



*IDENTIFY PROJECTS*

*TARGETED* STRATEGIES

*INFLUENCE* STAKEHOLDERS & OUTCOMES

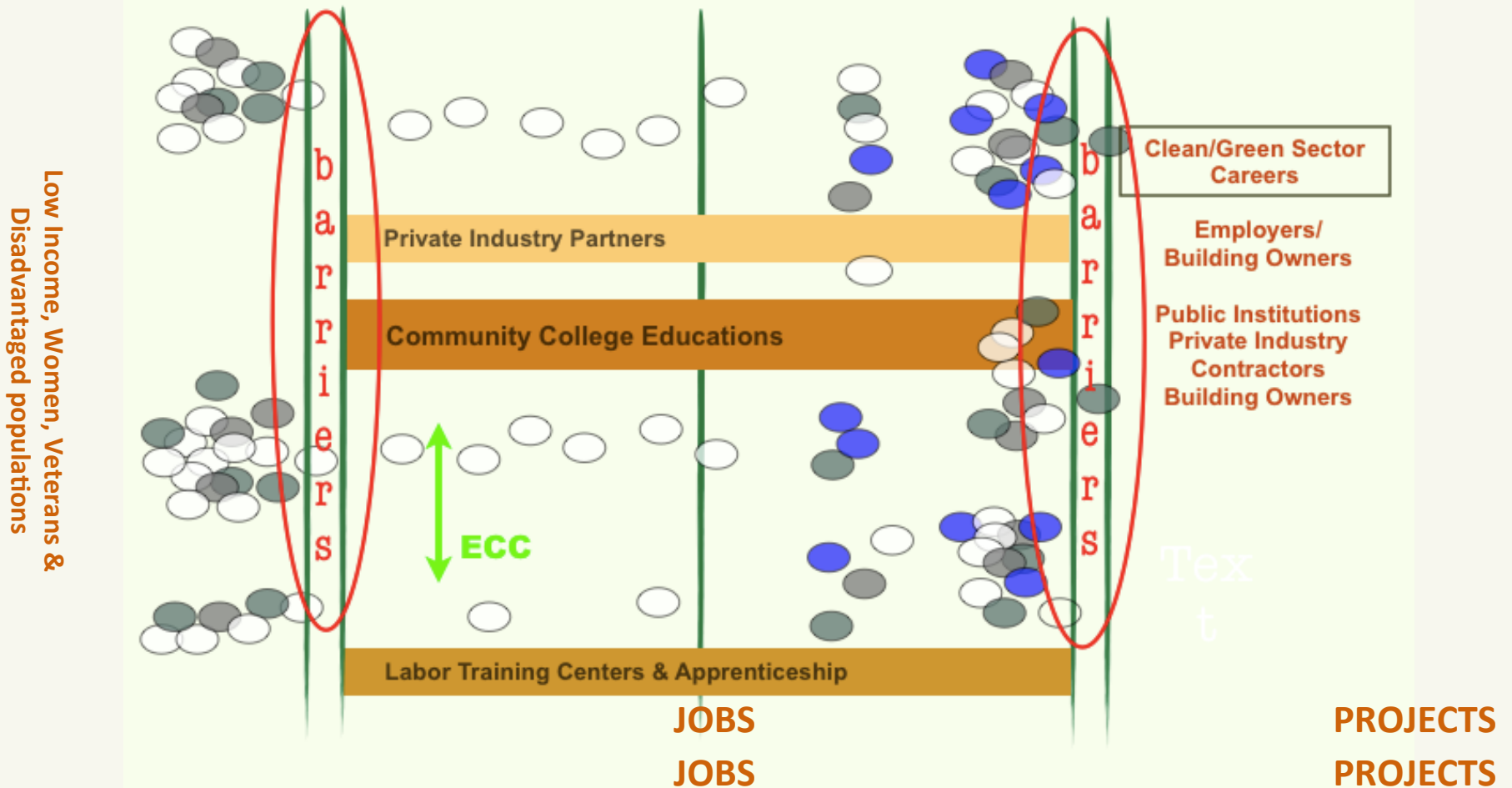


# Strategic Framework

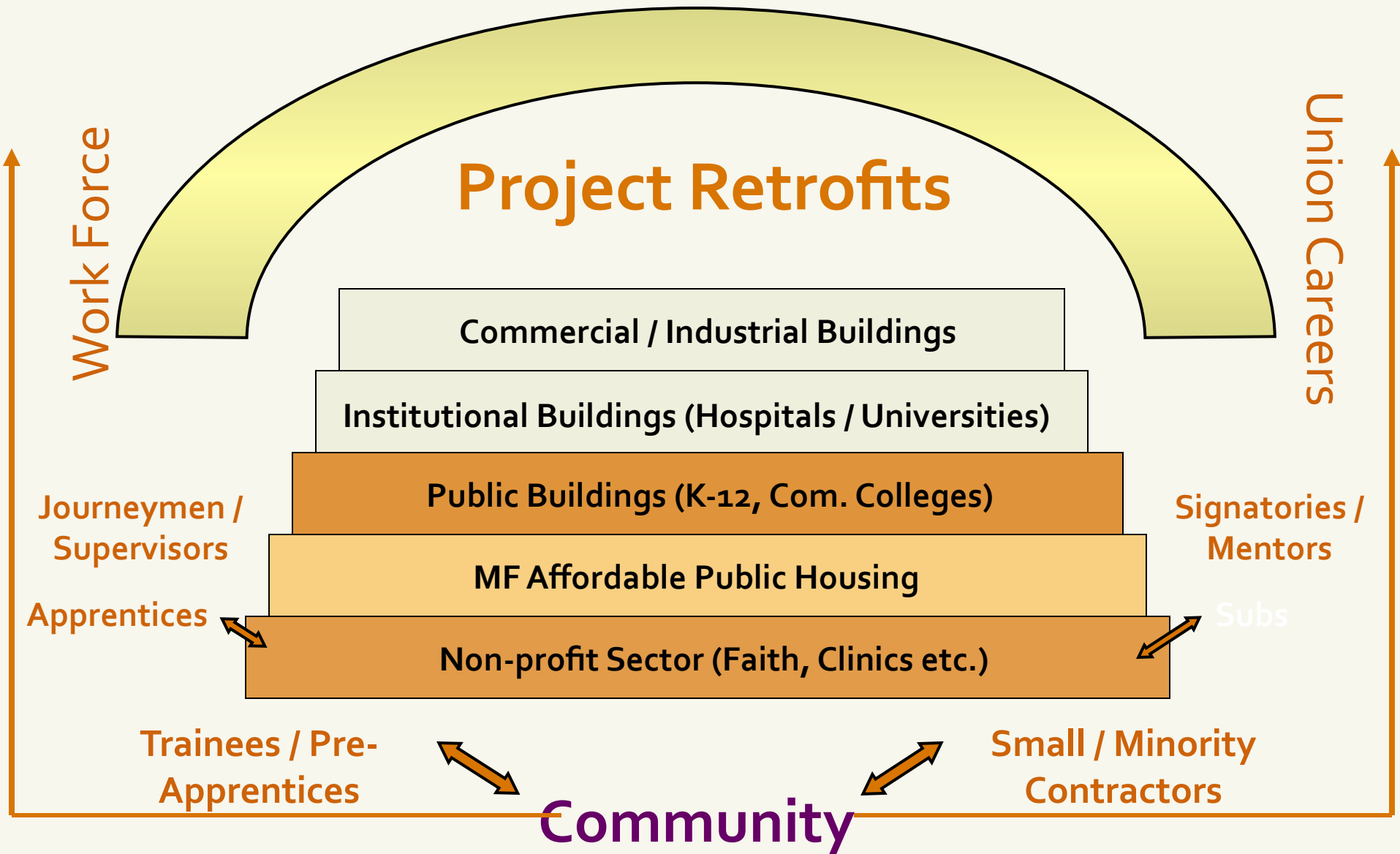


# SYSTEM BUILDING

## Stakeholders



# Community Workforce Agreement: CWA





**Emerald Cities**  
OAKLAND - BAY AREA

## Project Stages

- *Target Asset/Portfolio Holder*
- *Engage Community Stakeholders*
- *Define ECO Value as Partner*
- *Sign MOU*
- *Develop Project Scope and Technical Assistance*
  - *Community Benefits*
  - *Workforce Integration – Highroad development*
  - *Compliance and Monitor*
- *Community Workforce Agreement -CWA*
- *Finance and Project Pre-Development*
- *Implement Retrofits outcomes*
  - *Apprenticeship/Educational pathways*
  - *Small Contractor, Business Development*
  - *Monitoring and Compliance*
- *Target Similar Sector for Duplication*

# Projects Identification: MUSH + (plus)

- ✧ *Municipal Retrofits*
- ✧ *Community College Initiative*
