.**

Let your enthusiasm show!

For more information,
contact me, Debra Rowe, at
dgrowe@oaklandcc.edu



National policy opportunities

1. Support the **Rural Energy Efficiency Initiative** – on bill financing to reduce energy bills – www.aceee.org



National opportunities

2. Support the **HOMES initiative** to create financing mechanisms so stressed homeowners can reduce their utility bills and grow the weatherization and energy efficiency businesses in cities – necessary for Green Skills economic development in Detroit, Chicago, and smaller urban communities – (bipartisan – R. Welch and McKinley)

3. Support **DOE's States Energy Program (SEP)** - promoting energy related economic development, and reducing reliance on imported oil - *The 30-year program is authorized at \$125 million and received \$50 million in FY'11 and FY'12 appropriations.* Each \$1 of SEP federal funds is typically leveraged by \$10.71 of state and private (non-federal) funds.



National Opportunities right now

4) PACE – financing for residential weatherization

Strong Bipartisan Support Continues for HR 2599

(frame can be that government is standing in the way – 51 sponsors)

- Act Now! Take Action to Save Residential PACE Programs
- Introduced to strong bipartisan support in July, a nearly even mix of Republicans and Democrats. It's more important now than ever to urge your House Representative to co-sponsor this bill and urge leadership to get on board.
- Please go to **go to <http://pacenow.org/blog/> and scroll down to this topic** to see how to send a letter to your member of the House of Representatives:
- Please use the Take Action tab for more information... and be sure to send copies of your letters to: PACENow@gmail.com



