

(2) Southeast Rebuild Collaborative Public Sector Energy Efficiency Project

The Southeast Rebuild Collaborative (SRC) is a partnership of the state energy offices of Florida, Alabama, Georgia, Mississippi and South Carolina in cooperation with The Cadmus Group created to establish a self sustaining energy efficiency program to ensure that governments, school districts, higher education institutions and the low-cost, multi-family housing sector pursue superior energy management.

To directly *influence* at least 1,300 institutions – encouraging them to promote a culture of energy efficiency and establish best management practices; and to *transform* 10 percent of the organizations influenced – indicated by at least one building upgrade project within the institution under way, demonstrating best energy efficiency design and practices.

Total project cost: \$634,396.00

Funding request: \$498,896.00

Project Lead: Florida Energy Office

Project Participants: The Cadmus Group, Mississippi Development Authority, Alabama Department of Economic and Community Affairs, Jackson Electric Membership Corporation, Southface Institute & Sustainable Atlanta Roundtable, Sarasota County, Georgia Parent Teacher Association – Georgia Green & Healthy Initiative, Florida Solar Energy Center, Institute for Building Technology and Safety, Public Technology Institute, The Sheinkopf Group, Council of Educational Facility Planners International, and Catalyst Financial Group, Inc.

Start Date:

End Date:

Southeast Rebuild Collaborative Quarterly Update Summary

This quarter has been marked by the commencement of on-site work focusing on the implementation of Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB). As the project moves forward, we will focus on providing more on-site work in each SRC state. Below is a summary of activities undertaken during this period of performance. The progress is broken into regional efforts, which demonstrate that SRC states are effectively working together as a region, and state-specific efforts, which demonstrate what each state is doing to meet state-specific goals.

A highlight of this quarter was the finalization of a co-branded ENERGY STAR / SRC :30 second video public service announcement (PSA). At the end of 2007, Cadmus began to distribute 65 beta tape copies of the co-branded PSA to the SRC states' energy offices. Cadmus prepared a packet to send with each tape for states to use in pitching the PSA. The packet featured a letter explaining the importance of the PSA's message to public service directors, storyboards of the PSA, and a one-sheet introduction to SRC along with a promotional ENERGY STAR pen. The tapes were packaged in padded, ready-to-mail envelopes with the SRC logo and the tagline from the PSA, "Together we can all make a difference." They will be sent to the states on January 7.

Statistics from this quarter include:

- Over 2,500 people received our updates and newsletters.
- We provided Web trainings for over 200 people, on-site training to dozens more, and spoke at multiple conferences.

To date:

- Over 100 members have signed up to the SRC online.
- Nearly 1,000 visitors have visited the SRC Web site, viewing approximately 8,500 pages in total.

Quarter 3 Regional SRC Effort Highlights:

- Distributed SRC Fall Newsletter on October 3, 2007. Articles included:
 - SRC Endorses American College & University Presidents Climate Commitment
 - Benchmarking Makes the Grade: Enhancements to EPA's Portfolio Manager
 - SRC Higher Education Support
 - Financing Tools for Higher Education
 - Get A+ Efficiency with an ENERGY STAR Showcase Dorm Room
 - Furman University Making South Carolina Greener
 - ENERGY STAR® Change a Light, Change the World Pledge and Bus Tour
- Held SRC Executive Committee Meeting Wednesday, October 3 @ 2 p.m. EST, 1 p.m. CT.
- Held Three Regional SRC Webinar / Training Sessions
 - SRC: Leveraging Initiatives to Enhance Higher Education Energy Efficiency and Sustainability, Nov. 26, 2007
 - SRC: Clean Energy Opportunities for Local Governments, Dec. 6, 2007
 - SRC: LEED® for Schools and Existing Buildings, Dec. 12, 2007
- Created four SRC Higher Education 1-pagers – Cadmus created a general version, and one for students, one for faculty and staff, and a case study about Furman University. The fact sheets were distributed to a higher education listserv and can be found on the SRC Web site.
- Created a self-guided tour of the SRC currently available at <http://www.e3resources.com/src/>.
- Accepted for ENERGY STAR's :30 Video PSA co-branding opportunity
- Created SRC on-site implementation guidance documents to support pilot on-site LEED-EB charrettes
- Expanded and made updates to the SRC Web site (www.southeastbuild.org)
- Expanded and maintained contact database for SRC contacts
- Conducted administrative activities, such as tracking the budget and spending, and preparing the quarterly progress report.

