

Recovery through Retrofit Overview and Opportunities for Small Business

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Agenda

- Overview of Recovery Through Retrofit
- DOE Roles & Responsibilities
- Status
- Opportunities for Small Businesses

President Obama's Visit to Home Depot, Alexandria, VA December 15, 2009

"...The simple act of retrofitting these buildings to make them more energy-efficient -- installing new windows and doors, insulation, roofing, sealing leaks, modernizing heating and cooling equipment -- is one of the fastest, easiest and cheapest things we can do to put Americans back to work while saving families money and reducing harmful emissions..."

"...It spurs hiring because local contractors and construction workers do the installation. It saves consumers money -- perhaps hundreds of dollars off their utility bills each year -- and it reduces our energy consumption in the process..."

What is the Opportunity?

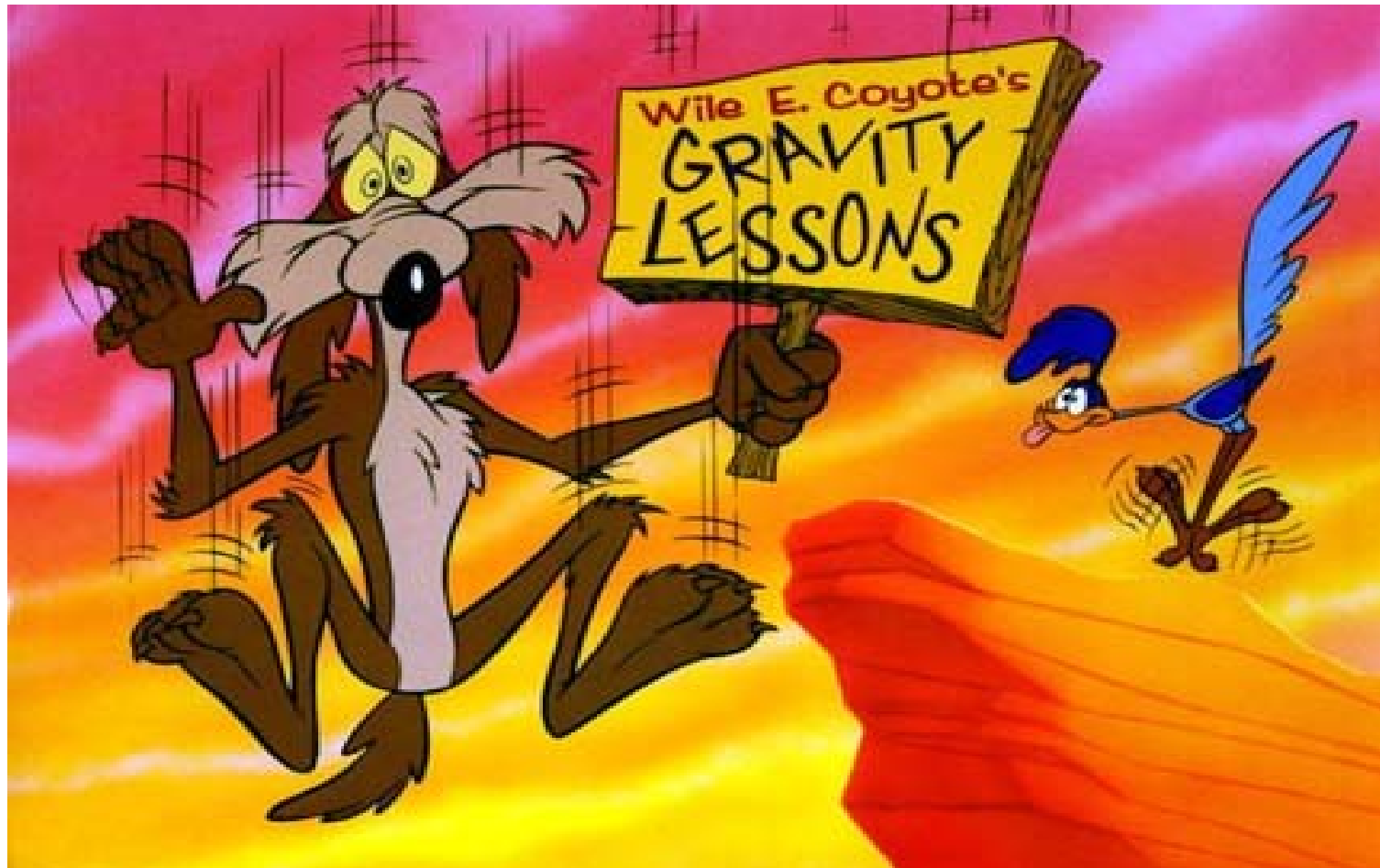
- **111 million homes** generate more than 20% of U.S. carbon dioxide emissions
- Energy efficiency retrofitting can reduce energy bills by **20-- - 40%** using current techniques and technologies
- Billions of dollars in annual consumer energy savings could be achieved cost-effectively
- Hundreds of thousands of jobs created and enormous opportunities for small business: contractors, manufacturing, retail, services and support

Billions of dollars in energy efficiency funding in the American Recovery and Reinvestment Act

- \$5 billion for the Weatherization Assistance Program
- \$3.1 billion for the State Energy Program
- \$3.2 billion for Energy Efficiency and Conservation Block Grants
 - \$454 Million for retrofit ramp-ups in energy efficiency
 - Large number of proposals were submitted
- \$1,500 tax credit for energy efficiency improvements in homes and businesses placed in service in 2009 and 2010
- GSA = \$4.5 billion; HUD Public Housing Capital Fund = \$4 billion

What Happens After ARRA?

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency &
Renewable Energy



Three Major Barriers to Building a National Retrofit Market at Scale

Access to Information

- Consumers do not have access to straightforward and reliable information needed to make informed decisions on home energy retrofits

Access to Financing

- Homeowners face high upfront costs and are often unable to recoup the value of their investment should they sell their home

Access to Skilled and Certified Workforce

- Currently there is an insufficient amount of skilled workers and green entrepreneurs necessary to expand energy retrofit programs on a national scale

May, 2009: Vice President Biden called on the Council of Environmental Quality to develop a plan for Federal action to lay the architecture for a self-sustaining home energy efficiency retrofit industry.



An Interagency Taskforce Has Been Assembled - Headed by CEQ and OVP

- Office of the Vice President
- Department of Agriculture
- Department of Commerce
- Department of Education
- Department of Energy
- Department of Housing and Urban Development
- Department of Labor
- Department of Treasury
- Environmental Protection Agency
- Equal Employment Opportunity Commission
- General Services Administration
- Small Business Administration
- Executive Office of the President
 - Council of Economic Advisers
 - Domestic Policy Council
 - National Economic Council
 - Office of Management and Budget
 - Office of Public Engagement and Intergovernmental Affairs
 - Office of Science and Technology Policy



Recovery Through Retrofit Report: Six Recs to Address the Major Market Barriers



Energy Efficiency &
Renewable Energy

Develop a National Home Energy Performance Measure and Tool

Develop Energy Performance Scale & Label for Homes

Support Municipal Energy Finance Programs

Improve Energy Efficiency Mortgages

Expand State Energy Revolving Loan Funds

Establish National Workforce Certifications and Training Standards

- Building performance contractors
- Energy efficiency component manufacturing
- Services
- “Induced” jobs and business opportunities from launching a new industry!

Thank You

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<http://www.whitehouse.gov/administration/eop/ceq/initiatives/retrofit>