

**Partner Update**

January–February 1999

Office of Energy Efficiency and Renewable Energy

**Profile**

Conway Rose

## Conway Rose: Reinventing LaGrange

Conway Rose has a vision for LaGrange, North Carolina, a turn-of-the-century town of 3,500 that has been in decline for 30 years. He looks beyond neglected and abandoned buildings and sees a self-sustaining town that can restore its historic buildings – built between 1890 and 1915 – and create an environment that will be good for business and an appealing destination for visitors.

The Mom and Pop businesses of LaGrange have long since collapsed in the face of competition from the big chains. And 15 years ago the opening of Highway 70, which bypasses the town, seemed to seal its fate. Nearly all of the historic buildings on the main street of town stood vacant, padlocked and forgotten until Conway Rose entered the picture.

Rose is and has been many things in his life: historian, archaeologist, general contractor, restorer of historic structures, recreational pilot, nationally certified antiques appraiser, WWII Okinawa veteran, and the leading North Carolina authority on the Tuscarora Indians.

Here's one more: leader of the **LaGrange Redevelopment Foundation**, a Rebuild America

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## Mind the Sharks – Aquarium Saving Money to Improve Exhibits



When the New Jersey State Aquarium wanted to upgrade its facility, **Rebuild Camden County, New Jersey**, the local Rebuild America partnership, helped make it happen.

Over the next 15 years, the state-of-the-art aquarium will save \$5.6 million, thanks to the improvements recommended, designed and installed by Rebuild Camden County and ONSITE SYCOM, a national energy service company that serves as lead partner.

Located on the Delaware River waterfront just a mile from the Liberty

Bell, New Jersey's Aquarium features a 760,000-gallon Open Ocean Tank that can accommodate tuna swimming at speeds of 35 mph. Other attractions include a simulated rain forest, Shark Zone, Seal Shores, a Caribbean beach and coral reef exhibits.

The Camden County Improvement Authority provided a loan to finance the \$2.25 million of improvements, including the retrofit of an aging chiller and the installation of energy-efficient lighting, a natural gas chiller, and variable frequency drives.

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FUNDING YOUR PROJECTS

# Rebuild America is proud to add these **10** new partnerships to the many communities and businesses nationwide that are saving money through energy efficiency.

Baltimore, MD, East Harbor Village Center, Inc.

Camp Verde, AZ, Yavapai Apache Nation

City and County of Honolulu, HI

Cupertino, CA, DeAnza College

Meridian, ID, Meridian School District

Corvallis, OR, Oregon State University

Rebuild Ada County, ID

Rebuild Hudson County, NJ

San Diego, CA, San Diego Regional Energy Office

Territory of American Samoa

To learn more about Rebuild America, call 1-800-DOE-EREC or visit [www.eren.doe.gov/buildings/rebuild](http://www.eren.doe.gov/buildings/rebuild).



## Aquarium to Improve Exhibits

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The Aquarium also qualified for participation in a PSE&G utility incentive program. The \$4.1 million utility incentive, combined with projected energy savings, will generate revenues of approximately \$8.8 million. A portion of the revenues will be used to pay off the loan, while remaining savings can be applied to the upkeep and expansion of existing exhibits and for new projects.

### More Projects Underway

In addition to working with the Aquarium, Rebuild Camden County entered into an agreement with the City of Camden to install energy-efficient lighting in all municipal facilities, including police and firehouse administration buildings, three firehouses, a public works building, the main library, and the City's redevelopment agency.

The partnership prepared specifications for the City to publicly bid the labor and material for the lighting project,

which is expected to stimulate economic growth in the community while saving tax dollars. The City plans to enter into a tax-exempt lease with a third party to finance the project costs over a 10-year period.

The new efficient lighting system will save the City \$49,000 in annual energy costs and produce \$210,000 in utility incentives over the next 10 years – more than offsetting the costs of equipment and installation.

*For more information, contact Brandon Sutcliffe of ONSITE SYCOM at (732) 748-9600 or e-mail [bsutcliffe@sycoment.com](mailto:bsutcliffe@sycoment.com). To see the New Jersey State Aquarium, visit [www.njaquarium.org](http://www.njaquarium.org).*

The Aquarium's 760,00-gallon Open Ocean Tank is the third largest in the country.



