

**The Headwaters Fund
2010-11 Grant Fund Application
COVERSHEET**

For Office Use Only

App. #:
Org. #:

Date of application: October 1, 2010

Organization Name: Plan It Green

Address: 1385 8th Street, Suite G, Arcata, CA 95518

Telephone number: 707- 826-0665 Fax number: _____

Director/CEO: Steve Salzman

Organization Type: Gov't type: _____ (local, state, etc.) Nonprofit type: 501(c)(3)

Total current year organizational budget: \$35,624 # of FTE employees: 0.5

Summarize the organization's mission (in the space provided):

To encourage the adoption of economically, socially, and environmentally sustainable building practices in Humboldt County and to facilitate their implementation through education, collaborative partnerships, and technical assistance.

Project title: Building Performance Improvement Center Pilot Project

Amount requested: \$212,067 Total project cost: \$287,067

Period covered: Jan 2011 to Dec 2012

Total match amount: \$75,000 Match as % of project budget 26 %
(Required 50% match for implementation, 25% for planning or technical assistance)

Cash match: \$62,750 In-kind match \$12,250

Cash match as % of project budget 22 %

Type of project (specify planning/technical assistance or implementation):

Planning/Pilot Project

Geographic focus of project: Humboldt County

Contact person name and title: Steve Salzman, Executive Director

Contact phone: 707- 826-0665 Contact email: salzman@humboldtplanitgreen.org

Contact address (if different from above): same as above

HEADWATERS GRANT APPLICATION EXPLANATION OF NARRATIVE QUESTIONS

Please answer the questions below, keeping within the recommended space and word limits specified for each. The entire narrative is limited to 10 pages. The 275 word answers should be one page. Answers should be written in 12 point font with 1" margins. For further explanation of outcomes listed below under economic development strategies, please see the Grant Application Instructions.

1) Summary of project/grant request (50 words maximum).

Funds are requested to help establish the Building Performance Improvement Center. It will provide services that remove barriers and increase the demand for green renovations and energy efficiency upgrades in existing buildings. The services are similar to and complementary of RCEA's lighting retrofit program but addresses overall building performance.

2) Describe the project including project goals. Include a scope of work which describes the methods that will be used to achieve the goals, timeline, and description of relationships with other programs or projects. Describe cross-sector and private industry support for and involvement in the project. (500 words maximum)

This four-phase project includes; 1) the final development and marketing of our business concept; 2) proof of concept through the implementation of a pilot project; 3) evaluation and revision of the business plan and; 4) full-scale implementation and integration with other existing programs. The first three phases will be completed within 12 months. Phase 4 will occur in the second year.

The major barriers preventing owners from investing in upgrading the performance of their building assets are the technical and logistical complexity of the process and the unknown costs and benefits. **The goal of this project** is to perfect a system that leads the owners through the process; supplying crucial information at key decision points, helping to evaluate and arrange financing, and providing a selection of qualified and properly certified building contractors.

The BPI Center concept is similar to the commercial lighting/refrigeration retrofit services offered by the County's JPA (RCEA). They focus on reducing electrical use in buildings and not the broader performance improvement upgrades and retro-commissioning (systems tune-ups) that could create lots of jobs in other construction and related trades. The participation in their program relies heavily on subsidies and demand for their services drops off sharply when the subsidies are not available at significant levels. While theirs is a valuable service, it is not a viable business model upon which to build an industry sector.

We will build the business case for investing in performance improvements by accounting for a broader range of tangible benefits such as occupant comfort/productivity and retention as well as financial incentives such as accelerated depreciation, investment tax incentives, alternate rent/lease agreements, and federal, state, and utility subsidies. We will work with financial institutions and building contractors in developing partnerships that stimulate the mutually

beneficial flow of money through the system. We are available to discuss our business plan and scope of work, but do not have sufficient space to present it here.

