



The Parker Ranch installation in Hawaii

Leveraging Partnerships with Faith-Based Organizations

May 17, 2011 2-3 pm

Green Market Solutions; GreenFaith,, Georgia
Interfaith Power and Light



“Leveraging Partnerships with Faith-Based Organizations”

This webinar will explore how faith-based organizations and their partners have used energy efficiency as an organizing motivator to retrofit the institutional building and then members' homes. Three successful programs in New Jersey, Maryland and Georgia will present their models and experience in leveraging faith-based organizations to save energy.

What is TAP?

DOE's Technical Assistance Program (TAP) supports the Energy Efficiency and Conservation Block Grant Program (EECBG) and the State Energy Program (SEP) by providing state, local, and tribal officials the tools and resources needed to implement successful and sustainable clean energy programs.



TAP offers:

- One-on-one assistance
- Extensive online resource library, including:
 - Webinars
 - Events calendar
 - TAP Blog
 - Best practices and project resources
- Facilitation of peer exchange

On topics including:

- State and local capacity building
- Energy efficiency and renewable energy technologies
- Program design and implementation
- Financing
- Performance contracting

| | |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| State and Local Capacity Building | <ul style="list-style-type: none">• Trainings• Workshops• Peer-to-peer matching |
| Technical | <ul style="list-style-type: none">• Renewable energy siting and development• Review of technical specs for RFPs• Strategic planning, energy management, and conservation strategies• Green building technologies• Building codes |
| Program Design and Implementation | <ul style="list-style-type: none">• Policy and program development• Coordinating rate-payer funded dollars with ARRA projects and programs• Sustainable community and building design• State and regional EE and RE assessments and planning• EE and RE portfolio program design elements |
| Financial | Program design support and guidance on financing mechanisms such as: <ul style="list-style-type: none">• Revolving loan funds (RLFs)• Property-assessed clean energy (PACE)• Loan loss reserves and enhanced credit mechanisms |
| Performance Contracting | <ul style="list-style-type: none">• Designing and implementing a performance contract• Leveraging private investment• Reducing institutional barriers• Tracking and comparing programs |

Leveraging Partnerships with Faith-Based Organizations Webinar

Webinar Overview

- **TAP Overview (5 minutes)**
- **GreenFaith and Green Market Solutions: New Jersey and Maryland (25 minutes)**
- **Georgia Interfaith Power and Light (15 minutes)**
- **Q&A (15 minutes)**

GreenFaith and Green Market Solutions: Table of Contents

- I. GreenFaith and Green Market Solutions - Overview of Programs**
- II. Solar Installations & The Million Solar Roof Project**
- III. CFL Distributions & NJ Clean Energy Program**
- IV. PSE&G Whole House Energy Efficiency Program**
- V. Maryland Home Performance with ENERGY STAR® Program**
- VI. Questions**



Introduction to GreenFaith & Green Market Solutions

- **GreenFaith**

- Interfaith 501c3
- Education
- Advocacy
- Sustainable consumption – in and through faith-based groups
- National fellowship & certification programs



- **Green Market Solutions**

- National energy services company with focus on East Coast & Midwest
- Marketing and implementation of energy efficiency programs with utilities and state governments
- Currently, focused on implementation of home energy audit/retrofit programs - Home Performance with ENERGY STAR®



Solar at Faith-Based Sites – Million Solar Roof Project

- Solar arrays at 25 faith-based sites
 - 480 kw total
 - 2004-2005 – Early market development
 - GreenFaith identifies, prequalifies, supports timely decision-making and publicizes NJ Clean Energy Program rebates
 - Sun Farm Network EPC & Solar Pays®
 - US DOE MSR funds workshops and outreach
 - Future efforts with several financing, EPC partners
-
- **Leverage Points:** Visibility, moral suasion, citizen education
 - **Challenges:** Small size of avg. site, volunteer decision-making



Healthy People, Healthy Planet Tour

- NJ Clean Energy Program funds outreach & product distribution
- 60,000 CFLs and 20,000 Energy Star desk lamps in 2.5 years
- 200+ faith and community-based institutions
- Focus on urban and low-income communities
- GMS fundraising program
- Sunday mornings, community events, schools
- Quantify financial & environmental benefits for participants
- **Leverage points:** Multiple touch-points in underserved communities, first-time introduction of state programs
- **Challenges:** Lack of “next steps”



PSE&G Whole House Energy Efficiency Program

- Partnership – GreenFaith, Green Market Solutions, PSE&G
- GreenFaith – Outreach and Networking
- GMS – Logistics and Execution
- PSE&G – Financing, Contracting
- Community-based Social Marketing approach
- Free home energy audit – blower door, lighting, appliance, thermostat, heating/cooling equipment evaluation
- 2 stages – stage 3 involves financing for major upgrades – insulation, boiler/furnace