## View from DC

By Mark Bailey

Now is the time to get your applications in for the U.S. Department of Energy's State Energy Program (SEP) Special Projects. Of the \$13.8 million available, \$1.25 million is set aside for Rebuild America projects. Awards will range from about \$50,000 to \$150,000 each.

For Rebuild America, Special Projects proposals should focus on at least one of the following objectives:

- 1 Establish/continue a state role as program representative.
- 2 Support partnership proposals that strengthen the program.

Proposals must be submitted to your DOE Regional Support Office by April 1, 1999. Projects will be selected based on evaluation criteria listed in the SEP notice. The notice can be found at [www.eren.doe.gov/buildings/state\\_and\\_community/sep/fy99/sepsp99-forum](http://www.eren.doe.gov/buildings/state_and_community/sep/fy99/sepsp99-forum). For more information, contact your Rebuild America regional team leader.

### Playing A Vital Role

Thirty-three states, three territories and the District of Columbia are Rebuild America partnerships. They are a vital part of Rebuild America's efforts to help communities capture the benefits of energy efficiency.

For example, **Rebuild Idaho** is becoming the "foundation program" for statewide and community-based conservation efforts. Program Manager Sue Seifert foresees Rebuild Idaho helping communities, school districts, business and industry develop sound, long-term resource-use strategies that enable real energy savings and economic development.

We applaud states and territories for their dedication and expertise in making that happen, in Idaho and across the country.

*Mark Bailey is the Rebuild America national program manager.*

# Partnership Briefs

**1500 Days: The Central Ohio Energy Efficiency Project** is working with the Foundation for Environmental Education, British Petroleum, American Electric Power, and the Worthington School District to install a solar photovoltaic (PV) system in Bluffsview Elementary School. Bluffsview is the first school to have solar technology installed through the partnership's "Smart School District" initiative. Over the next two years, 1500 Days is looking to retrofit 1.6 million square feet and install PV systems in Worthington's 17 other schools. Greg Viebranz, Worthington's director of communications, praised the program's educational aspects, noting that "students will have access to data about what these solar panels are doing for their school."

*For more information, contact Glen Kizer of 1500 Days at (614) 823-6243 or e-mail [gkizer6039@aol.com](mailto:gkizer6039@aol.com).*

**The Stark Metropolitan Housing Authority** partnership received a \$50,000 grant from the Ohio Department of Development to complete energy audits on its 2,700 public housing units. The U.S. Department of Housing and Urban Development requires the Authority to complete energy audits every five years on all of its buildings, which range from high-rises to single-family homes, but doesn't fund those audits. "During these times of restricted funds, partnerships such as this can bring about fantastic benefits and savings," said Michael Williams, the Authority's maintenance director. He said the Authority's goal is to reduce its energy costs, currently 20-25 percent of the total budget, to provide funds for other needed projects.

*For more information, contact Michael Williams at (330) 454-8051, ext. 332.*

**Rebuild Iowa** is saving taxpayers more than \$475,000 a year by enrolling 132 partners and about 800 buildings in its statewide Rebuild America program. So far, Rebuild Iowa has put more than \$6 million into energy-efficient improvements, with another one million dollars-worth identified. In addition to the tremendous cost savings, these improvements have cut greenhouse gas emissions by more than 9,000 tons. The partnership is also educating school children about the benefits of energy conservation and renewable energy. "Iowans are learning to live better lives today through energy-efficient measures, without compromising resources needed for tomorrow," said Kimberly Baxter of the Iowa State Energy Office.

*For more information, contact Kimberly Baxter at (515) 281-6486 or e-mail [kbaxter@max.state.ia.us](mailto:kbaxter@max.state.ia.us).*

## Reinventing LaGrange, NC

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partnership dedicated to reviving this ailing southern town.

For Rebuild America partnerships like this one, saving energy can be a tool of economic revitalization. Since its inception in April 1997, the Foundation has been buying vintage buildings in the town's commercial district. Today, 13 of the 25 historic buildings in the commercial district are in the Foundation's possession.

By making cost-effective improvements to these historic buildings, Rose plans to attract quality business and retail tenants that in turn will draw visitors.

