

Dear Colleagues,

As we enter 2011, the Rebuilding America team would like to share with you a brief recap of our work to date toward the goal of retrofitting [50 million buildings with energy efficient technologies by 2020](#). Although the 111th Congress did not pass [Building STAR legislation](#), a federal rebate program for commercial building energy efficient retrofits, Rebuilding America did make progress. We developed a diverse and powerful coalition consisting of over 100 partners representing the business, labor, manufacturing, real estate, and contracting sectors. We organized a number of high-level field events designed to bring the Rebuilding America message to lawmakers in their states and districts. Most importantly, we succeeded in raising the visibility and importance of commercial building energy efficiency.



Sen. Harry Reid and Rep. Dina Titus see how it's done in Las Vegas.

Building STAR Legislation

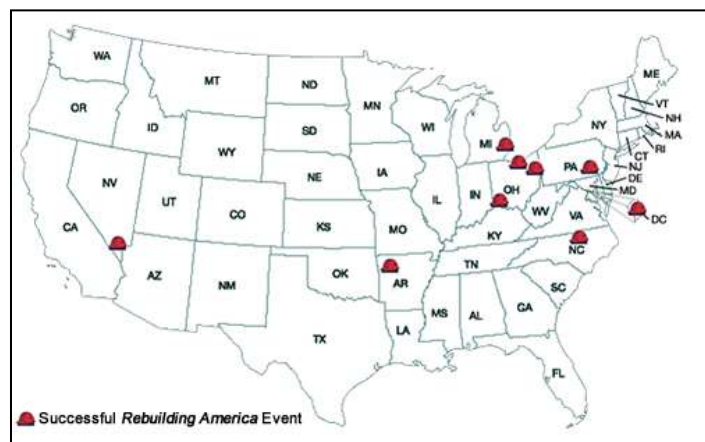
Rebuilding America focused for most of 2010 on the Building STAR Energy Efficiency Retrofit Act of 2010 ([S.3079/H.R.5476](#)).

Introduced in the U.S. Senate and House of Representatives by Sen. Jeff Merkley (D-OR) and Rep. Peter Welch (D-VT), respectively, the Building STAR bills received significant attention.

The Senate held a hearing on the bill in March, and the House version had a score of bipartisan cosponsors. Neither the House nor the Senate passed Building STAR, due largely to the changing political environment in Washington, which made further stimulus funding impossible. Building STAR's sister bill for residential buildings, HOME STAR (S.3663/H.R.5019), passed the House, but did not come up for a vote in the Senate. Neither Building STAR nor HOME STAR is expected to be reintroduced in the 112th Congress without significant changes.

Field Events and Message

Over the last year, the Rebuilding America coalition worked to reframe the discussion of energy efficiency from an issue of energy savings and environmental benefits to one of job creation and economic opportunity. As a result, the Coalition significantly increased engagement with the business community (especially contractors, manufacturers, distributors, building managers, and building owners) and the labor community (especially the building trades like sheet metal, insulation, and pipefitting involved in commercial



building retrofits). These organizations helped Rebuilding America deliver a pro-energy efficiency message in both the trade and general press, as well as directly to Members of Congress. This shift in tone has come to be the dominant theme in energy efficiency messaging and has helped broaden the constituency for action on efficiency. For an interactive map with information on each of Rebuilding America's field events, [click here](#).

Next Steps

Over the next two years, Rebuilding America will advance policies that motivate utilities, building owners, and financial institutions to treat building efficiency retrofits as a major business opportunity. We will pursue a two-part strategy at the national and local levels. Our national push will focus on advocacy for federal tax incentives to drive private-sector commercial and industrial energy efficiency investments. We will also pursue complementary policies on utility investment in energy efficiency, financing for retrofits, and building energy use disclosure. Outside the Beltway, Rebuilding America will seek agreements to dramatically increase the commercial building retrofit activity in carefully targeted local markets. Rebuilding America will work closely with local entities to build relationships, identify gaps in existing retrofitting efforts, develop a consensus plan for addressing them, and implement the plan.

Get Involved

We are looking forward to 2011 with optimism and encourage you to get involved in our efforts. If you would like to join the Rebuilding America coalition, or if you have a facility and would like to host a Rebuilding America field event, please let us know. Contact Patrick Hughes (phughes@energyfuturecoalition.org or 202-862-6309) with any comments or questions.

Have a happy and efficient 2011!

Sincerely,

The Rebuilding America Team