Green and Healthy Homes: Adopting An Integrated Approach

A joint call of the

EFFICIENCY CITIES NETWORK

and

GREEN FOR ALL

Moderators:
Ladan Sobhani, Green For All
Satya Rhodes-Conway, Center on Wisconsin Strategy (COWS)
James Irwin, Efficiency Cities Network
Agenda

- Welcome and intro (5 min)
- Presenters (45 min)
  - Ruth Ann Norton, Green and Healthy Homes Initiative, Baltimore
  - Alice Kennedy, Baltimore Neighborhood Energy Challenge, Baltimore
  - Dan Curry, City of Greensboro
- Questions and discussion (40 min)
- Close
Joint Learning Call: Green For All and the Efficiency Cities
July 20, 2010
What is GHHI?

• The Green and Healthy Homes Initiative is a national movement that has been launched through the designation of 14 initial project sites.
• GHHI leverages the national investment in energy-efficiency to ensure that every intervention creates a green, healthy and sustainable investment.
GHHI will create standards, principles and tools to ensure programs utilize:

1. A Comprehensive Healthy and Housing Assessment Tool
2. Create a framework for integration, one-touch housing interventions
3. Maximize public and philanthropic investments for a triple net benefit
   - Creation of green and healthy housing units in low-incomes neighborhoods
   - Development of sustainable “green collar” jobs for community members
   - Measurable improvements in childhood health and development.
The Case For Change

Every year, there are:

- **250,000** cases of childhood lead poisoning
- **800,000** asthma related ER visits
- **20,000** carbon monoxide poisonings
- **13 million** preventable home-related injuries

...as a result of unsafe housing – creating...

- Wealth depletion
- Abandoned properties
- Housing instability
- Potential homelessness
- Housing-based illness
Obama Administration Transition Team

The American Recovery and Reinvestment Act (ARRA) provided GHHI the opportunity to address housing disparities and transform low-income communities through:

- Effective leveraging initiatives
- Integration and coordination of inter-related programs
- Creation of a Single Process for Housing Intervention
- Formulation of the projected net present value of investments

But GHHI looks beyond the stimulus...
The Initial Opportunity: Recovery Through Retrofit

DOE Weatherization Assistance Programs
DOE Energy Assistance Programs
DOE State Energy Programs
HUD Healthy Homes and Lead Hazard Control
HUD CDBG-R and CSBG
HUD Green Retrofit Program for Section 8
HUD Neighborhood Stabilization Program
HUD Public Housing Capital Funds Program
HUD Choice Neighborhoods Program
HUD HOME Program
DOL Adult Employment and Training
DOL/HHS Health Worker Training Program
HHS/CDC Prevention Wellness Trust Program
HHS/MCH Title 5 Funds for Injury Prevention
Partners

• White House Office of Recovery Implementation
• White House Council on Environmental Quality
• Council on Foundations
• National Coalition to End Childhood Lead Poisoning
• U.S. Department of Housing and Urban Development
• Centers for Disease Control and Prevention/HHS
• U.S. Department of Energy
• Environmental Protection Agency
• The Annie E. Casey Foundation
• The Kresge Foundation
• 28 Local and National Foundations
• U.S. Conference of Mayors
Green and Healthy Homes Initiative
Sites

- Atlanta
- Providence
- Baltimore
- Philadelphia
- Chicago
- Detroit
- Cleveland
- Flint
- New Haven
- San Antonio
- Cowlitz Indian Tribe
- Spirit Lake Tribe
- Oakland
- Denver
- San Antonio

www.GHII.org
Principles of GHHI

• Break the link between unhealthy housing and sick children
• Replace stand-alone programs (weatherization, lead hazard control, fire safety, etc.) with a comprehensive strategy to enable/ensure a national healthy housing standard
• Create feasibility for low and middle income communities
• Reduce inefficiencies under current system by reducing number of programs and contractors required to complete multiple interventions in a single home
• Reduce barriers to intergovernmental coordination
• Reduce potential unsafe work practices in weatherization and energy efficiency interventions that could generate lead hazards
The Strategy