- ✧ *Multi-Family Affordable Housing*
- ✧ *Non-profits*

# Emerald Cities Cleveland

## 50 Municipalities



- Energy Audits revealed \$35M in projects
- Benchmarking -EPA Portfolio Manager
- Facilitates rebates on all measures
- Lease-purchase financing (subject to appropriation) through the Cleveland Cuyahoga Port Authority
- [www.renewretrofits.com](http://www.renewretrofits.com)

Completed

- Since June, \$6.5M projects “signed up” - \$9.5M in pipeline
- Anticipated creation of 336 good jobs
- ECC High road standards embedded in finance

In Process





# EC Oakland

## Peralta Community College District



- Signed MOU
- Benchmarked -EPA's Portfolio manager
- PG&E Zero Net Energy Tech Assistance Grant for BEST Center
- Engineering Summary (\$35 million)
- Financing Strategy
- Alignment with ECSF and Atlanta's Georgia Tech

Completed



- Project Identification for Cohort matriculation**
- Strengthening Curriculum offerings for Union pathways**
- Prop 39 workforce support
- USGBC access to LEED certification for faculty and students

In Process



# EC Bay Area –San Francisco

## Mission Housing Development Corporation



- Pilot: 4 buildings
- 700k ARRA Stimulus Grant
- CWA agreement: local hire target
  - 8 Journey level and 2 apprenticeship jobs (6 SF)
  - Upgrade energy related infrastructure, reduce operations costs
  - Engaged Community Partners as Stakeholders

Pilot:  
Completed



- 20 buildings, 1000 units, approximately \$5-8million
- Innovative Financing with Bronze Energy and Investments
  - Lighting, Water, HVAC & Solar
- BAYREN MF Housing Rebates of \$750 per unit
- Leverage CWA for job access and local hire

Phase I:  
In Process

# Allen Temple Baptist Church

## 8501 International Boulevard, Oakland CA



- Signed MOU
- Benchmarked utility use in EPA's Portfolio manager
- Provide lighting and Solar assessments
- Facilitated rebates on all lighting measures
- Engaged Community Partners as Stakeholders