The timing of the project is critical as the federal and state governments are desperately trying to simultaneously kick start the small business sector and create “green” jobs. This service fits the bill perfectly and has been discussed at Regional Industry Clusters of Opportunity and Green Employers Council meetings. The project complements and builds upon existing local services, including: the Clean Energy Workforce Training Program, RCEA’s lighting/refrigeration program, Redwood Community Action Agency’s low- weatherization service, and Humboldt County Builders Exchange.

The greatest strengths of the proposed BPI Center includes its private-sector, investment/profit driven orientation, its capacity to get the program up and running quickly, to aggregate the required services that keep costs competitive, and its accountability. It will also employ an extensive and comprehensive marketing strategy to generate and maintain the interest and buy-in of building owners.

Our project is a collaborative effort between Plan It Green (nonprofit) and GreenWay Partners (for profit) and other private sector partners including : Anderson, Lucas, Somerville & Borges (accounting firm); Emanuel Rose (marketing consultant); Abbay Technical (building performance modeler); and Ourevolution (building performance analyst).

3) *The Headwaters Fund Board is interested in economic development strategies based on the outcomes listed below. Identify how the project will work toward one or more of these outcomes to further economic development in Humboldt County and lead to job creation. (275 word maximum)*

Successful completion of this pilot project will set the stage to address several Headwaters Fund economic development priorities.

The proposed project will directly benefit several of the Targets of Opportunity:

- Many of the materials required for performance improvements can be sourced from existing, local *niche manufacturing* producers.
- Directly creates jobs in the *Building and Construction Industry* sector.
- The project design encourages innovation in *investment support services* by developing relationships with local lenders and demonstrating the risks/benefits of investing in green building services and building performance improvements.
- The BPI Center will serve as a model of *innovation services* by creating a hybrid service center that performs economic and community development functions and enhances cluster linkages. It will also create new employment opportunities in this sector.

The project will also:

- **Create a model strategy for economic development** by reducing the burden of small business owners to procure new customers by providing marketing and consumer education about green building services, and by directly connecting consumers with service providers;
- **Reduce regulatory bottlenecks** by facilitating construction permitting and contracting processes for clients;
- **Plug economic leaks** by securing green building projects for local service providers and by reducing the amount of money going to out-of-area utility providers;
- **Stimulate existing local businesses** including green building contractors, service providers, and product suppliers;
- **Provide opportunities for entrepreneurship** by increasing demand for green building services;
- **Leverage future projects** by funding a start-up business that can be replicable and transferable to non-commercial (e.g., residential or public) properties.

4) If the project will directly create jobs, describe how many, whether the jobs are at or above the median wage level, and what kinds of jobs they are. (75 word max)

This project directly supports management, administrative, and technical jobs above median wage levels. Newly created, part-time administrative jobs will coordinate project activities; part-time management jobs will oversee the project and provide technical assistance. The pilot project test cases will provide work opportunities for at least eight (8) small businesses (building performance auditing and modeling, drafting, accounting, legal) and consultants (marketing, website development, and construction estimator). Building contractors will also secure work to perform building improvements.

5) If appropriate, explain how the project will provide environmental benefits in one or more of the categories listed below. (200 word maximum)

- *Protects and or improves the natural environment*
- *Supports the sustainable use of environmental resources*
- *Utilizes environmental knowledge in the creation of jobs*

This project addresses all three of these categories by making the built environment more sustainable. Our nation's buildings use approximately 65% of our electricity, 50% of our natural gas and produce 30% of our greenhouse gases. Improving building performance creates a healthier and more productive indoor environment, reduces energy usage, conserves natural resources, and lowers greenhouse gas emissions.

Plan It Green and GreenWay Partners have been leaders in the advancement and development of the local green economy. This project applies their knowledge in that field and contributes to improving the green economy by increasing the demand for green employment opportunities.

The pilot project will result in increased environmental benefits with the completion of retrofits to improve commercial building performance. These retrofits will result in immediate reduction of energy consumption and more sustainable use of energy resources.