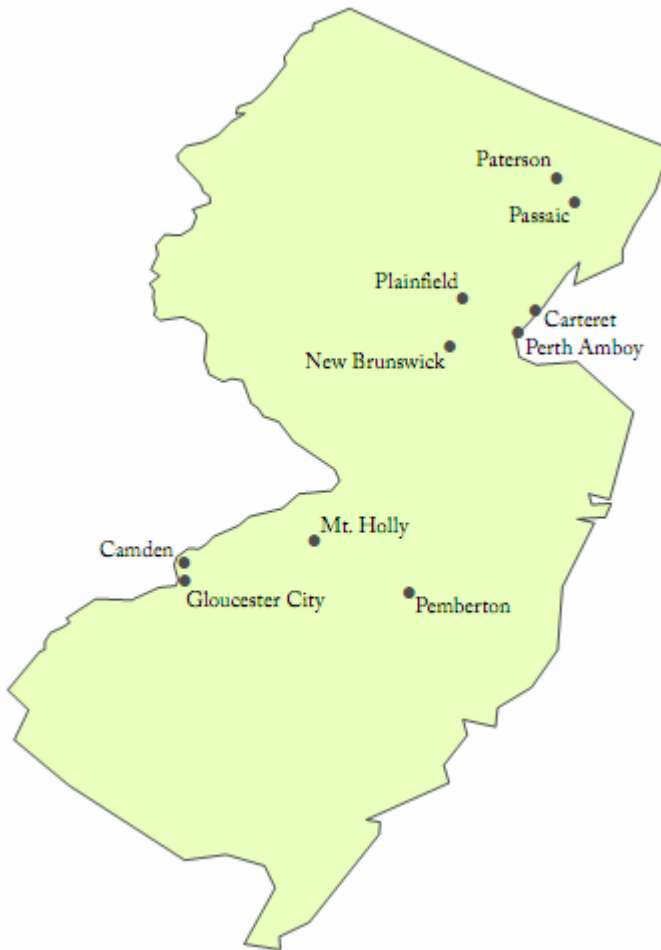
PSE&G Whole House Energy Efficiency Program

- **Feb. 2010** - Launched in 4 NJ UEZs; Goal: 1,000 enrollments by 12/31/10
- **Sep. 2010** - Expanded to 10 NJ UEZs
- **Actual results:** Enrolled 3,700+ residents by 12/31/10
- **Methods:** Presentations at faith-based sites, community events, door-to-door and use of mapping software, census data enables targeting & tracking of results
- **Leverage Points:** Combination of presentations at faith/community-based sites + door-to-door creates strong neighborhood presence in underserved communities
- **Challenges:** Managing customer experience with limited involvement

PSE&G Whole House Energy Efficiency Program

Households Enrolled/City

- Paterson – 703
- Passaic – 315
- Plainfield – 857
- New Brunswick – 579
- Camden, Mt. Holly, Pemberton, Gloucester City – 1,062
- Carteret, Perth Amboy - 115



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PSE&G Whole House Energy Efficiency Program

[illegible]

- Door-to-door campaigns to be implemented
- Use GIS software to map streets within targeted communities
- Example to show data driven approach