The ABC’s of GHHI

Align

Blend

Coordinate
“Align”
Federal Healthy Homes Work Group

• Agreement on Housing Intervention Stds.
• Pinpoint Opportunities for Integrated Programs and Funding
• Adjust NOFA’s, Grant and Loan Programs
• Remove Known and Discovered Barriers Quickly
• Shared Data and Reporting Formats
• Work Horizontally
“Blend”

• Leverage Federal and Philanthropic Resources
• Create Compacts to Justify and Target State and Local Funds
• Support Social Enterprise Projects
• Re-manage and re-purpose existing resources toward integrated process
• Capture New Lines of Funding – Medicaid, Hospital Community benefit Funds
“Coordinate”
Partnerships on Purpose

• Asset Map Resources/Tools
• Fill Gaps Strategically
• Create a Single Portal and Shared Data platform
• Learning Networks
• Spread the Wealth and the Concept
• Integrated Training
• Increase Efficiencies, Reduce Time and Costs
Lessons Learned to date from Baltimore GHHI:

- Clear efficiencies and cost savings realized when weatherization and energy efficiency interventions are coupled with Healthy Homes and lead hazard reduction in terms of time and hard costs.

In the initial 60 GHHI Pilot Project Baltimore homes with integrated interventions, cost savings in some homes were over 25%. Creating a process that effectively produced every fifth (5th) house for free.

Baltimore Example:
- Total Intervention Cost with GHHI Approach: $12,057
- Total Intervention Cost with non-GHHI Approach: $16,096
- GHHI Cost Savings: $4,039 (25%)

- Key Progress – Policy and Practice Changes Resulting in Integration of Health Interventions into Energy Efficiency and Weatherization Interventions
- GHHI approach addressing health and safety hazards resulting in increased WAP enrollment
- Increased Contractor Skills and Expanded Green Job Opportunities
Spend Money Smarter!

• For each asthma ER visit, the related costs to the medical system is over $2,500. If you eliminate four visits, a $10,000 home intervention pays for itself, before other savings.

• New and expanded funding sources, GHHI helps sites re-manage, blend, and coordinate existing funding streams and assets to increase efficiency and save money on a system-wide scale.
An Example

3211 Lake Avenue, Baltimore, Maryland

Total Intervention Cost: $12,057

Referral: Asthma Diagnosed Child referred by Health Care Provider to Coalition’s Healthy Home Demonstration Program

Assessment: GHHI Comprehensive Health and Housing Assessment through Baltimore GHHI Network
3211 Lake Avenue
Integration and Collaboration

Lead Hazard Reduction – CECLP (HUD funded Healthy Homes Demonstration Grant Program)

Healthy Homes Intervention – CECLP (HUD funded Healthy Homes Demonstration Grant Program)

Weatherization – Baltimore City Weatherization Assistance Program, Hawkeye Construction and Civic Works

Energy Efficiency – CECLP (Funded by CSBG, Annie E. Casey Foundation and local foundations)

Education – Baltimore Neighborhood Energy Challenge and CECLP
GHHI MOVING FORWARD

- GHHI National and Local Technical Assistance
- Guidelines for Being Branded GHHI (Standards and Principles)
- Model Comprehensive Assessment Form
- GHHI Data Metrics
- National GHHI Learning Network
- Ning Public Facing Site
- National Green and Healthy Housing Standards
- Criteria for Adding Sites
The far-reaching potential of the GHHI Pilot Project was captured by HUD Secretary Shaun Donovan (October 2009)

“Using the lessons from these pilots, we will conduct an agency-wide review to ensure that Green and Healthy Homes standards are integrated throughout our programs. But it's not just about HUD. We've already formed a federal Healthy Homes Work Group to establish a national healthy housing standard - we will finalize this standard within a year.”
Ruth Ann Norton  
Executive Director  
National Coalition to End Childhood Lead Poisoning  
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Baltimore, MD 21224  
410-534-6447  
ranorton@leadsafe.org

Website: www.GHHI.org
Baltimore Neighborhood Energy Challenge
BNEC Overview

The Office of Sustainability, in partnership with the Baltimore Community Foundation, launched the Baltimore Neighborhood Energy Challenge (BNEC) to motivate households to reduce their energy use.