Quarter 3 State-Specific SRC Effort Highlights:

Alabama:

- Fifteen ENERGY STAR video PSA tapes were prepared for Karen Clifton, Energy, Weatherization and Technology Division.
- Cadmus continued to develop an implementation plan for Alabama that includes follow-up to the quarter 3 on-site workshops conducted in Alabama.

Florida:

- SRC maintains a high level of activity in Florida's public sector.
- SRC presented to a Florida higher education audience at Florida State University's (FSU) Getting to Green Conference October 14-16, 2007.
- Began on-site work with the University of Central Florida (UCF) and Florida Department of Management Services (DMS) to help implement LEED-EB for two buildings.
- Held on-site mini-charrette with FSU on December 19, 2007 to help implement LEED-EB for one of their buildings.
- Prepared for all-day on-site charrette with Florida DMS to help them implement LEED-EB in one of their buildings.
- Fifteen ENERGY STAR video PSA tapes were prepared for Sarah Williams, Florida Environmental Protection.

Georgia:

- Facilitated opportunity for Georgia Executive Committee member to present the SRC at Association of Energy Service Professionals (AESP) Brownbag on October 18, 2007.
- Conducted conference call with Director of Construction and Energy Manager for Bibb County Public Schools to discuss ENERGY STAR tools and future technical assistance under the SRC. Strategized for working with Bibb County Schools / Energy Audit Demonstration.
- Revised "Dear Superintendent" Letter for distribution and preparation of Facility Manager, Architect & Designer, and Student & Teacher Letters.
- Met with Cindy Wolfe of DNR / GGHS Coordinator.
- Coordination of / attended meeting of Georgia SRC Partners (GEFA, PTA, Jackson EMC).
- Worked on developing Greenprints 2008 Curriculum which will contain a component on ENERGY STAR tools and will include K-12 examples.
- Provided Coordination for / distributed the information on the ENERGY STAR / LEED for Schools webinar.
- Designed / worked with in-house team member to work on Southface Web link for SRC page & resources.
- Facilitated a Web presentation titled 'ENERGY STAR PC Power Management for GEFA.'

Mississippi:

- Sent letters and materials to one hundred schools, state agencies and institutions about the SRC web and conferences/workshops on the webinars.

- Twenty-five ENERGY STAR video PSA tapes were prepared for Gayle Sims, Mississippi Energy Division. Ms. Sims requested and was sent an advance copy of the letter to public service directors to help her create a letter from her office to accompany the tapes.

South Carolina:

- Former Executive Committee member, Sonny Dubose, retired during this period of performance. Richard Horton will replace Sonny with support of Trish Jerman.
- Revised the proposed Southeast Rebuild Collaborative (SRC) implementation plan for SC and submitted it to the South Carolina Energy office on November 15, 2007.
- Ten ENERGY STAR video PSA tapes were sent to Trish Jerman, South Carolina Energy Office.

Next Steps for the 4th Quarter:

The SRC project is ready to move forward with the on-site support discussed above. SRC will continue to produce outreach materials including sector specific fact sheets, Webinars, and newsletters. Other planned activities include:

- Hold additional EC meetings.
- Customize and distribute materials, including SRC fact sheets, ENERGY STAR fact sheets, and newsletters to new recruits and SRC partners.
- Continue training programs and conduct follow-up activities in the K-12, Local Government, and Higher Education sectors.
- Expand infrastructure and enhance program offerings.
- Develop plans for on-site visits to states as appropriate.
- Create successes in each state to serve as case study for other states.
- Coordinate with states for activities related to Earth Day as appropriate.
- Submit a proposal to present at the CEFPI 2008 Southeast Regional Conference on LEED-EB and the SRC.
- Conduct administrative activities, such as tracking the budget and spending, and preparing the quarterly progress report.