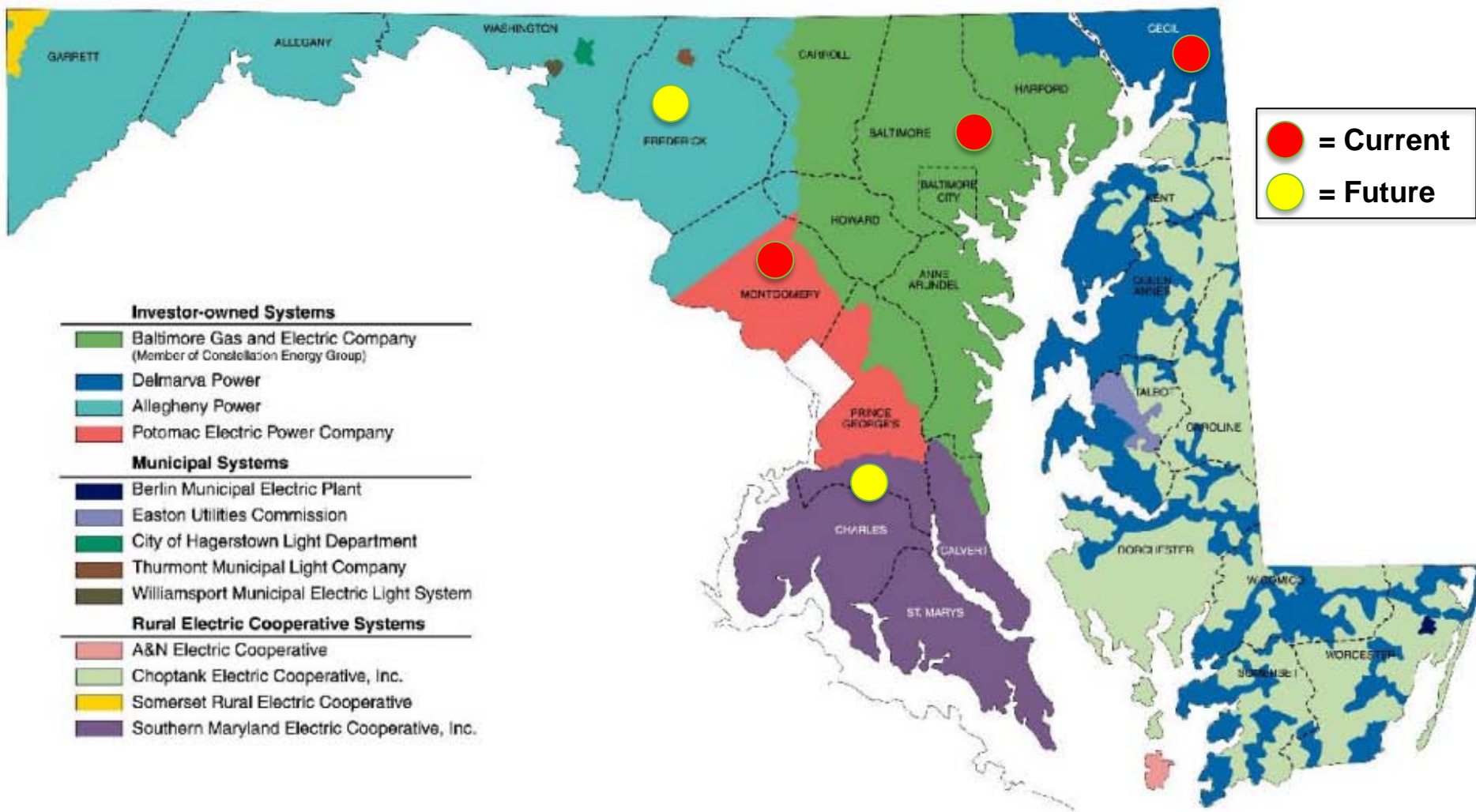
Overview - Maryland Home Performance with ENERGY STAR® Program

- Target - Maryland & Maryland's Home Performance with ENERGY STAR® Program
- Utilities - Pepco, Delmarva Power and BG&E
 - Pepco/Delmarva - \$100 assessment & rebates of 15%-50% on air sealing, insulation, duct sealing
 - BGE - \$400 assessment & rebates of 15%-50%
- Today,
 - Share preliminary program results and data
 - Number of customers recruited and assessments performed
 - Projected energy savings and actual savings (\$, kWh & therms)
 - Share marketing strategies with faith-based organizations and other channels