With full-scale implementation of the BPI Center, and the completion of more building improvement renovations local energy consumption will decrease. An ancillary element of the Center will be to provide optional "whole property" performance improvements which would further reduce use or degradation of local resources by addressing on-site water consumption, storm water runoff retention, and waste reduction.

6) Explain how the project contributes to the quality of life for Humboldt County residents in any of the categories listed below. (275 word maximum)

- *Builds leadership*
- *Revitalizes communities/infrastructure*
- *Builds public infrastructure*
- *Improves public or pedestrian transportation*
- *Utilizes existing buildings*
- *Fits with the community image and identity*
- *Preserves heritage*
- *Contributes to Humboldt County being a desirable place to live – improves housing conditions and standards, expands green building economy*

This project contributes to local quality of life in several ways. Retrofits and renovations on commercial and residential properties will create opportunities for more green economy employment. It will revitalize existing buildings, improving their overall functionality, healthiness, and aesthetic value. The project is in line with the community's established "green" identity; while Humboldt is already home to many green services, this project will increase green building sector activity, encourage more collaboration within the sector, and create opportunities for entrepreneurship in an expanding green economy. By growing the green economy and improving the conditions and standards of commercial and residential properties, this project will also contribute to Humboldt's desirability and livability.

- **Revitalizes communities/infrastructure:** The objective of the BPI Center is to revitalize and improve the performance of existing buildings in our community.
- **Utilizes existing buildings:** The BPI Center will be housed in the Arcata Innovation and Technology Center building and will expand as necessary within that building to accommodate growth.
- **Fits with the community image and identity:** Building performance improvements are in line with Humboldt County's long-standing identity as a progressive community supporting innovative, environmentally-friendly technologies.
- **Preserves heritage:** Improving the performance of existing buildings keeps them from being torn down and replaced by newer buildings with no historical value.
- **Contributes to Humboldt County being a desirable place to live:** This project will directly improve residential and commercial building standards and catalyze expansion of the developing "green" economy.

7) *Explain the qualifications the organization, staff and project partners bring to the project. Outline key staff and partners including their qualifications. (100 word maximum)*

Plan It Green and Greenway Partners will combine efforts to utilize their experience in the community on green building, sustainable and regenerative design, and project management.

Steve Salzman – Executive Director of Plan It Green, Principal of Greenway Partners. Licensed civil engineer and LEED Accredited Professional.

Kirk Cohune – Principal of Greenway Partners; group facilitator, project manager.

David Narum – Principal of Greenway Partners; PhD, Environment and Resources; environmental/public policy, energy analyst.

Fawn Scheer – Environmental policy and resource specialist.

Tyler Kearns – Green building policy and research specialist.

Emanuel Rose – Marketing specialist.

Kevin Collier – CPA and financial analyst.

Andy Sorter – Building performance analyst.

8) *Describe the work, which has already been done to ensure that this project will be a success (i.e. prior research, planning or permitting). (175 word maximum)*

Plan It Green has championed the local green building movement through educational offerings (professional trainings, public seminars and luncheons, annual conferences) and developing networks with green building contractors and work groups (Green Employers Council and the Building/Construction Industry Cluster). By serving as a trusted, neutral party, it has established many local linkages and cooperative business activities.

GreenWay Partners has completed several projects dealing with building and planning processes, established working relationships with sustainability-related businesses, and facilitated community events that have given them credibility in this field.

Project work accomplished to date:

- Conducting meetings to develop project concept;
- Developing stakeholder alliances, strengthening professional networks to ensure project acceptance;
- Conducting research to identify barriers to performance improvements (identified below).

<i>Barrier</i>	<i>Solution</i>
Lack of access to information	Offer practical information on program involvement/benefits
Consumer awareness of program/benefits	Extensive marketing to create awareness
High transaction cost for participation	Guided process, paperwork assistance, etc.
Low confidence in program or service providers	Quality assurance system to ensure effective outcomes
High cost of retrofits	Access to financing and incentives

9) Describe the outcomes expected from the project. Quantify the outcomes where possible and explain how the outcomes were calculated. Include a calculation of how many and who will benefit from the project. Please be specific and state assumptions. (275 word maximum)

The proposed pilot project creates new administrative positions to conduct project operations during the first year. Other direct beneficiaries include local green building contractors, building performance auditors, lending institutions, and related service providers. The BPI Center will need to expand its staffing once fully operational; plus, its efforts will result in considerable additional economic stimulus as building performance improvement work expands.