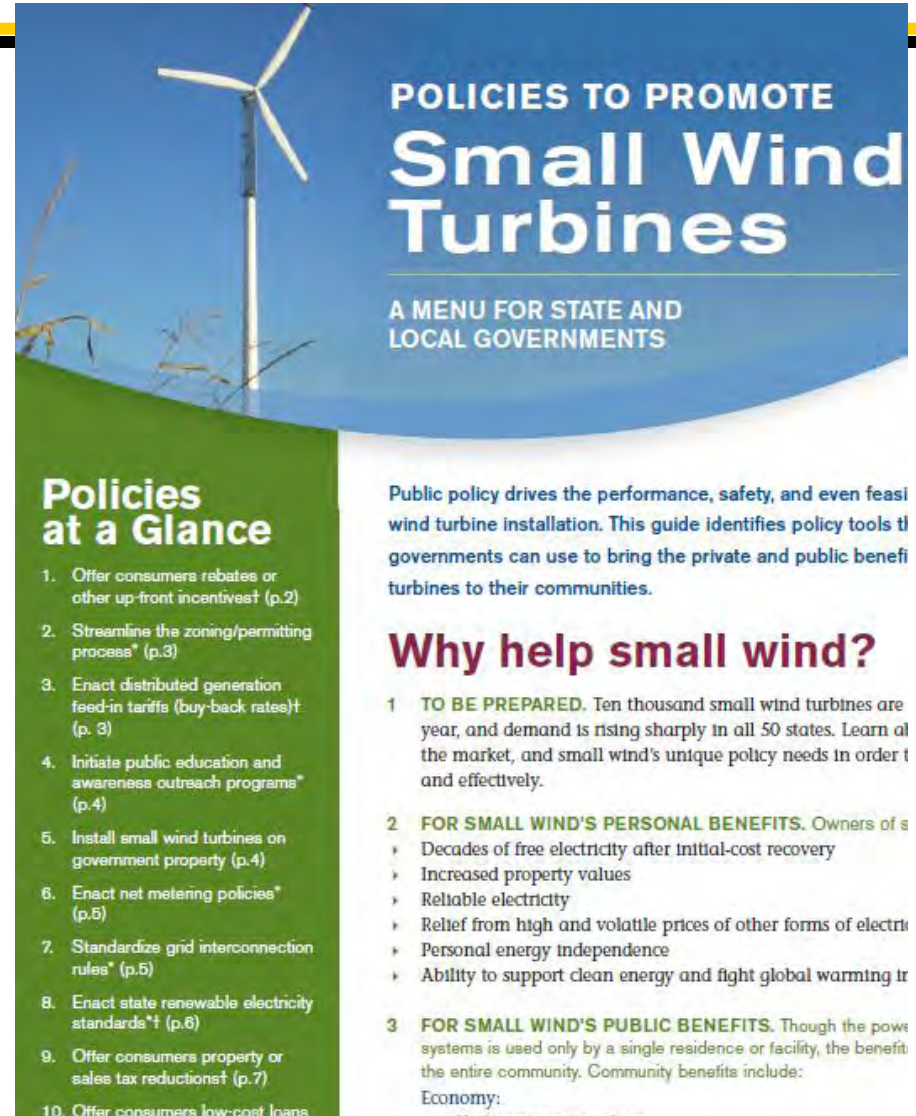
Alert you can act upon now

5. Wind Energy – www.awea.org

- An extension of the Renewable Energy Production Tax Credit to keep renewable energies growing.
- http://act.awea.org/p/dia/action3/common/public/?action_KE_Y=10

Support for colleges in taking state action, e.g.

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 succeed and effectively.
- 2 **FOR SMALL WIND'S PERSONAL BENEFITS.** Owners of small wind turbines 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:



Regional Opportunities – Shut down dirty coal plants and don't build new ones – use efficiency instead – lots of success so far but more needs to be done.

- If the 100-plus coal-fired power plants currently proposed are built, the global warming pollution pumped into our air will make all our other efforts to reverse climate change irrelevant...
- Tool: Google map of proposed coal-fired plants across the United States; Coal Tracker with detailed information.



<http://www.sierraclub.org/environmentallaw/coal/>



State level policy

- Remember that utilities are regulated monopolies and oligopolies and change the laws that regulate them to serve the public. Join forces with state energy office, local non-profits, energy alliances, associations of contractors/weatherizers/builders...
- We will be bringing you more information on this important opportunity.
- For an overview...



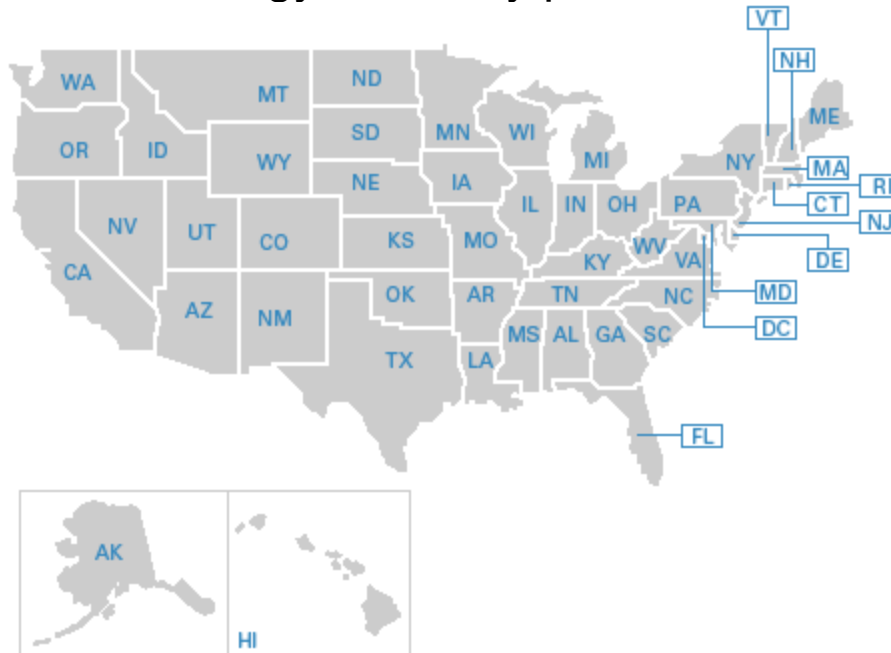
ACEEE- American Council for an Energy Efficient Economy

State Energy Efficiency Policy - <http://www.aceee.org/sector/state-policy>

Includes analyses of state possibilities – review for background and scan their page regularly

State Energy Efficiency Policy Database

Click a state to view its energy efficiency policies, or select a policy from the menu below.