"We want LaGrange to serve as a small town America revitalization model that will help other communities in a similar situation," he said.

He has been resourceful in getting help wherever he can find it. A grant from the North Carolina Department of Cultural Resources helped in the purchase of the

Foundation's first buildings. His plans further crystallized with assistance from Rebuild America.

The Foundation has used most of a \$100,000 state grant in coordination with Rebuild America to restore or replace the roofs of 11 historic buildings.

### **New Parks, Renewed Hope**

As the plan to redevelop LaGrange evolves, the Foundation will be in a position to bring new amenities to the town, such as recreation centers, parks and public gardens, Rose said.

On the front burner are plans for an outstanding regional museum in LaGrange. The Foundation has enlisted the help of architects and museum experts and has attracted some corporate sponsorship for the project.

Another pending victory for the town is that it has received a federal historic district designation grant for an area encompassing

50 houses, five churches and 23 downtown businesses that pre-date 1910.

Rose said his biggest challenge has been to get the full support of the town. "They'd been down and out for 30 years and had no confidence," he said.

He holds meetings regularly to keep residents apprised of the Foundation's plans and writes a weekly newspaper column about local history and architecture. Residents are beginning to see the difference the Foundation is making and have something they haven't had in many years: Hope for their town and their futures.

*A licensed general contractor for 40 years, Conway Rose has served as president of both the Wayne County Historical Society and the North Carolina Archaeological Society. He resides in Goldsboro, NC, with his wife Lew. For more information, contact him at (252) 566-2400.*

# Helping Neighbors Year-Round in Nevada

For **Nevada Power**, the spirit of goodwill doesn't end during the holidays. It continues year-round through help to people like Pearlie Joe, a senior citizen who faced power bills of up to \$500 a month.

Through its partnership with Rebuild America and Christmas in April\*Greater Las Vegas, Nevada Power lowered her bill by 60 percent. The utility fixed the home's problems of inadequate insulation, an ineffective heating unit and solid-brick construction, while vendors donated new windows, doors, cabinets and roofing.

Barry Vinik, a Nevada Power employee and Las Vegas chapter board member, explained why the utility participates in both Rebuild America and Christmas in April: "They share a common mission – to improve [the] quality of life in our communities by rehabilitating existing buildings."

## Volunteers At Work

Las Vegas is one of nearly 50 Rebuild America communities where Christmas in April chapters also exist. Christmas in April is a national volunteer organization that works with communities to rehabilitate housing, particularly for low-income elderly or disabled homeowners who are unable to make necessary home repairs.

Since Christmas in April was launched as a national program in 1988, over one million volunteers and thousands of corporations and organizations have donated time, labor and funding to build better neighborhoods. Today, more than 600 communities participate in Christmas in April activities, typically held on "National Rebuilding Day" (the last Saturday in April).

Volunteers with Christmas in April\*Greater Las Vegas have renovated 110 homes and several non-profit facilities since forming the chapter in 1993. Last year

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the Las Vegas chapter joined Rebuild America because it offers much-needed building knowledge and energy resources, according to Beth Gayler, the chapter's executive director.

## Saving Power and Money

Nevada Power is one of the Las Vegas chapter's premier sponsors. The utility conducts an energy audit of each home scheduled for renovations and makes various energy-efficiency improvements. These include electrical upgrades and weatherization of windows and doors. The utility also installs security lighting.

Homeowners typically save at least 15 to 20 percent of their electricity consumption, plus gas and water savings.

Christmas in April\*Greater Las Vegas and Nevada Power expect to rehabilitate about 35 homes this year. Both the chapter and the utility are proud of their efforts and have vowed to keep their neighbors living in warmth, safety and independence.

*For more information, contact Reed Dewey of Christmas in April\*USA at (202) 483-9592.*



Volunteers with Christmas In April\*Greater Las Vegas help rebuild the community.

# Rebuild Arkansas Strikes Gold

Rebuild Arkansas has found a wealth of resources right at its back door, in data collected by the Arkansas Economic Development Commission (AEDC).

Luke Elliott of the Arkansas Energy Office said AEDC's data help the partnership explain the benefits of Rebuild America to prospective partners. The data include information on population, age, income, education, energy consumption, retail sales, labor force and housing distributions throughout the state. The data also cover infrastructure, tax base, and university and K-12 school facilities in each city in Arkansas.