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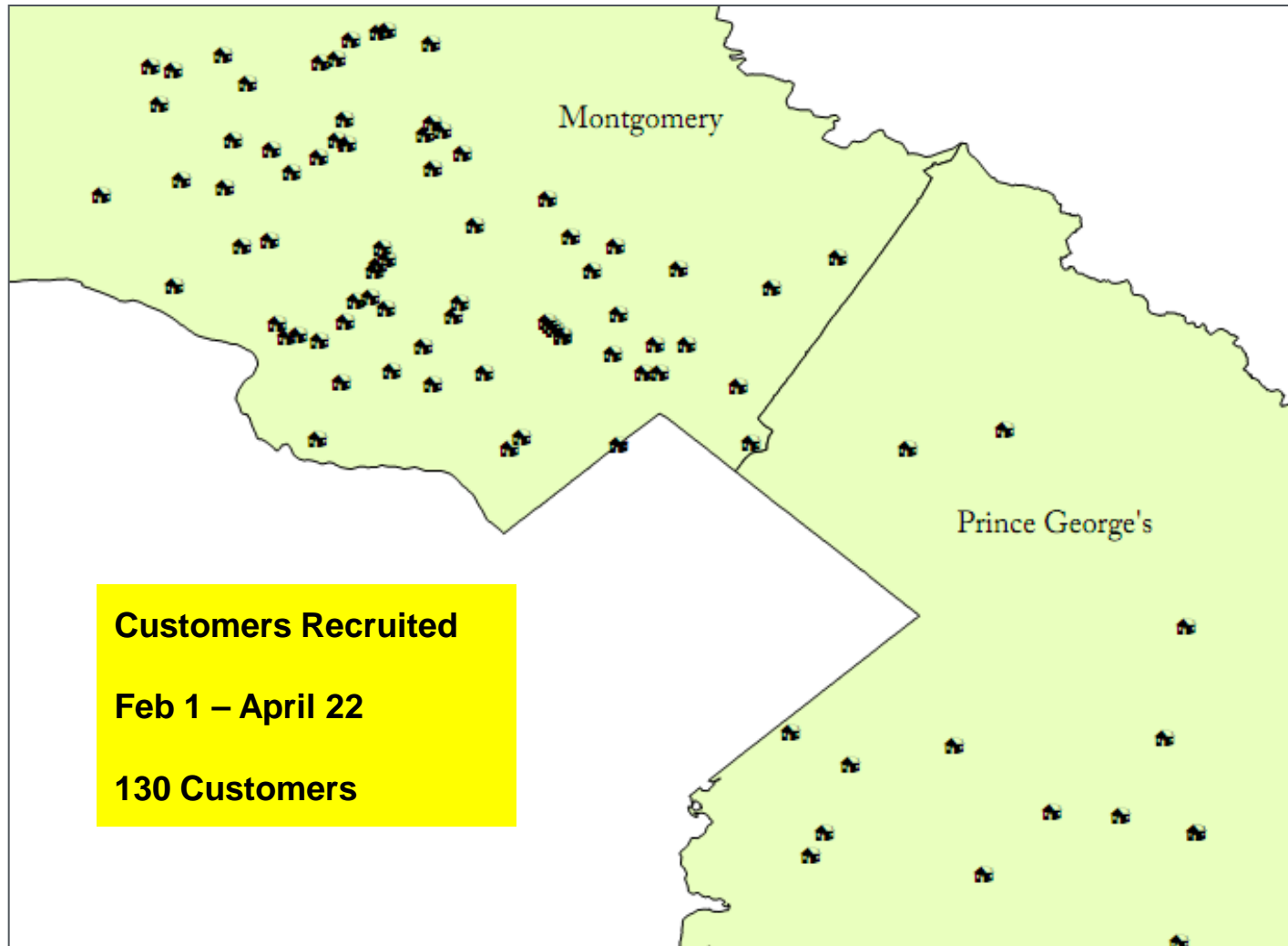
Service Territories of Maryland Utilities



Timeline of Activities

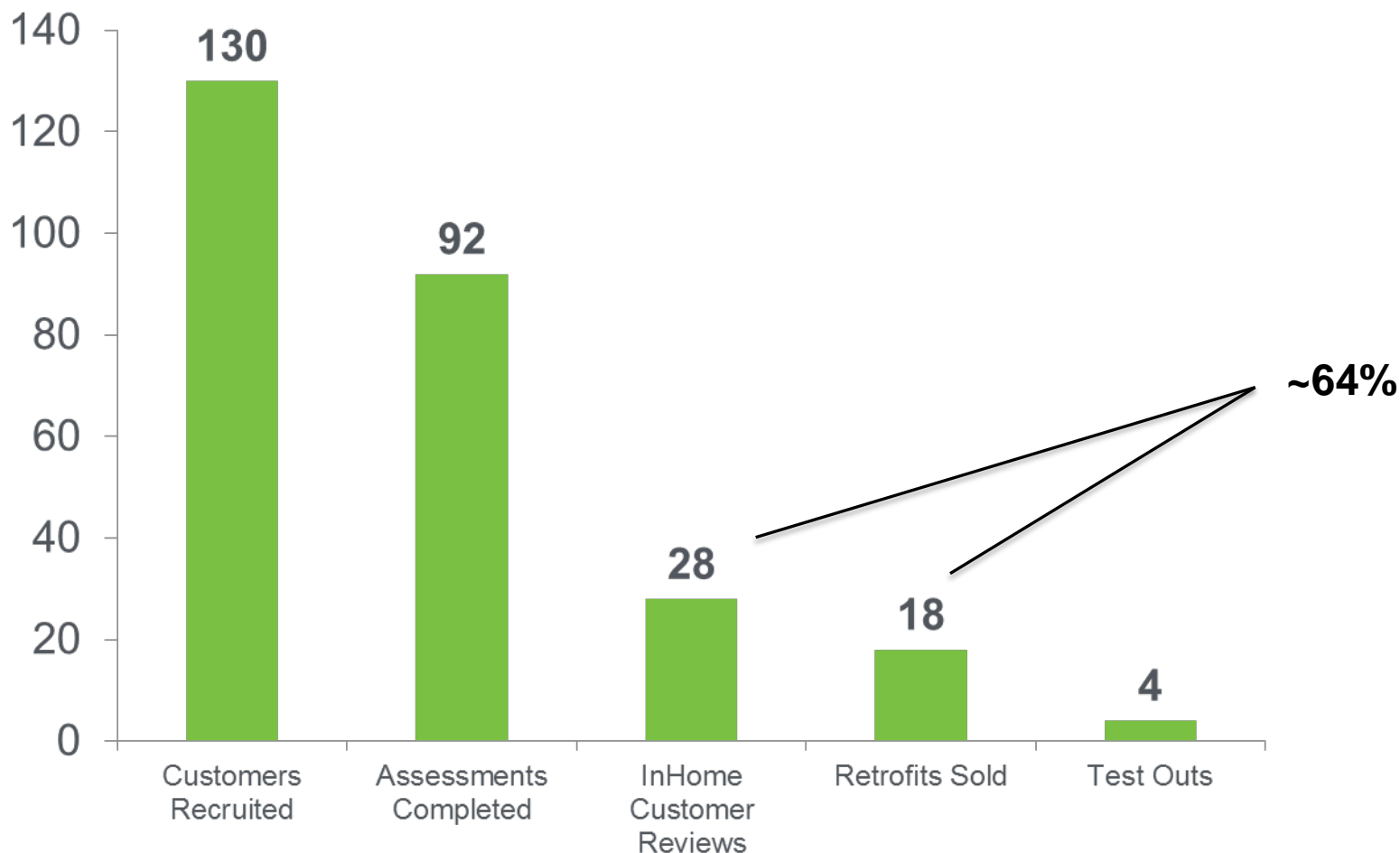
- **Dec 2010**
 - Green Market Solutions (GMS) becomes a participating contractor in MD HPwES Program
 - Both PEPCO and Delmarva Power service territories
 - Managed by Honeywell Utility Solutions
- **Jan 2010**
 - GMS team on the ground
 - Project Director, Technical Manager, Marketing Manager
 - 3 full-time auditors
- **Feb 2010**
 - GMS begins marketing of the program
- **Mar/April 2010**
 - Recruited 130 customers
 - Begin performing BPI-certified audits
 - Begin installation of approved retrofit measures