Planning phase outcomes:

- Marketing and educational resource materials for outreach programs;
- Business systems for administration and project management activities;
- Electronic data analysis tool for calculating audit results and cost estimates, and for providing customized construction recommendations and financing options;
- Green Builder's Exchange – member-based service connecting service providers with clients and jobs;
- Web-based interface providing users access to BPI Center services, program information, achievements.

Pilot phase outcomes:

- Three (3) informational lunches for commercial property owners, each with a capacity of 10 attendees, to highlight BPI Center services and encourage participation in audit-retrofit program;
- Three (3) commercial building performance audits and retrofits completed on buildings representing different commercial uses (e.g., agricultural, manufacturing, retail, etc.);
- Twenty (20) local green service providers assessed and referable for project activities;
- Numerous work opportunities for newly trained green industry professionals.

Evaluation/revision phase outcomes:

- Gap analysis for project objectives and deliverables;
- Survey of project participants to determine project effectiveness and solicit recommendations for improvement;
- Revision of project activities.

Assumptions: Green building service providers will participate in BPI Center programs; consumer interest will be generated through marketing/outreach efforts; government incentives will encourage participation; financing will be available for capital improvements; service providers will hire newly trained green workforce.

10) What will be the change in the community if the project has succeeded? (275 words maximum)

The most important reason for Headwaters to invest in this project is to provide a jump-start to the sluggish green building sector of Humboldt County. While the number of qualified green building service providers has grown, the consumer demand has not kept pace and recent green workforce trainees do not have long-term work opportunities. This project will provide the needed missing link by helping consumers overcome their reluctance to participate in the green building economy.

Successful implementation of the pilot project, and subsequent establishment of the BPI Center, will directly enhance the local green building economy and Building/Construction Cluster by increasing the demand for jobs and services in this and related local industries. The stimulus provided to this sector of the local economy will filter to the rest of the economy through:

- improved property values;
- skilled and entry-level job creation;
- increased community awareness of, and confidence in, green building products and services and service providers;
- conservation of local natural resources;
- reduced reliance on imported energy resources;
- reduced economic leakage through savings on utility bills.

Retrofitted buildings will provide healthier living and working spaces, as well. The project could also create more interest in vocational education and provide an onramp to youth wanting to get involved in green building and creating their future.

11) What are the risks and challenges to successful implementation of the project? What are you doing to mitigate that risk? (275 word maximum)

1. Very little consumer demand as a result of:

- high upfront capital costs;
- lack of knowledge about benefits or how to realize/access them;
- confusion about technologies;
- inconvenient process required to access services;
- lack of confidence in program/service providers.

Extensive research has identified several barriers to participation in building performance improvement programs in spite of the substantial energy and dollar savings. Effective marketing has emerged as a key factor in inducing participation by shifting consumer expectations.

Risk mitigation strategies: develop an extensive marketing program targeting consumers through education; offer streamlined access to financing; facilitate complex/confusing audit-renovation process; connect consumers with reliable contractors and a contract; make program elements and outcomes public to demonstrate quality and increase consumer confidence.

2. Low involvement by service providers as a result of:

- low understanding of or agreement with program benefits;
- refusal to pay fees for program services;
- “go-it-alone” attitude;
- time, financial, or other constraints.

Risk mitigation strategies: develop outreach efforts highlighting program incentives/benefits to generate buy-in; schedule meetings to ensure optimal involvement; offer proof through pilot cases that incentives (direct connection with consumer and job/contract) outweigh costs of involvement.

3. BPI Center offerings compete with other private, public, or non-profit sector efforts. Risk mitigation strategies: form alliances with potential competitors; create opportunities for involvement in Center programs; help reduce the individual burden of marketing by combining marketing efforts; provide clients with referrals to these other services through audit intake process.

