



Rebuild Hawaii

Partnering with Rebuild America

Working together for energy and resource efficiency

It Takes Two Hands...

“Achieving success in a Rebuild America project without conveying that success is like one hand clapping—it might be clapping, but no one hears it. Marketing & Communications brings in that other hand to make sure the word gets out.”

Said Doug Hinrichs, the Seattle Regional Account Executive for Rebuild America Marketing & Communications (M&C) at the March Rebuild Hawaii Consortium meeting.

The Consortium is supporting and facilitating several energy efficiency projects worthy of a resounding round of applause and Maurice Kaya felt that the excitement surrounding the projects should be a little more contagious. He asked Doug to visit our Islands to learn more about the Consortium’s projects, and then to propose Marketing & Communications tools so that the second clapping hand can generate some noise. Specifically, Doug was asked to match up M&C products and services to target audiences in order to advance the Consortium goals. Liz Raman and Doug, with the help of Consortium members, came up with a list of Rebuild America marketing & communications

products and services to help the Consortium raise awareness, build resources, and facilitate successful energy upgrades. (See page 2 for list) Raising awareness of successful projects to a larger audience rewards and motivates Consortium members involved in the projects, and stimulates further actions. Recognition of successful projects may also help obtain funding and support of projects. Through greater exposure about the Consortium’s real-life experiences with ESCO’s, energy savings through newer technologies, funding of energy projects, lessons learned about performance contracting, and the tremendous opportunities represented by Consortium projects,

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Rebuild America’s Portland Peer Exchange Meeting

Rita Hutcheson and Fred Creager share design plans for a Washington firehouse and police station at a recent Rebuild America Peer Exchange Meeting in Portland, Oregon (pictured right). Peer Exchange meetings are a great way for partnerships to network with peers, learn new techniques for solving problems, develop partnerships, learn about available resource, and where to find assistance. For more information on upcoming meetings, contact Liz Raman at (808) 587-3806.



From left to right: Jennifer Webb, Rita Hutcheson, Fred Creager, Liz Raman

Rebuild Hawaii



State of Hawaii
Department of Business, Economic
Development & Tourism
Energy, Resources, and Technology
Division
P.O. Box 2359
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Rebuild Hawaii

Rebuild Hawaii is a statewide consortium dedicated to promoting efficient energy and resource utilization.

Rebuild Hawaii is working with Rebuild America, a U.S. Department of Energy program, to help community partnerships make profitable investments in existing buildings through energy-efficient technologies.

The partnering of public and private business interests enable Rebuild Hawaii to employ innovative solutions to promote economic growth, lower energy costs, create jobs, and protect the environment.

There is opportunity for anyone to join Rebuild Hawaii. It is a voluntary program with no membership fee.

For more information contact:

Rebuild Hawaii

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Energy, Resources, and Technology
Division

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235 South Beretania Street, Room 506

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Leaders In Energy Efficiency

Rebuild Hawaii Consortium

City & County of Honolulu
County of Hawaii
County of Kauai
County of Maui
Department of Business, Economic
Development and Tourism
Department of Education
The Gas Company/Citizens
Energy Service
Hawaii Army National Guard
Hawaiian Electric Company, Inc.;
Hawaii Electric Light Co., Inc.;
Maui Electric Company, Inc.
Housing and Community Development
Corporation of Hawaii
Judiciary
Kauai Electric/Citizens Energy Services

Hawaii Public Library System
University of Hawaii Community Colleges
University of Hawaii at Hilo
University of Hawaii at Manoa,
School of Architecture
U.S. Department of Energy, Pacific Liaison
U.S. Department of Housing and
Urban Development

Affiliates

Energy Conservation Hawaii
Hawaii Society for Healthcare Engineering
SSFM Engineers International

Rebuild America Business Partner
Academic Capital

Rebuild Hawaii Projects

Rebuild Hawaii currently supports the following projects:

- ◆ Hawaiian Electric Company small commercial business project to determine new market transformation approaches and break down barriers to installation of energy efficiency devices in the small commercial sector
- ◆ Hawaiian Electric Company EnergySmart Schools project to increase awareness of energy efficiency in schools and communities
- ◆ Na Makani Energy initiative, a community-sponsored rural project in North Kohala, Hawaii, that is planning for a “soft energy path” in the 21st century based on energy conservation and renewable resources
- ◆ Greening The Campuses, a project to implement resource efficiency at the community colleges
- ◆ Workshops and technical seminars
- ◆ Multi-disciplinary programs to teach energy and resource management skills at universities and schools



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Marketing and Communications

The following are proposed Rebuild Consortium M&C efforts which will help open doors for communications with the private sector, local chambers of commerce, economic development boards and professional, community and environment organizations:

Close-ups are 2-page profiles of Rebuild partnerships and consortium projects. These breezy, attention-grabbing stories include a brief history, unique aspects, goals, achievements, energy savings and investments, and pictures of energy efficiency projects. Close-ups will highlight projects such as:

- ◆ Rebuild Hawaii Consortium's vision of the "big picture" of energy-efficiency, renewable energy, Rebuild America's role as a delivery platform for all energy-related programs and projects on the community level, and emerging technologies, with Maurice Kaya
- ◆ Rebuild State of Hawaii's partnership performance contracting, with Liz Raman
- ◆ State Public Libraries' partnership and energy efficiency retrofits, with Lynn Zane and Keith Fujio
- ◆ County of Hawaii partnership retrofits, with Ray Carr
- ◆ County of Kauai's partnership "lessons learned" about performance contracting, with Glenn Sato
- ◆ Department of Education's partnership and projects based on "lessons learned" from school retrofits, with Gene Fong and Bert Yamamoto
- ◆ University of Hawaii-Manoa's partnership work on green hotels, green offices, and student projects.