Customers Recruited in Pepco Service Territory

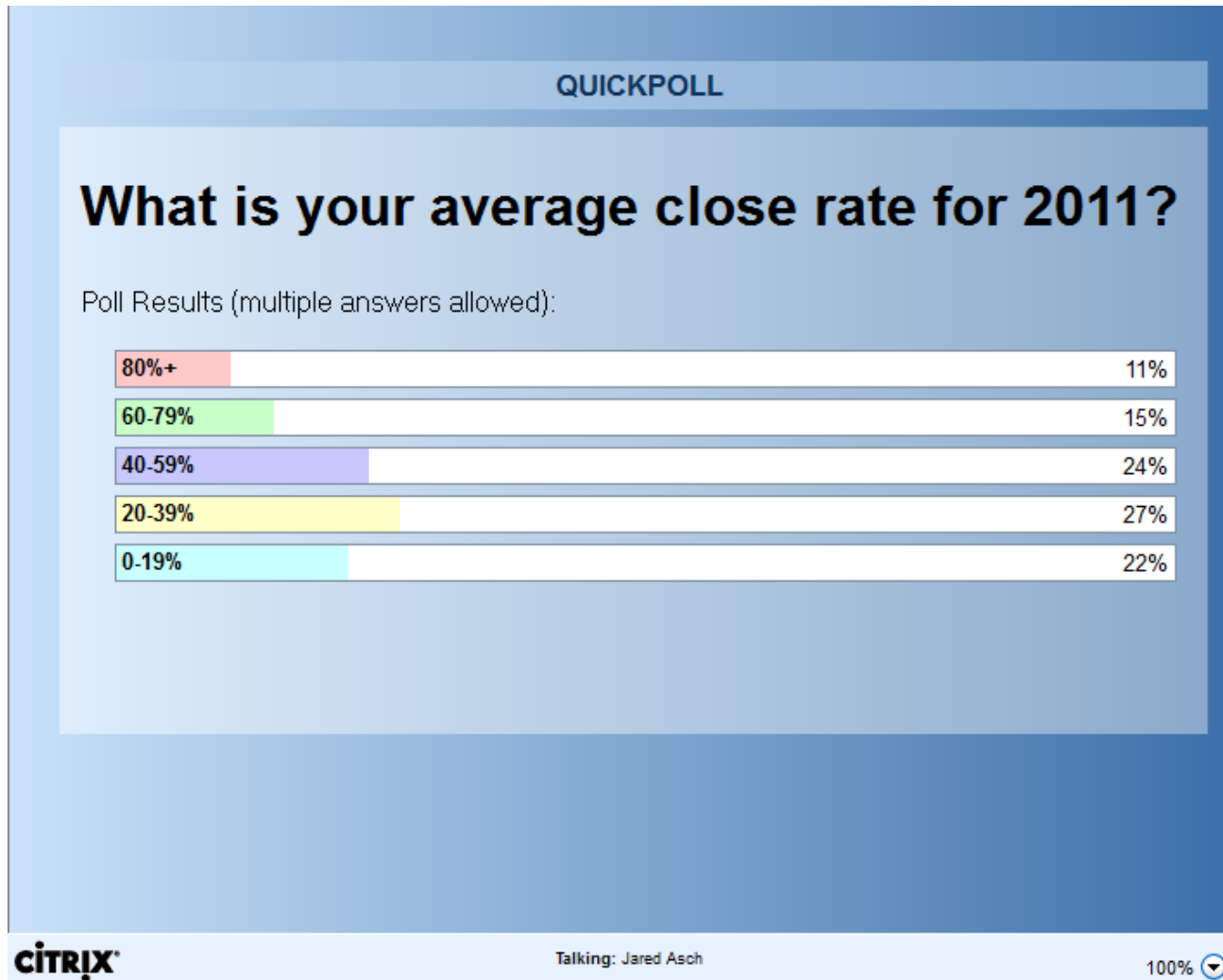


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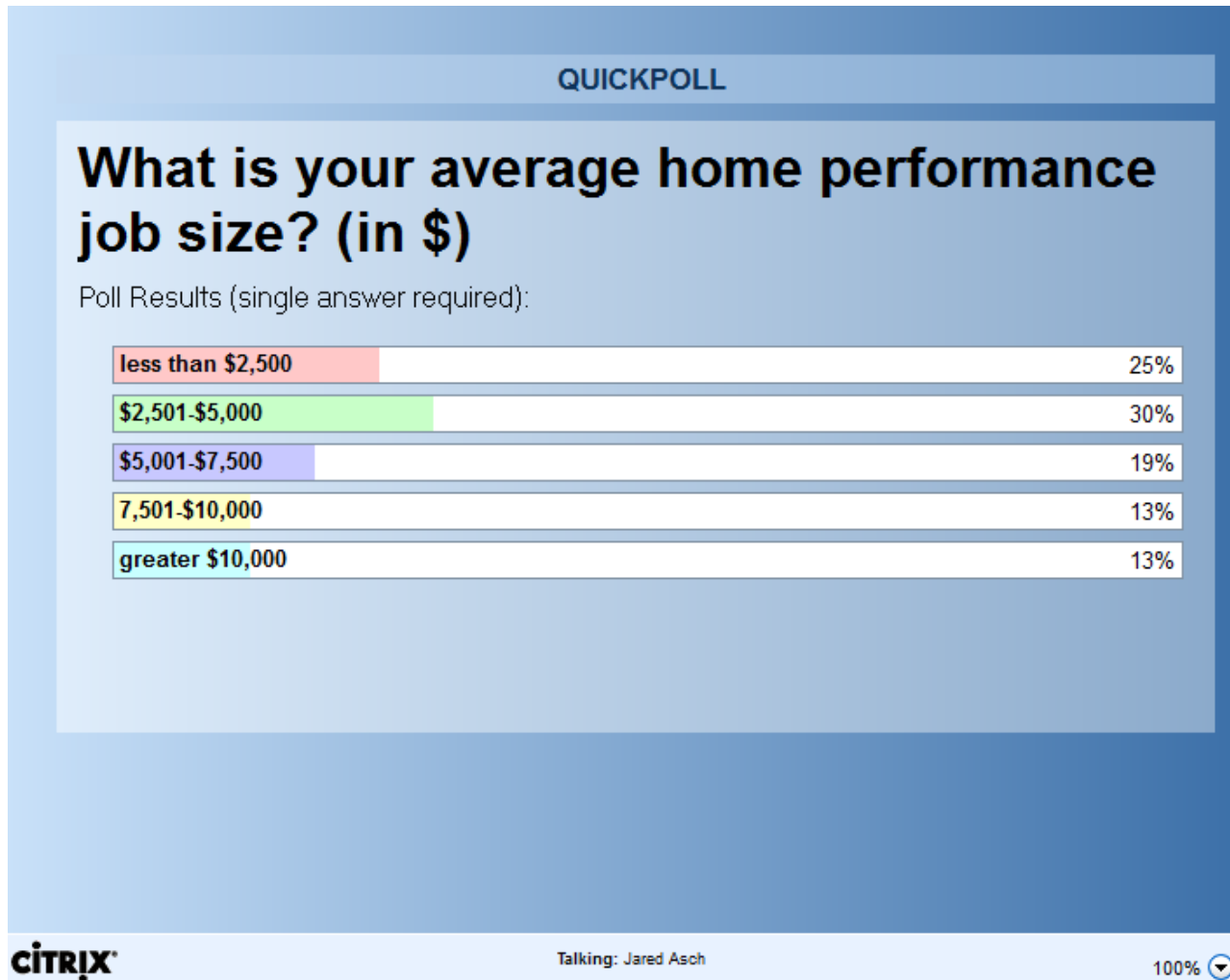
Initial Program Results (2/1-4/22)