Elliott also does some data collection of his own. Before presenting to a community, he calls a few large facilities (such as the schools, municipal government, hospitals and major industries) to get information on their annual energy expenditures.

Prepared with the AEDC data and the information he gathered, Elliott can make a compelling presentation. For each facility, he estimates a 25 percent cost savings. Elliott explains that these savings are like a "bank account" that facility owners didn't know that they had but can tap into with the help of Rebuild America.

Elliott also uses AEDC's energy consumption data to extrapolate figures for each community. Since the data cover all sectors, he predicts that Rebuild Arkansas can save communities 10 percent of their total energy expenditures.

Elliott recently met with representatives from the communities of Warren and McGee. In McGee, a town of less than 5,000 residents, he explained that the community could save \$950,000 annually by participating in Rebuild America. In Warren, Elliott estimated that with Rebuild America the school district could save \$50,000 each year in energy expenses. The town of McGee signed up on the spot, and the town of Warren signed up the next day.

*For more information, contact Luke Elliott at (870) 363-4248 or e-mail [bluemtn@aristotle.net](mailto:bluemtn@aristotle.net)*

# Tapping the Power of Peers

The collective expertise of Rebuild America's 200-plus partnerships is a treasure trove of information for partnerships seeking fresh ideas on how to build and sustain their programs. The Seattle region, home to some 60 partnerships, has pioneered a new Rebuild America initiative to tap into this body of knowledge [see May-June 1998 *Partner Update*].

With support from Rebuild America's national office, the Seattle region is taking the partnership concept to the next level with a peer-to-peer program that invites an open exchange of ideas on how to meet partnership challenges.

A year ago, when Seattle Regional Rebuild America Team Leader Paul Johnson and **Strategic Energy Innovations** Executive Director Cyane Dandridge began the program, more than 40 people from 24 partnerships shared their experiences during a start-up meeting.

They identified four areas where Rebuild America could lend valuable support to the western peer exchange program:

- regional meetings,
- joint partnership proposals to foundations,
- coverage of travel costs to enable

- unfunded partners to attend peer exchanges, and
- web-based communications.

The number of Rebuild America partnerships in the region has since doubled and a second, more focused peer exchange last November drew more than 55 participants, including representatives from Guam and American Samoa.

"The program was developed by and for peers," Johnson said of the meeting. They "explored real-world problems as they tried to get their programs up and running."

## ***Open and Honest Exchanges***

Ken Baker of the **Idaho Department of Water Resources** spelled out the ground rules for four presenter/consultant discussions on school and university, commercial, sustainable building, and public building projects. Then partners laid out their challenges.

A Peer Planning Committee comprised of Dandridge, Baker, Sue Seiffert of the Idaho Department of Water Resources, and Stan Price of the **Northwest Energy Efficiency Council** helped facilitate the sessions and keep discussions focused. The overall group served as consultants and offered advice to the

partner-presenters.

Johnson said he was struck by the open and honest exchanges. "People weren't there to tout their successes. They were looking for information on how to solve problems and meet the challenges their partnerships faced."

For example, he said, "we heard many practical examples of how Rebuild America partners strengthened the financial base and sustainability of their partnerships by expanding them to include key community-based organizations."

Dandridge added that, "the 'expert consultant' approach requires participants to really listen in a way we're not accustomed to - and to draw from their own experience and knowledge to guide the presenters to a workable solution."

Johnson said their challenge now is to "keep up our drive and enthusiasm, broaden our partnerships, and develop projects that will show quantifiable results." The peer exchange program is expected to be replicated in other regions of the country later this year.

*For more information, contact Paul Johnson at (206) 553-2154 or e-mail paul.johnson@hq.doe.gov.*



Brian Kealoha, Tom Van Lieu and Rebecca Garrett participated in the recent peer exchange.