Questions for discussion

1. What are you already doing and what do you hope to do?
2. Are you engaged at the state policy level?
3. Are you collaborating with the state energy office and other key stakeholders (e.g. contractor associations, Efficiency First, your local Sierra Club, your Energy Efficiency Alliance)
4. What do you need to forward more effectively?



We will be bringing all of you:

- Analysis of which states have hot opportunities
- Federal opportunities
- Strategies to grow your efforts on campus
- Low hanging fruit, high impact opportunities –
e.g. utilities as partners to help create jobs,
convening function of colleges to help make
utilities and others partners



Key Next Steps - Actions

1. Set up the system - Make policy and green economic development ongoing agenda items of your sustainability committee on campus. Create point people/working subgroups for each. (Strategies – Be a responder, Need your brain)
 2. Follow up on the issues/resources shared today systemically with governmental relations, faculty, students, and the public (as well as personally)
 3. Join us for the next call – which date works better – May 8th , or May 9th (not 1 to 2) eastern
 4. Email us for more assistance/targeted partnership with AACCC – Debra at dgrowe@oaklandcc.edu
-



1. Colleges are on their way...

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. Use these resources to 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.



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

Integrate civic engagement into curricular and co-curricular activities

Examples of campaigns to connect with:

- www.350.org
- Energy Action Coalition <http://energyactioncoalition.org>
- League of Conservation Voters

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

A poster for an Energy Policy Forum. The top half has a blue background with the text "ENERGY POLICY FORUM" in large white letters and the subtitle "SUSTAINABILITY FOR THE FUTURE OF THE PLANET." in smaller white letters. Below this is a circular graphic featuring a white wind turbine in the center, with a green and blue arc around it, and a field of green grass at the bottom. The bottom section of the poster is white and contains the Chandler-Gilbert Community College logo (a stylized 'C' made of dots), the text "CHANDLER-GILBERT COMMUNITY COLLEGE" and "A Maricopa Community College". To the right of the logo, the date and time "March 10, 2010 7 PM - 8.30 PM" are listed, followed by the location "CGCC Performing Arts Center". At the bottom right, there is a small line of text: "Please come and learn about important issues relating to sustainability and how we as citizens can impact energy and public policy."

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 lab and the campus can also be a community magnet for public engagement in for sustainability policy



THE Sustainable Living Roadshow





Additional Resources

Getting students engaged in voting -

<http://www.paulloeb.org/College/spring2012.html>



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Resource Center

- ▶ Solar
- ▶ Wind
- ▶ Green Building
- ▶ Energy Efficiency
- ▶ Sustainability Education
- Additional Sectors COMING

Colleges In Action




Submit Resources: Contribute curricula to the SEED Center wiki. Green resources by faculty, for faculty. [Submit now.](#)

The SEED Center is a **leadership initiative**, **resource center**, and

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“Sustainability Education and Economic Development”
online resource center open to all
www.theseedcenter.org

In addition to policy materials:

- employment projections,
- skills/competencies/industry standards
- Innovative partnership models to grow the local green economy and place students in jobs

BUT we can't get to the job growth with the present energy policy structure



Next Steps: Join

1. Join AACCC'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.

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-



What could we create in collaboration with you?

- Fix the marketplace that is now skewed toward polluting fossil fuels
- Create better employment pathways
- Create pathways out of poverty and pathways out of unemployment/underemployment
- Create pathways to expanding businesses and improving profits





A moment of gratitude

- THANK YOU for all your efforts to create an energy efficient, more just and less toxic future with economics as if people and communities matter.
- We appreciate your dedication, your passion and your persistence!

YOU and YOUR FELLOW COLLEAGUES HAVE A UNIQUE AND IMPORTANT ROLE TO PLAY!!! WE CAN'T CREATE THE SUSTAINABLE GREEN ECONOMY WITHOUT YOU!!

The Power of What We Do

- *We can choose a just and sustainable future*