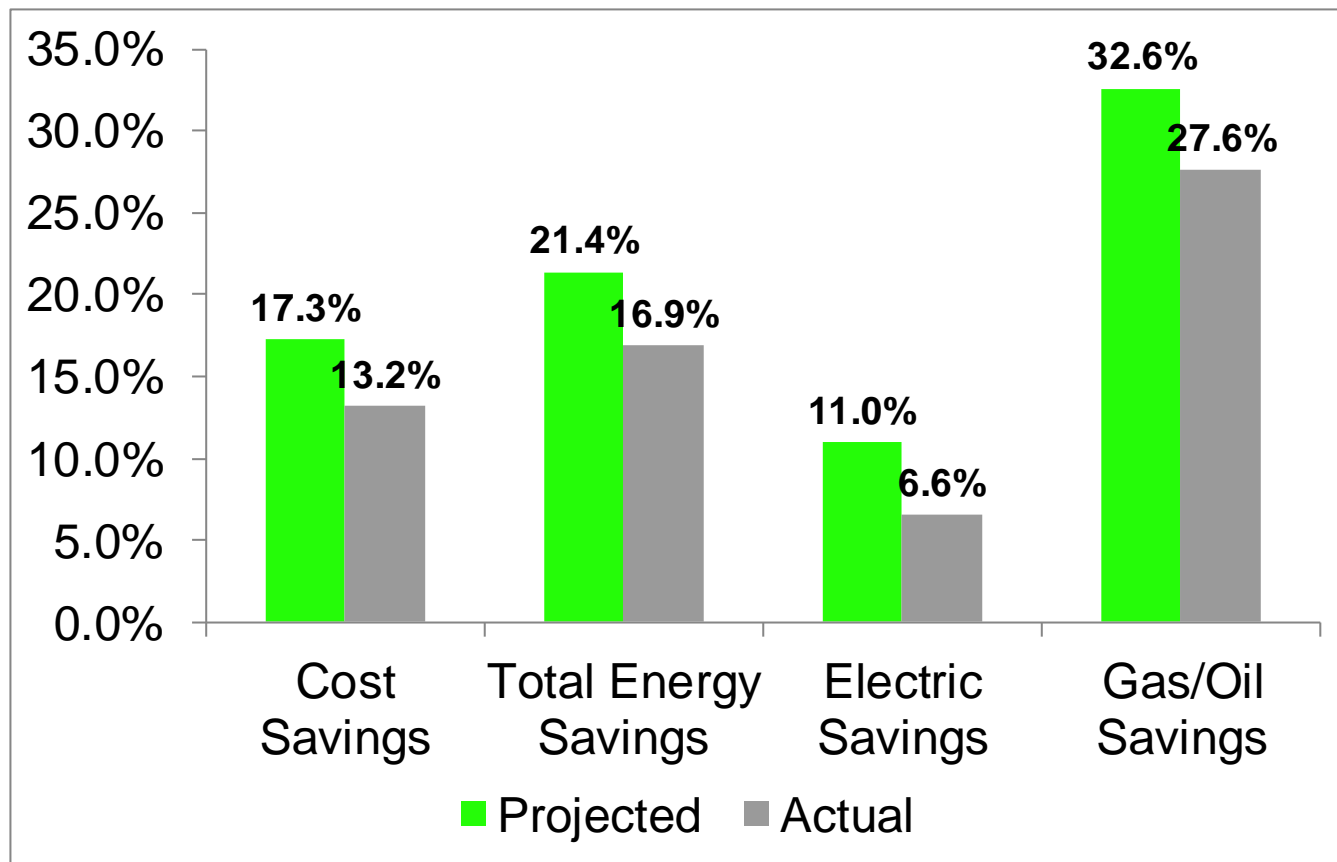
Poll Results – Efficiency First



Poll Results – Efficiency First



Projected and Actual Savings – Single Customer



- Limited Data – 4 data points
- Good savings data
 - 13% cost savings
 - 17% energy savings
- Projected vs. Actual: 4-5% overestimation
- Work to improve estimation techniques with GMS staff

Marketing Channels – Multi-Pronged Approach

- Home Shows
- Community Events
- Referral Program
- Door-to-door Campaigns
- For-Profit Partnerships
- Not-for-Profit Partnerships

Marketing Channels – Faith-based organizations

- April 3, 2011 Presentation
- 20 Attendees
- 8 Sign Ups for Audit
- 4-5 likely Retrofits



North Chevy Chase Christian Church

(Disciples of Christ)...an open and caring
congregation!

