

# - Going Green -

## Energy Efficiency in Challenging Economic Times



**MARLOWE & COMPANY**

GOVERNMENT AFFAIRS CONSULTANTS

Presentation to the  
*New York State Conference of Mayors*

By Howard Marlowe

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# Marlowe & Company: 25 Years of Service

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- Bipartisan government affairs consulting firm celebrating 25th Anniversary in 2009
- Dedicated to serving local governments and non-profit entities (current client list of more than 50 in ten states)
- Boutique firm helping government entities secure federal appropriations: **\$375 million since 2005**



# Washington D.C. Goes Green

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Historic federal developments in policy-making and spending allocations:

- American Clean Energy & Security Act of 2009 (HR 2454)
- American Recovery & Reinvestment Act of 2009 (ARRA)
- Clean, Low-Emission, Affordable, New Transportation Efficiency Act (CLEAN-TEA)



# Going Green: Funding Available Today

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- American Recovery & Reinvestment Act of 2009 (ARRA)
- Congressionally & Presidentially Directed Spending (Annual Appropriations Process)
- Reoccurring Competitive Federal Grant Programs
- Surface Transportation Reauthorization (SAFETEA-LU)



# Navigating ARRA Funding

- \$787 Billion Available Through ARRA → Over \$15 Billion Allocated to New York State
- \$150 Billion Investment in Nation's Infrastructure  
Public Transit, Green Jobs Training, High-Speed Rail, Energy Efficiency Projects, Electric Grid Upgrades, Renewable Energy Sources, Broadband Expansion, You Name It...
- Where to Start? What Agency? When is the Deadline? Competitive Funding or Formula-Based? Am I Eligible? Help!
- See Marlowe & Company's [Roadmap to the Economic Recovery Package](#)



The image shows a screenshot of a complex table with multiple columns and rows. The table appears to be a funding allocation or eligibility matrix, with various columns and rows containing text and numerical data. The table is partially obscured by arrows pointing towards it from the text above.

# ARRA Funding Opportunities



## Energy Efficiency & Conservation Block Grant Program

<http://www.energy.gov/recovery/>

- Department of Energy's EECBG program assists state and local governments reduce emissions, reduce total energy use, and improve energy efficiency in the transportation, building, and other appropriate sectors
- Up to \$2.744 Billion in Formula Grants (each state must subgrant at least 60% of its funding share to cities and counties ineligible for direct formula grants)
- Up to \$456 Million in Competitive Grants (administered by the DOE)



# ARRA Funding Opportunities



## Competitive Grants for Green Jobs Training

<http://www.dol.gov/recovery/>

- Department of Labor received \$750 million for a program of competitive grants for worker training and placement in high-growth and emerging industries
- Employment & Training Administration (ETA) to award local partnerships (local governments and non-profit organizations) that promote economic recovery by supporting the training needs of workers and employers
- Green Capacity Building Grants, Pathways Out of Poverty Grants, Energy Training Partnership Grants (grant applications to be released in June, application closing dates end of summer)



# ARRA Funding Opportunities



## HUD Public Housing Capital Fund

[www.hud.gov/recovery/](http://www.hud.gov/recovery/)

- Department of Housing & Urban Development competitive grant program to promote energy efficiency in public housing, create jobs, redevelop distressed public units for the elderly and disabled, provide funding for new projects
- \$995 million available to public housing agencies (PHAs) through several grant opportunities currently open to applicants
- Grants for gap financing for stalled projects, green retrofits, redeveloping distressed units, housing improvements to assist elderly and disabled, training for PHA staff



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# Congressional Appropriations Turn Green



Annual Appropriations Process: 12 Appropriations Bills include Congressionally & Presidentially Directed Spending (“earmarks”)

- Traditional Green Spending Requests: Energy-Water Appropriations Bill (Increasing Number Received Funding in FY09)
  - \$1 million for solar park project (City of St. Petersburg, FL)
  - \$2 million for landfill gas generation plant (County of Chautauqua, NY)
  - \$1 million for solar power generation (Township of Cherry Hill, NJ)
- Non-Traditional Green Spending Requests: Transportation-HUD & Labor-HHS Appropriations Bills (New Flexibility)
  - \$855,000 for bus depot energy-efficiency improvements (City of Goldsboro, NC)
  - \$200,000 for alternative energy training program (St. Clair County, MI)
  - \$250,000 for “GreenForce” clean energy training center (City of Sacramento, CA)



# Reoccurring Competitive Grant Programs

- Economic Development Assistance Grants (Commerce Department)

EDA will provide public work investments (\$200+ million in FY09, \$150 ARRA) to support the construction or rehabilitation of essential public infrastructure necessary to generate or retain jobs and investments (\$200+ million in FY09, as well as infusion of ARRA funding)

- Brownfields Economic Development Initiative (HUD)

BEDI is a key competitive grant program that assists cities with the redevelopment of abandoned, idled and underused industrial and commercial facilities where expansion and redevelopment is burdened by real or potential environmental contamination.



[www.grants.gov](http://www.grants.gov)

# Surface Transportation Reauthorization

- **SAFETEA-LU** (or "the highway bill") authorizes all manner of transportation programs from highways to transit to research and safety. Rewritten every 5+ years (legislation is set to expire September 30)



- Opportunity to secure funding over the term of the bill through what are known as member "high priority projects" or HPPs (not "earmarks")
- House Members submitted over 3000 requests to T&I Subcommittee on Highways & Transit (Senators are expected to submit requests later this year)

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