4. Government financial incentives may not materialize. Risk mitigation strategies: address non-financial barriers to adoption through marketing efforts; target property owners with adequate capital to perform upgrades without incentives.

12) How will the project be sustained after the grant? (140 word maximum)

After the necessary business systems, tools, and networks are developed, and the pilot project proves successful, a functioning and sustainable BPI Center will be fully financed through fees charged for services. Income streams will include:

- Green Builder's Gateway (supported by member/user fees);
- Audit-Retrofit Program and Resource Center (supported by audit fees, commissions from retrofit projects, and an optional "shared savings" program to recover financing costs for retrofits from first-year utility savings);
- Green Renovation Loan Program (supported by loan generation fees split with partnering local financial institutions).

Once the pilot project services have been tested and accepted by stakeholders, and non-financial barriers addressed through extensive marketing and outreach efforts, the demand for services will increase along with consumers' willingness to pay for them.

13) What would happen to the project if you did not receive Headwaters Funding? (135 word maximum)

Headwaters funding is essential to preparing the support materials needed to launch BPI Center services and develop operational structures and tools, stakeholder groups, and outreach efforts for the pilot project. The local green building industry is growing, but underdeveloped, and it targets an unresponsive market with a low demand for its services. The BPI Center would be a necessary catalyst to prime the local market for green building services, enabling local retention of capital, reduced energy consumption, and work opportunities for the recently trained green workforce. Without this funding, the project would be greatly reduced in scope, and its success would be hindered by the same constraints currently facing the local green building industry.

Project Budget

Attached

Matching Funds

- Coast Central Credit Union: Project proposal has been discussed with Janet Hines to be submitted for a \$25,000 grant for community building initiatives, to be used for implementation of pilot project test cases.
- Compton Foundation: Project proposal is being prepared for submission to the Compton Foundation for a \$30,000 grant to be used for supporting staff time toward project development.
- PG&E: Project proposal submitted to PG&E's Sustainable Communities Fund for a \$10,000 grant request to be used for supporting staff time and expenses related to project outreach.

Governance

Plan It Green Board of Directors:

- Steve Salzman: Executive Director
- Michael Kraft: Chair
- Maggie Gainer: Vice Chair
- Kevin Collier: Treasurer
- Heather Phillips: Secretary
- Nate McKeever: Board Member
- David Narum: Board Member

Support Letters – attach documentation of collaboration and/or project need in the form of up to 5 Letters of Support, Letters of Partner Commitment, and/or Memoranda of Understanding.

- Gainer & Associates
- Michael Kraft
- Kevin Collier (ALSB Accountants)
- Erica Alston (Home Owner)

IRS tax status certification – most recent (for non-profits only)

(Attached)

Organizational financial statement – most recent (expenses, revenue and balance sheet)

(Attached)