Case-in-Points are 4-8 page studies of issues and completed projects that would go into more detail than a Close-up could. Case-in-Points can highlight projects such as:

- ◆ Residential and multi-family housing, with Mike Flores, Norris Creveston, and Neal Wu
- ◆ Adaptive re-use of physical resources, including Mayor Wright, Residential Guidelines, and monitoring, with Dean Masai and Carilyn Shon
- ◆ Utility involvement in Consortium, HECO Small Business Solutions, and HECO EnergySmart Schools project, with Norris Creveston and Sam Nichols
- ◆ Lessons learned from Kauai and Department of Education's performance contracting projects
- ◆ University of Hawaii-Hilo performance contracting case study
- ◆ Hawaii County Building performance contracting case study.

A Rebuild Hawaii Consortium **Fact Sheet** can include interesting factoids about Consortium projects, energy efficiency and renewables on state and national levels.

A Consortium **Media Kit/Briefing Book** will be composed of Close-ups, Case-in-Points, Consortium Fact Sheet, press clips, published articles, and general information on Rebuild America. This

dual-purpose tool can be used as a media kit for the press, and as a briefing book to prepare speakers at Consortium and Rebuild America events and presentations.

Published articles in prominent publications lend a certain third-party credibility, and to that end, Doug Hinrichs plans to help Consortium members showcase interesting projects in the Rebuild America Partner Update newsletter and nationally-distributed magazines and journals. Topics may include Fred Creager's "green design" assistance to Rita Hutcheson's fire/police facilities in Rainer, Washington; the HECO EnergySmart Schools project; and Steve Meder's green hotel initiative.

Doug will also provide technical assistance on the Consortium's **PowerPoint presentation, website, brochure, and newsletter.**

Other methods of raising the volume on the Consortium's successes include working with Steve Holmes to showcase Consortium projects on **Hawaii Municipal TV**—a public access television show that broadcasts hour-long shows on topics of local interest. Doug plans to help target projects, develop backgrounds and scripts, and suggest other ways to convey the importance and effectiveness of energy efficiency projects to a broadcast audience.

Member Spotlight

New Rebuild Hawaii Affiliate

Rebuild Hawaii has a new affiliate, the Hawaii Society for Healthcare Engineering (HSHE). HSHE is the Hawaii Chapter of the national American Society for Healthcare Engineering (ASHE). ASHE is devoted exclusively to the education, professional growth and skill development of healthcare engineers and managers. Tom Brennan is HSHE's Rebuild Hawaii representative.

HECO Partners With EPA

Hawaiian Electric Company (HECO) recently partnered with the Environmental Protection Agency's (EPA) Energy Star Program to support HECO's solar hot water program. The Energy Star program rates homes on energy efficiency. If a home is 30% or more energy-efficient than the model energy code, it qualifies for an Energy Star (ES) rating. HECO's solar hot water program alone can qualify a home for an ES rating. An ES rating benefits homeowners and buyers by helping reduce financial hurdles to installing energy-efficient measures in homes, or qualifying homebuyers through an Energy Efficient Mortgage (EEM).

An ES rating can help qualify more Hawaii residents for homes through an EEM. Lenders recognize energy efficient homes save on utility costs thereby leaving the borrower with more income to devote to their monthly mortgage payment. Realized savings in energy costs can "stretch" the borrowers qualifying ratio by up to 4%. The EPA has several lending institutions as partners with the ES program. Some of the lenders also provide additional incentives such as closing cost discounts, interest rate discounts, or fee waivers.

The ES rating can also help homeowners pay for energy-efficient measures, like solar hot water, through incorporating the cost of energy improvements into an EEM. This spreads out the initial expense into monthly mortgage payments. Even though the monthly mortgage payment will be a little larger the homeowner will still save money because of reduced energy costs.

Currently HECO is working with the EPA to sort out details on rating Hawaii's homes, and is looking into getting local lenders on board with the program.

For more information visit: www.heco.com or www.epa.gov

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those individuals and organizations who become additional resources to the Consortium know they are dealing with an experienced, knowledgeable, and credible organization. They'll be more likely to want to be involved.

Maurice Kaya gave Rebuild America "a 7 and a half, or maybe even an 8" on a 1-10 scale of government programs. He feels Rebuild is the "perfect deployment platform of delivering community-based services" to Hawaii. To a large extent, he says, Rebuild America is succeeding because, "Benefits are generated at the local level—especially in terms of financial and technical knowledge."

And marketing & communications can play an important role in Rebuild's future success. On this topic, Maurice noted, "Marketing may address whatever weaknesses we have in the Rebuild America program. We need to recognize community partnerships for their work, to share in the success, and to stay enthusiastic about energy efficiency."

Meetings

Next Meeting June 28, 2000.

8:30-noon
Room 5-208
Federal Building

March 2000

Doug Hinrichs from D&R International presented a comprehensive marketing plan for the Consortium. Neal Wu spoke about the Hope VI Mayor Wright Project. Michael Flores reported on Partnership for Advancing Technologies in Housing (PATH).

July 1999

Consortium elects Maurice Kaya as President and Steve Holmes as Vice President. Hawaii attendees of the Rebuild America Peer Exchange Meeting in San Francisco reported on the interactive exchange of ideas between partnerships in the Western and Pacific regions. Presentations by members on the status of current Consortium projects.

For a copy of minutes from previous meetings:

Telephone: (808) 587-3806
Facsimile: (808) 587-3820

Funding Opportunities

The Seattle Regional Office of the U.S. Department of Energy has compiled a newsletter on energy and environmental grant opportunities from the Federal Government and other sources. To receive a copy of this newsletter by email, contact Laurie Brown at LAURIE.BROWN@hq.doe.gov.