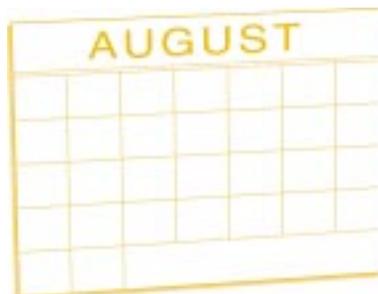
## Mark Your Calendars

### ***1999 Rebuild America National Forum***

August 9-11, 1999

MGM Grand Hotel,  
Las Vegas, Nevada

Registration details will be coming soon.



# Tax Credits Stimulate Historic Preservation

By Ted Alexander

Building owners in **Shelby, North Carolina**, are using federal and state tax credits to preserve historic buildings and encourage energy efficiency.

The credits help destroy the myth that it's cheaper to "tear down and start over." Those of us involved in downtown revitalization know that neighborhood conservation, historic preservation and energy efficiency go hand-in-hand.

The two credits aren't deductions – they are actual dollar-for-dollar reductions in your tax bill. As with all tax issues, consult with your tax advisor before proceeding. If you qualify, these substantial credits can help you save the best characteristics of older structures as well as money and energy.

### **Planning Is Key**

The federal government offers two historic preservation tax credits to stimulate economic reinvestments. They are both for income-producing properties.

- ❶ A 20-percent credit for "certified" historic structures, including rental residential.
- ❷ A 10-percent credit for "non-certified" structures built before 1936 that do not include rental residential.

The credits can be applied to almost every cost associated with the rehabilitation and adaptive reuse of a qualifying property, including energy retrofits that respect a building's essential integrity and architectural features. Only one credit may be applied to any building.

For example, if the total cost of renovating a "certified" historic structure is \$100,000, including new HVAC, insulation, lighting, etc., then the 20-percent credit would result in a \$20,000 reduction in income taxes for the

building owner, leaving the net project cost at just \$80,000.

There are many historic building designations, so planning is key to determine which of your buildings qualify. Every state has a State Historic Preservation Office that can explain the ins and outs of these credits, including the paperwork trail necessary to claim them.

### **Steps To Take**

There are three steps to take before you begin work on a building.

- ❶ Take full interior and exterior pictures before starting any work.
- ❷ Consult with your state's Preservation Office and have your architect, builder and Rebuild America contact supply required information.
- ❸ Complete an application for each building and describe the work to be done (with photographs).

Beyond those steps, there are specific thresholds and qualifications to meet for a building to qualify for and receive either credit.

### **An Ambitious Program**

The Uptown Shelby Association has embarked on an ambitious program to help property owners through the process, which includes hiring consultants skilled in historic preservation techniques. We've already helped 10 owners and have plans to help at least 10 more.

The first step for Rebuild America partnerships that want to capture these savings is to work with your architect, contractor and State Historic Preservation Office to ensure your action plan encourages historic preservation as part of overall community energy efficiency.

In addition to these federal tax credits, many states offer additional tax credits or incentives for rehabilitating older and historic structures. Combined, they are creating a unique blend of energy efficiency and historic ambiance in Shelby.

*Ted Alexander is executive director of the Uptown Shelby Association. He can be reached at (704) 484-3100. To learn more, contact the National Conference of State Historic Preservation Officers at (202) 624-5465 or visit [www.sso.org/ncshpo](http://www.sso.org/ncshpo).*



The 1st National Bank building in Shelby, NC, after renovation.

## Tools

### **Funding Your Projects**

Partnerships know that while the economic, community and environmental benefits of energy efficiency are clear, finding up-front capital for upgrade projects can be difficult. **Rebuild America Financial Services** is a new area of assistance to help partnerships understand and access various financial options.

Rebuild America Financial Services is not a funding mechanism; rather, it provides partnerships with written guides, workshops, analytical tools and customized technical assistance to help them develop, finance and implement energy-efficiency projects. Partnerships can also reach out to participating state programs, associations or private financing organizations that can provide increased access to capital.

The Rebuild America Financial Services web site includes case studies of communities that successfully funded energy-efficiency projects. They include:

- Montgomery County, Maryland, whose Capital Savings Reinvestment Plan expects savings of \$700,000 so far.
- The Wisconsin Energy Initiative, which has partnered with more than 60 organizations to leverage a \$5 million utility rebate program into \$40 million for state facility upgrades.
- The State of Iowa's Facilities Improvement Corporation, a non-profit, state-supported organization that has returned \$6 million per year and average cost savings of 117 percent of lease value.
- The LoanStar Revolving Loan Program in Texas, which finances energy improvements in state and local buildings and estimates savings of \$250 million over the next 20 years.