Project Expense Item	Total Cost (\$)	Requested Amount from Headwaters Grant Fund	Amount from Matching Funds	Source of Matching Funds
Direct Salaries & Wages (breakdown by individual position & indicate full or part-time; list indirect staff costs in "Overhead-staff related" section below)				
Project Manager: 43% FTE	36,160	23,160	13,000	Compton Fdn.
Assistance Project Manager: 60% FTE	25,320	17,320	8,000	Compton Fdn.
Project Staff No. 1: 32% FTE	52,640	48,640	4,000	PGE
Project Staff No.2: 20% FTE	4,680	2,680	2,000	Compton Fdn.
Sub-total: all Direct Salaries & Wages	118,800	91,800	27,000	
Benefits & Payroll Taxes (25% of Direct)	29,700	22,950	6,750	Compton Fdn.
Consultant & professional fees (specify)				
Drafting Plans and Specs	6,300	6,300		
Building Performance Auditors	24,500	11,500	13,000	Coast CCU
Financial Analyst	11,500	-	11,500	Coast CCU
Marketing Specialist	22,400	22,400		
Construction Estimator	7,500	7,500		
Building Performance Modeler	5,500	5,000	500	Coast CCU
Attorney	1,500	1,500		
IT/Web Technician	7,200	5,200	2,000	PGE
Marketing/Advertising	15,000	13,000	2,000	PGE
Travel (describe)				
Equipment (specify)				
Laptop computer	2,000	-	2,000	In-Kind - Plan It Green
Digital Projector and Screen	1,000	-	1,000	In-Kind - Greenway
Audit Equipment Rental	2,000	-	2,000	In-Kind - Owner
Subtotal Direct Costs	254,900	187,150	67,750	
Overhead- non-staff related (8.5%)	21,667	16,667	5,000	In-Kind - GreenWay
Overhead- staff related (breakdown by individual position; include payroll taxes and fringe benefits)				
Bookkeeper	4,500	3,500	1,000	In-Kind Plan It Green
Grants Analyst	6,000	4,750	1,250	In-Kind Plan It Green
Total Project Cost	287,067	212,067	75,000	
All Overhead Costs as % of Total Project Cost	11.2%	11.7%	9.7%	

Matching Funds

Compton Foundation: \$30,000 for project development
PGE: \$10,000 for outreach
Coast CCU: \$25,000 for project

% Cash Match: 22%
% Total Match: 26%

GAINER & ASSOCIATES

2290 Graham Road, Bayside, California 95524
Margaret.Gainer@gmail.com

707-826-2021

September 29, 2010

Attention: Ms. Dawn Elsbree and Alex Stillman, Board Chair
The Headwaters Fund of Humboldt County

Subject: Support for the Building Performance Improvement Project

I am writing to express my enthusiastic support for Humboldt Plan It Green's proposed Building Performance Improvement Project (BPI) and to urge your award of the requested grant. Every once in a while a project brings everyone together because it is good for the economy and it is good for the environment. Plan It Green's BPI Project does just that.

Within four years, Plan It Green has become the RTC of Humboldt County's green building industry. Private sector driven, action-oriented and adept at teaming up with a wide variety of partners, Plan It Green's initiatives are both practical and future oriented.

I represent integrated waste management and zero waste design on Plan It Green's diverse board of directors and first learned of the tremendous potential for the BPI Project at a board meeting. It is the missing piece that will bring together Humboldt's trained 'green' workforce, the licensed contractors, financial institutions, federal and private energy savings incentives, and commercial building owners.

My fellow board members and Plan It Green partner organizations are committed to work with executive director, Steve Salzman, to make the BPI Project a success. The start up funds requested of Headwaters will help us to leverage additional sources of support.

I urge your favorable consideration of this grant application.

Sincerely,

Margaret A. Gainer

September 28, 2010

To: The Headwaters Fund Board
From: Michael Kraft
Subject: Support for Humboldt Plan It Green application

I am writing to express my strong support for the application of Humboldt Plan It Green to provide a one-stop system to help building owners as they seek building performance improvement.

As I do this, I should be clear that I wear multiple hats with respect to this organization. As the leader of the North Coast SBDC, I have provided support to Plan It Green as they became a force in green building and related efforts. As a citizen, I have donated my time, recently becoming Chair of the Plan It Green Board of Directors. I sought them out several years ago, convinced that Humboldt County needed an environmental group that was business- and building-friendly.

The belief of Plan It Green is that we can grow, make good choices and better the environment in the process. My colleagues are builders, architects and engineers. The green building cluster is our core constituency. They want to build stuff...just good stuff.

Of course, in this region, so much of our building stock is and will be existing construction. Building performance upgrades will be where much of our improvement will come from. That is where the current proposal comes in. It matches the economic opportunity--including, but not reliant on subsidies--with a growing green building workforce to produce projects that save energy and money and have the potential to put the new cadre of folks we have been training at College of the Redwoods to work.

In summary, I can't imagine a better project to simultaneously improve the economy and the environment on the North Coast, serving both of the Headwaters Fund's overarching objectives.