Green Church Initiatives



Presenter: Mark Brescia, Green Market Solutions
Sunday, April 3, 12:30 p.m.

Presentation will be held in Harlow Hall on the lower
level of the Church.
(Entrance in the back off the parking lot.)
Light refreshments will be provided.

Reductions of 20% to 35% in annual utility bills have resulted after following modifications identified for individual houses through detailed measurements taken during an energy audit. Typical cost for a high quality audit for a residence is approx. \$400.00. The cost for homes served by PEPCO under current programs is \$100.00. The effective cost of modifications such as increasing insulation can be reduced by 30% to 50% by taking advantage of local, state, and federal tax policies.

The GREEN TEAM at North Chevy Chase Christian Church is committed to continuing stewardship of the earth, and hopes you will join us in reducing energy use through efficient conservation.

http://www.nc4disciples.org/ministries_teams/green_church_initiatives

Marketing Channels – Faith-based organizations

- **Short-term - Pepco**
 - Wesley Theological Seminary – Growing network of congregations interested in engaging environmental concerns;
 - Greater Washington Interfaith Power and Light – GreenFaith relationship with IPL's Executive Director; reach out to and explore promotion;
 - Interfaith Conference of Metropolitan Washington
- **Medium-term - BGE**
 - New Psalmist Baptist Church – 7,000 member leading African American church with a national profile;
 - Baltimore Food and Faith Project at the Johns Hopkins Center for a Livable Future – GreenFaith co-publishing a food guide for faith-based groups with Johns Hopkins, and they have access to a large number of congregations in the Washington-Baltimore area;
 - The Baltimore Jewish Environmental Network – Group of synagogues and Jewish leaders throughout Baltimore who are committed to greening city's Jewish community.

Street Mapping – Door-to-Door Campaigns

Woodbine Street

Cross Street(s): Glendale Ave
Canvassed On:
Canvassed By:

[Location: \[Link\]](#)

Numbers of Homes 31
Income Ranking: Wealthy
Avg. Home Value: \$1,009,225
Neighborhood: North Chevy Chase, MD
Language: Mostly English

| Street | | | Interest Y/N | Owner Y/N | Contract Y/N | Map |
|-----------------------------------------------------------------------------------------------------------------|--|--|-----------------|--------------|-----------------|-----|
| <small>All addresses may not be included on list. Only homes that had available data were included.</small> | | | | | | |
| 3816 Woodbine Street | | | | | | |
| 3817 Woodbine Street | | | | | | |
| 3818 Woodbine Street | | | | | | |
| 3819 Woodbine Street | | | | | | |
| 3820 Woodbine Street | | | | | | |
| 3821 Woodbine Street | | | | | | |
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| 3839 Woodbine Street | | | | | | |
| 3840 Woodbine Street | | | | | | |
| 3841 Woodbine Street | | | | | | |
| 3842 Woodbine Street | | | | | | |
| 3843 Woodbine Street | | | | | | |
| 3844 Woodbine Street | | | | | | |
| 3845 Woodbine Street | | | | | | |
| 3846 Woodbine Street | | | | | | |

- Door-to-door campaigns to be implemented
- Use GIS software to map streets within targeted communities
- Example to show data driven approach

Lessons learned.

- Use multi-pronged marketing approach
- Engage community-based groups including faith-based organizations
- For faith-based organizations
 - Continue strong partnership with GreenFaith to leverage pre-existing relationships of GreenFaith (avoid “recreating the wheel”)
 - Begin with short-term plan in DC
 - Seek opportunities to grow GreenFaith’s network as well
- Effectively manage data collection & reporting

Leveraging Partnerships with Faith-Based Organizations

Questions



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Georgia Interfaith Power & Light

Power Wise

Alexis Chase
Executive Director
www.gipl.org


For \$100 - \$300:

- 
- Low Cost Energy Audit
 - Analysis of Energy Data
 - Customized Energy Audit Report
 - Project Management
 - Home Energy Audit Training Class
 - Georgia Power Rebates & Weatherization
 - Solar Loan Fund

Georgia Interfaith Power & Light - www.gipl.org

Interfaith Power and Light

Connect with your local IPL Chapter: www.interfaithpowerandlight.org

Use the map below to locate an Interfaith Power & Light affiliate in your state. If you are interested in starting an affiliate in a state that does not have one or want to learn more about how your existing organization can become an affiliate see our [Guidelines](#), then call us at  415-561-4891 .

