

An Invitation

COWS, in collaboration with Green For All (and any others who want to help out), is pulling together an informal policy learning network of government staff, researchers and technical assistance providers, and NGOs currently active in or committed to making **scaled** efforts at **high-road** (i.e., concerned with equity and democracy, not just sustainability) **energy retrofits** (seeking increased energy efficiency, conservation, and clean generation) of **urban building stock**. We're not sure what to call this network, but in what follows will refer to it as the "Efficiency Cities Network" or "ECN."

This note invites you to join ECN, which will require your first filling out and returning a brief questionnaire. Here's some background.

Network Membership – ECN is not a network to persuade ourselves or others of the merit of such retrofit work, but to get better together at doing it right, where "right" means achieving maximum feasible: (1) cost-effective energy savings and clean generation; (2) positive spillovers to other areas of environmental concern; (3) generation, local capture, and equitable distribution of resulting wealth, health, income, employment, and other opportunities; (4) attraction of private as well as public capital; (5) efficient and accountable government and democratic popular organization in achieving the above. Anyone who wants to learn from or contribute to discussion about how to do that is welcome.

Network Activities – The precise content of ECN's activity will be driven by participants but almost certainly will include, along with any other means of network learning we can collectively devise:

- Regular mutual updates on work, problems, new resources, etc.
- Sharing and archiving materials of interest (e.g., technical analyses, policy scans, model legislative language, occasional issue briefings, good videos, etc.)
- Teleconferences and webinars on issues of common interest or concern, e.g.
 - Project metrics and standards
 - Financing mechanisms, including sources of capital and cost recovery
 - Workforce issues (training, quality standards, career ladders, unions)
 - Contractor issues (see above)
 - Effective marketing
 - New opportunities in attribute markets

Network Culture – We intend ECN as a public good – feeding into, complementing, and *strictly noncompetitive* with related efforts in this general space (e.g., Emerald Cities, Green For All's leadership academies, Living Cities, the revival of the Sustainability Coordinators network, DOE's rollout on its weatherization work, etc.). We are forming and staffing ECN for the sole and exclusive purpose of improving our collective practice by more rapid learning during a period of exceptional interest and new capacity (ARRA, etc.) for this work – and, frankly, to save all of us time from one-on-one explanations of our work to others and requests to each other for advice.

Joining the Network – We propose starting ECN this way. If interested in joining, please fill out the attached questionnaire and return it to ECN@efficiencycities.us.

Thanks for your attention and, whatever you decide on this invitation, thanks for your good work. Hope to hear from you soon.

A handwritten signature in black ink, appearing to read "Joel Rogers". The signature is fluid and cursive, with a prominent initial "J" and "R".

Joel Rogers
Director, COWS
April 6, 2009