Sincerely,



Michael Kraft



ANDERSON, LUCAS, SOMERVILLE & BORGES, LLP

C E R T I F I E D P U B L I C A C C O U N T A N T S

ART STEWART (1945-1964)
RICHARD RODRIGUE (1950-1985)
DAVID J. SOMERVILLE (1971-1982)
DONALD J. HARRIS (1962-1994)

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DAVID A. SOMERVILLE, II
KEITH D. BORGES
DOMINIQUE J. KILMER
KEVIN COLLIER

JAMES M. ANDERSON, *Inactive*
EUGENE B. LUCAS, *Inactive*

September 29, 2010

Board of Directors
The Headwaters Fund
520 E Street
Eureka, CA 95501

RE: Building Performance Improvement Center grant proposal

To Whom It May Concern:

The conditions exist for a thriving green industry in Humboldt, which is why our firm strongly supports the Building Performance Improvement Center grant proposal.

Through my involvement in Plan it Green as a board member and conference exhibitor, I've met innovative engineers, builders, architects, and other local professionals that are taking the lead in this movement. There is an extensive array of tax credits, tax deductions, grants, rebates, and subsidized financing for energy efficiency improvements and renewable energy that can be combined to make green projects economically viable. We have a green job training program in place. We have the green entrepreneurs to create jobs for the graduates of this program and an extensive supply of buildings and homes for them to apply what they've learned.

Even though interest in green projects and strategies is continually on the rise, very few know where to start or what is available to them locally. Incentives are all over the map and are constantly in flux. Local financing options are very limited even though innovative financing mechanisms have emerged and driven demand elsewhere. These educational and financial barriers result in an environment of risk and inconvenience and keep demand at low levels.

I look forward to starting this crucial project not only because it addresses the barriers holding back our local green industry, but because it leverages private sector innovation across disciplines. The people involved have the expertise, energy, and passion necessary to make this project a success.

A wonderful opportunity exists to put all the pieces together to create jobs, a healthier environment, and a more sustainable community. Humboldt has been environmentally and socially conscious long before it became a worldwide marketing strategy. Our innovation, community spirit, and educational institutions are unique, powerful assets and will continue to provide energy and innovation to this growing movement. By overcoming these barriers, this project will tap into this energy and allow us to flourish.

Sincerely,

Kevin Collier, C.P.A.
Anderson, Lucas, Somerville, & Borges, LLP
kevin@alsb.com / 725-4483

Erica Alston
251 Robin Lane
Eureka, CA 95503
erica.alston@gmail.com

September 30, 2010

Headwaters Fund Board

Re: Plan It Green
GreenWay Partners
Building Performance Improvement Center

Dear Members of the Headwaters Fund Board,

I am writing in support of the Plan It Green Building Performance Improvement Center. As a homeowner, this resource would be extremely valuable. I am example of someone who would like to make energy efficient changes to my house in a sustainable manner, but lack the expertise, time, and money to do it. Six years ago, I hired an HSU engineering graduate specializing in energy efficiency and solar to conduct an energy audit. The information was enlightening, but overwhelming. Through the years I have accomplished some of the suggestions, but I believe I would have accomplished more if a Plan It Green resource caseworker had been available to coordinate the changes, prioritize modifications, and advise about financial comparisons and financing options.

People are busy. I am extremely busy managing my family, teaching my children, and fixing this house. Each new problem I encounter takes me hours and hours of research to educate myself about the current products, their benefits and drawbacks, and to conduct a cost analysis of the situation. Then I begin to talk to friends and the guys at the hardware store to learn who can do the work for me. It goes on and on. You know the process. Having a service that has already done the footwork would make a difference in accomplishing these projects.

I urge you to support and fund the Plan It Green Building Performance Improvement Center. There are countless homeowners like me who would like to make changes in an earth-friendly manner and would benefit from this service. The importance of a neutral 3rd party to navigate the green construction process should not be overlooked. This Center would make a big difference for many, many people.

Sincerely,

Erica Alston