BNEC just completed a 9-month pilot period with our efforts being concentrated in eight Baltimore communities. Our program is designed to:

- raise awareness
- reduce residential energy use
- stimulate demand for energy conservation services,
- learn lessons on how to motivate behavior change related to reducing residential energy use.

We hope to use what we learn to expand BNEC citywide and connect the program to other efforts aimed at creating jobs to make Baltimore homes healthy and energy efficient.
BNEC Overview

HOW DOES IT WORK?

• Challenge eight neighborhoods and their residents to reduce the energy use from their own baselines using social marketing techniques.

• Created web-based interface, assembled and updated a resource clearinghouse, designed information and outreach materials, worked with neighborhood outreach teams, and served as central hub for data collection.

• With help from AmeriCorps, neighborhood organizations recruit teams of volunteers/neighborhood energy “captains” (10 – 20 per neighborhood) to do neighbor-to-neighbor outreach.

• Train Captains to educate their neighbors about energy saving tips as well as health and safety information and, when needed, help them install the products included in the Energy Savers kit.

• Participating households are asked to sign a public pledge to adopt the no- and low-cost modifications contained in the kit and a waiver to allow their energy use to be shared with program organizers.
Enrollment

Enrollment form and survey

**ENROLLMENT FORM AND SURVEY**

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<th>Window Sign? (circle one)</th>
<th>YES</th>
<th>NO</th>
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**BALTIMORE NEIGHBORHOOD ENERGY CHALLENGE PUBLIC PLEDGE**

I pledge on behalf of my household to reduce our energy use and help Baltimore achieve its goal of a 15% reduction in energy use by 2015. I will pay attention to my energy use, increase the energy efficiency of my home, and engage in energy-saving behavior. I will share what I have learned with my neighbors and friends, and I will encourage participation in the Baltimore Neighborhood Energy Challenge, strengthening the health and sustainability of my community. I agree to complete the pre-enrollment and post-enrollment surveys.

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**PRE ENROLLMENT SURVEY**

1. Housing type (please check one)?
   - Rowhouse
   - Semi Detached or End-of-Group
   - Single Family Detached
   - Apartment or Condominium
   - Other

2. Have you lived at this residence for one year or longer? [ ] Yes [ ] No

3. Do you rent or own your home? [ ] Own [ ] Rent

4. Do you pay your own utility bills? [ ] Yes [ ] No

5. Do you review your monthly utility bill and compare your usage to the past year? [ ] Yes [ ] No

6. What is the approximate total living sq footage of your home (including finished basement)? ____________________________

7. How many occupants live in your home? [ ] Under age 18 [ ] Between 19 and 64 [ ] Over 65

8. How do you cool your home? [ ] None [ ] Fans [ ] Window AC Units [ ] Central AC

9. Heating fuel source? [ ] Gas [ ] Oil [ ] Electric [ ] Propane [ ] Other (please list): ____________________________

10. Do you have a programmable thermostat? [ ] Yes [ ] No

11. If Yes: Do you regularly use the programmable feature? [ ] Yes [ ] No

12. If No: Would you be interested in having one installed and learning more about the benefits? [ ] Yes [ ] No

13. What is your water heater fuel source? [ ] Gas [ ] Electric [ ] Oil [ ] Propane [ ] No separate water heater

14. Have you wrapped or put a jacket on your hot water heater? [ ] Yes [ ] No [ ] If No: Why? ____________________________

15. Do you currently use compact fluorescent light bulbs (CFL) in your house? [ ] Yes [ ] No

16. Would you be willing to retrofit your home with energy efficient technology if it would pay for itself in energy savings over time? [ ] Yes [ ] No
BNEC Overview

How did we select BNEC target neighborhoods?

• Diversity of geography, housing type, housing size, race, income, and level of community organization

• Already working on “green” activities

• Healthy Neighborhoods network in some sites

• Neighborhood-based organization or association to serve as lead partner

• Substantial level of City investment in a number of these sites.

• Involvement with other non-profit organizations such as Coalition to End Childhood Lead Poisoning and GHJI
What is BNEC?