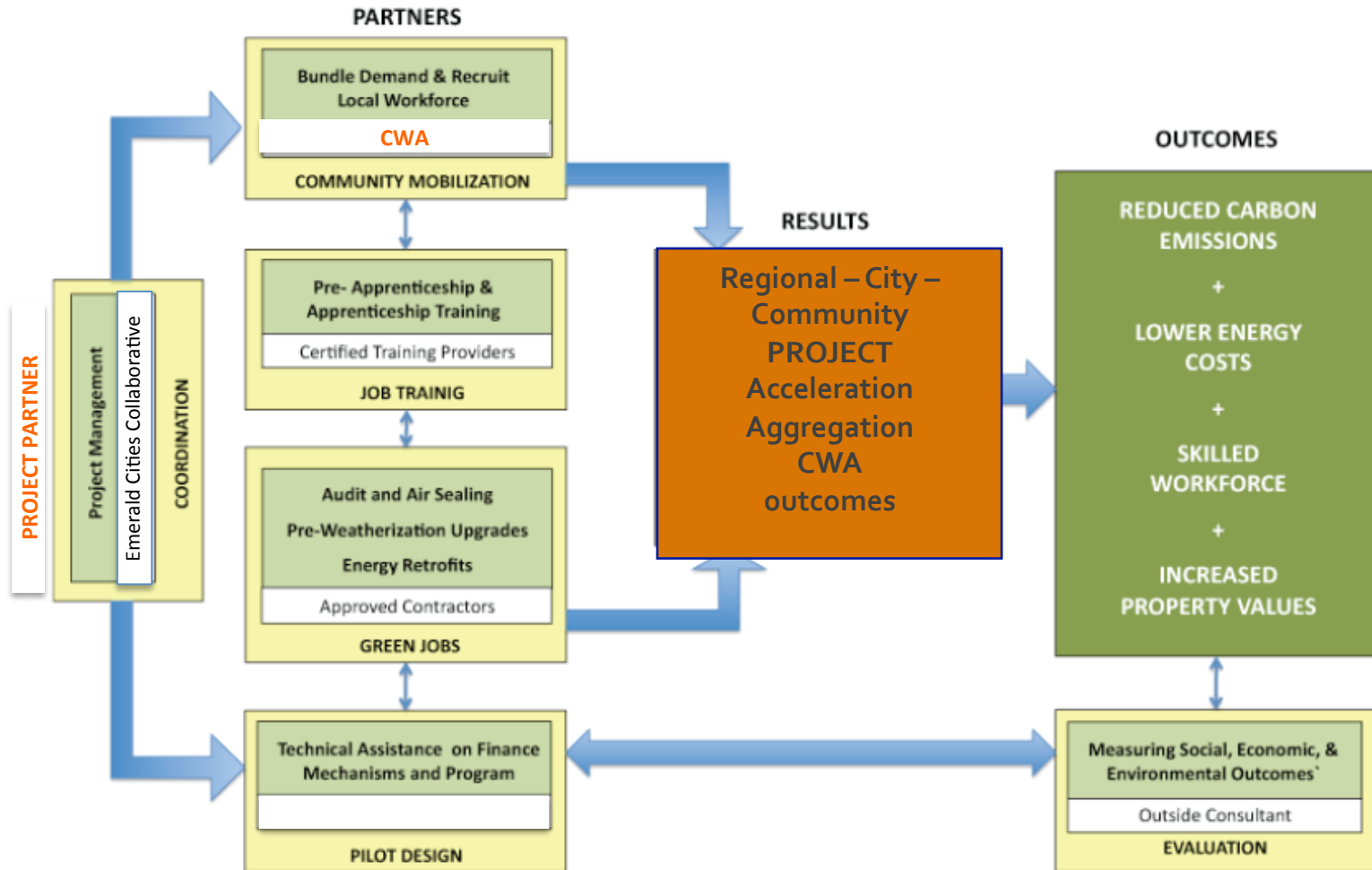
Completed



- Solar 200kW**
- Community Benefits - CWA**
- Insulation/appliances/HVAC
- Water efficiencies
- Energy Manage System (EMS) site for Laney College
- Waste/Recycling management

In Process

# Changing Culture – Changing Systems



9/24/2009

NEIGHBORHOOD RETROFIT STRATEGY  
COMMUNITY LABOR UNITED & PARTNERS



**Emerald Cities**  
OAKLAND - BAY AREA

***THANK YOU!***

***TARA MARCHANT***  
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