September 15, 2009
3pm EDT
Aggregating Properties to Achieve Scale

Moderators:
Joel Rogers, Director of Center on Wisconsin Strategy (COWS)
Satya Rhodes-Conway, Administrator of Efficiency Cities Network (ECN)
Agenda

• Welcome and intro (5 min)
• Presenters (30 min)
  • Brewster McCracken, Pecan Street Project
  • Steve Gelb, SustainableWorks
• Questions and discussion (50 min)
• Next call
  • Tuesday September 29 3PM EDT, Topic TBD
200
500,000 lbs
$60,000
32
Approved Contractors

Funding
- Utilities
- State Energy Program - ARRA
- Homeowner (Low-Interest Loans)

Neighborhood Organizing

Energy Efficiency
- Information
- Audits
- Retrofits

Approved Contractors
- Pay Family Wages
- Use Apprentices

Job Training
- Green Jobs Training

Outcomes
- Reduced Carbon Emissions
- Lower Energy Costs
- Skilled Trade Careers
- Increased Home Values
Neighborhood Process

Sound Alliance Organizer - Institution Organizing & Training

- Demo Retrofits: 5
- SustainableWorks Organizer Community Organizing
- 1000 homes, 750 Contacts
- Energy Consultations
- Energy Audits: 220
- Energy Retrofits: 200
- Follow-up via Institutions and Direct Contact
Neighborhood Process
Neighborhood Selection

- Moderate Income – 60% to 80% of mean
- Houses built before 1982
- High percentage of home ownership
Targeting by Census Tract

Priority Score Characterized by Area Income

- Mod/High Income: 1.8 - 1.9, 1.3 - 1.7, 0.8 - 1.2
- Moderate Income: 1.6 - 1.9, 1.2 - 1.5, 0.4 - 1.1
- Low/Mod Income: 1.5 - 1.8, 1.1 - 1.4, 0.6 - 1.0, Out of Income Range
Aggregating the Work

- Auditors work in 3 teams of 2 (3 audits per day)
- Direct Install by apprentices done with Audits
- Bid projects in 20-200 increments
- Storage Trailers in Neighborhood for tools, equipment and supplies
- Reduced Transit Time for Labor
- Group Specialty Work in weekly increments
- Negotiate with Wholesalers
- Efficient Inspections and Permitting
The Future

- Larger Neighborhoods
- More efficient organizing
- Word of mouth – buzz!
- Lowest Installed Costs
- Proven Energy Savings by demographic for increased utility support
- Sustainability!
Contact Information

ECN:

ADMINISTRATOR: ecn@efficiencycities.us
LISTSERV: ecnmembers@efficiencycities.us
WEBSITE: www.efficiencycities.us

Presenters:

- Brewster McCracken, Pecan Street Project www.pecanstreetproject.org
- Steve Gelb, SustainableWorks http://soundorganizing.org/sw/