The Baltimore Neighborhood Energy Challenge (BNEC) is a 9-month pilot program that started helping households in 9 neighborhoods reduce energy use, save money, and build a more sustainable Baltimore. Learn more.

Sign up for the Energy Challenge

Steps you can take to start reducing your energy consumption

Energy Saving Basics
- Low-cost tips that can curb your energy bills.
- Start here for an orientation to saving energy in the home.
- Energy Saving Behaviors: Find out what you need to do to use energy efficiently.
- Home Energy Projects: Discover home retrofit projects that can help your home save energy.

My Neighborhood
- Connect with your community and see what's going on near you.
- The pilot program is running in 9 neighborhoods. Is yours one of them?
- Map: See the boundaries of our pilot program.
- Community Energy News: Find out what's going on in your neighborhood.
- Contact Information: Get linked up to your Neighborhood Energy Captains.

My Property
- Plan energy saving projects and keep tabs on your energy use.
- Type in your address to start the process of considering different projects for your own home.
- Utility Data Integration: Coming soon: information directly from BGE on your progress!

Marketplace & Programs
- Find vendors & learn about helpful energy programs.
- Learn all of the resources in Baltimore that can help you save energy.
- Utility Programs: BGE programs from home check-ups to subsidies.
- Contractors and Vendors: Find contractors for home energy projects and vendors for energy.
What are we offering to participating neighborhoods?

• Americorps member to assist six neighborhoods

• Civic Works’ Project Lightbulb for homes of Energy Captains

• Access to resources for neighborhood residents which includes specific information on GHGI

• $1,000 stipends for neighborhood-specific actions to encourage participation

• Recognition as a leader in Baltimore neighborhood taking action on energy use reduction
BNEC Activities

Trained over 129 Neighborhood Energy Captains at 11 trainings • Distributed over 1,300 Energy $avers Pledge Kits • Led 10 BNEC energy education events • Provided energy education at 62 meetings, fairs, festivals, farmers’ markets, and community events • Gave energy efficiency information to more than 700 households at two large community service canvassing days • Were featured in more than 10 media outlets, including the Baltimore Sun, WBAL-TV, and WJZ-TV
BNEC Activities

winter green festival

to celebrate, educate, and motivate our urban green communities

Featuring panels on...
- local food
- protecting our waterways
- energy efficiency

FREE kosher, organic, locally grown dinner +
short film screenings & student art +
local vendors & organizations & how to get involved +

Panel chair: Cheryl Cascio | emcee: Anthony McCarthy | live music: Abu the Stuemaker

Join us on

Tuesday, February 9th, 2010
Beth Am Synagogue
2501 Eutaw Place, 6 p.m.
RSVP to (410) 225-7547

Celebrate EARTH WEEK
in your own backyard!
April 15 - April 24, 2010

Rain Barrel Building Workshop
Thursday, April 15th, 6 p.m. - 8 p.m.
Hermit Run Park at Mangham

Bike Repair Workshop
Monday, April 19th, 3 p.m. - 5 p.m.
Beth's DIY Workshop

Earth Day Happy Hour
Thursday, April 22nd, 6 p.m. - 9 p.m.
The Pinkanke Restaurant, 4700 Forbes Road

Free Earth Yoga Class
Thursday, April 22nd, 8 p.m. - 9 p.m.
<714> Herold Road

Composting 101
Friday, April 23rd, 4 p.m. - 6 p.m.
2000 Harvard Road, at the Market Connection

Community Garden Exchange
Saturday, April 24th. 10 a.m. - 2 p.m.
NLMS Community Yard Sale at 4530 Harvard Road
Energy data

We measure the impact of BNEC through deviation of our participants and neighborhoods from the city baseline.
Energy data

- Park Heights: -12.8%
- Reservoir Hill: -11.2%
- Greater Lauraville: -9.0%
- Ten Hills: -5.6%
- Roland Park: -4.8%
- Fulton Avenue: -4.7%
- Mount Washington: -3.2%
- C.A.R.E.: -1.8%
Energy data
Preliminary survey results

Percentage of early respondents who report, as a result of program participation, having taken the following actions:

- Using less heat/AC: 79%
- Installing CFLs: 77%
- Speaking with others about energy: 74%
- Comparing bills to past usage: 66%
- Turning hot water heater down: 46%
- Caulking and weatherstripping: 44%
- Wrapping hot water heater: 41%
- Professional air sealing/insulation: 23%
- Applying for Weatherization: 21%
- Replacing a refrigerator with Energy Star model: 13%
BNEC Phase 2 Plan

1. Stimulate and support community efforts
   - Continue to support current eight neighborhoods
   - Add additional twelve neighborhoods to BNEC network
   - Offer city-wide open volunteer training and education
   - Build outreach to communities of faith
   - Create and offer BNEC organizing kits to support independent efforts
   - Develop energy efficiency speakers bureau

2. Embed info and resources into existing networks and institutions
   - Work to build energy efficiency education into MEAP
   - Support social services groups, helping connect their clients to resources
   - Build programs and curricula with BCPS
   - Support WAP in delivering efficiency education to weatherization clients
   - Work with health groups - expand collaboration on health/energy efficiency
   - Offer city-wide volunteer training, BNEC organizing kits, and speakers bureau

3. Provide direct outreach to and support for residents
   - Conduct outreach at variety of public events
   - Hold public energy efficiency education events
   - Expand BNEC website as tool for interested residents
   - Serve as a resource for residents with questions
   - Hold public vendor and resource events
   - Consider creation of phone help hotline w/ automated information
BNEC Phase 2 Timeline

**Spring 2010**
- Evaluation, planning for Phase 2
  - Develop and administer post-participation surveys
  - Analyze patterns in participant energy consumption
  - Conduct volunteer exit interviews, focus groups
  - Recruit and hire summer AmeriCorps team
  - Full Phase 1 evaluation using feedback and energy data analysis
  - Planning revision and development based on evaluation

**Summer 2010**
- Program development, public outreach
  - Field outreach team at public summer events
  - Redevelop all materials and templates for Phase 2
  - Revise and enhance BNEC website
  - Recruit and hire full-year AmeriCorps team
  - Go through neighborhood outreach and selection process
  - Evaluate needs of partners for information, resources, and training

**Fall ’10 - Spring ’11**
- Phase 2 full implementation
  - 1. Stimulate and support community efforts
  - 2. Embed info and resources into existing networks and institutions
  - 3. Provide direct outreach to and support for residents
Energy Efficiency as a PATHWAY to Community Health and Wealth

Greensboro, NC
• Focusing on energy efficiency has clear benefits in utility savings to owners and residents.

• A broadened program that addresses health and wealth of residents and the broader community brings many more players to the table and leverages greater benefits.
Program Goals

- 100% outreach coverage in targeted area
- Increase capacity and quality of local contractor pool
- Build wealth through healthier living and working environments
- Continue to build an infrastructure and culture of democracy and empowerment that will transcend the life of the Recovery Act.
Focus Area

- 17,000 housing units
  - 6,500 owner-occupied
  - 9,000 tenant occupied
- 1,000 business & institutional uses
- Most units built pre-1980
- University and college influence
- Downtown included
- Wide range of household income levels
- Array of service delivery systems in place
Key Strategies

• Market Recognition
  • “Energy Star” type label
  • Healthy Home label

• Neighborhood Faces
  • Trained community organizers
  • Training and support services for under-employed neighborhood residents

• Maximize Partner Involvement
Local Participants *(partial list)*

- Duke Energy
- Greensboro Housing Coalition
- NC A&T State University
- Greensboro Neighborhood Congress
- The Beloved Community Center
- The Pulpit Forum
- Environmental Stewardship Commission
- The Community Foundation
- Greensboro Chamber of Commerce
- Ignite Greensboro
- Community Sustainability Council
- Joblinks – Workforce Development Office
- Guilford Technical Community College
- Self-Help Credit Union
- Sustainable Greensboro
- Guilford County Schools
Challenges

- Getting in the Door
- Better Building Menu
- Staying Healthy with Energy Upfits
- Easy Button Financing
- Balancing High Quality and Growing the Workforce and Contractor Base
- Tracking and Reporting on Jobs Benefits
- Long Term Monitoring and Verification
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