*For more information, visit the Rebuild America Financial Services web site at [www.ornl.gov/rafs](http://www.ornl.gov/rafs), or contact your Rebuild America customer service representative.*



The Rebuild America Information Management System (IMS) has taken on a new look. The new appearance follows the standard Rebuild America design theme, with crisp and simple navigational tools. The IMS is a tool for partnerships to access information and resources about Rebuild America and fellow partnerships. Log into the IMS through the Rebuild America web site at [www.eren.doe.gov/buildings/rebuild](http://www.eren.doe.gov/buildings/rebuild). Send comments, suggestions and questions about the IMS to [rebuildamerica@drintl.com](mailto:rebuildamerica@drintl.com).

### **Grant Applications Due April 1**

April 1, 1999 is the deadline to submit applications for the U.S. Department of Energy's fiscal-year 1999 State Energy Program (SEP) Special Project funds. This year the program has \$13.8 million available, including \$1.25 million for Rebuild America.

Project funding is available in five sectors: buildings, industrial, utility, federal, and transportation. Applications will be examined for completeness and timeliness, followed by a merit review and a recommendation to the Assistant Secretary for Energy Efficiency and Renewable Energy, who will make the final determination.

*For more information, contact your Rebuild America regional team leader:*

## **Upcoming Events**

**National Trust Main Street Center Downtown Revitalization Annual Conference.** March 21-24, 1999 in San Diego, California. Contact the Main Street Center at (202) 588-6219.

**National School Boards Association 59th Annual Conference.** April 10-13, 1999 in Sacramento, California. Contact NSBA at (800) 950-6722, option "2."

**1999 State Energy Program Mid-Atlantic Regional Conference on Energy Efficiency.** April 19-21 in Baltimore, MD. Contact the Maryland Energy Administration at (800) 723-6374.

**7th National Conference on Building Commissioning.** May 3-5, 1999 in Portland, Oregon. Contact Portland Energy Conservation, Inc., at (503) 248-4636 or visit [www.peci.org](http://www.peci.org).

**5th National Clean Cities Conference.** May 23-26, 1999 in Louisville, Kentucky. Contact Clean Cities at (800) 224-8437 or visit [www.cccities.doe.gov](http://www.cccities.doe.gov).

**Solar '99: Growing the Market.** June 12-16, 1999 in Portland, Maine. Contact ASES at (303) 443-3130 or e-mail [ases@ases.org](mailto:ases@ases.org).



# Rebuild America and Christmas In April

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## Share Your Success

*Rebuild America Partner Update*, the bimonthly newsletter about the Rebuild America community, covers partnership activities, industry trends, and program news.

To submit news or story ideas, contact:

- Jonathan T. Alloy, (202) 466-7391, or e-mail [jalloy@pcgpr.com](mailto:jalloy@pcgpr.com).
- Rebecca Penovich, (301) 588-9387, or e-mail [beckyp@drintl.com](mailto:beckyp@drintl.com).

## Learn More

Rebuild America is part of DOE's Buildings for the 21st Century. If you would like information about Rebuild America or the other energy efficiency and renewable energy programs and resources, call 1-800-DOE-EREC or visit [www.eren.doe.gov](http://www.eren.doe.gov).

To be placed on the mailing list for *Rebuild America Partner Update*, e-mail [rebuildamerica@drintl.com](mailto:rebuildamerica@drintl.com).



Rebuild America is a network of community partnerships – made up of local governments and businesses – that save money by saving energy. These voluntary partnerships, working with the U.S. Department of Energy, choose the best ways to improve the energy efficiency of commercial, government and apartment buildings. Rebuild America supports them with business and technical tools and customized assistance.

By the year 2003, 250 Rebuild America partnerships will be involved in over 2 billion square feet of building renovations, which will save \$650 million every year in energy costs, generate \$3 billion in private community investment, create 26,000 new private sector jobs, and reduce air pollution by 1.6 million tons of carbon dioxide a year.

## U.S. DEPARTMENT OF Energy

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