



OFFICE OF
SUSTAINABILITY
A Division of Develop Louisville

2015 Sustainability Summit: Improving Our Air Quality
November 6, 2015
Kentucky Center for African American Heritage
Afternoon Breakout Session Notes
Track 1: Buildings

Question 1 (Strengths)

Top 3 strengths shared at report-out

1. Financial incentives often are available (ePAD, other rebates)
2. Community Activism
3. Leadership (corporate, metro)

All provided strengths:

- EPAD is now an option- enables further investment otherwise not possible
- Financial incentives (rebates, EPAD) to operating a building more efficiently
- Community action is prevalent
- Leadership in place and commercial commitment
- Culture of sharing-close network enables rapid action
- Active non profit community
- Intellectual resources-university, corporate, etc
- Corporate presence and involvement in the community
- Most Louisvillians know we have an air pollution problem
- Plentiful, affordable housing/commercial stock
- Mayor & Metro government supports sustainability agenda
- Existing established organizations and local gov't Office of Sustainability
- Universities are providing research and exposing students to green careers
- Utility rebates and incentives are available
- Community grass roots movement and consumption control
- Minimize energy consumption w/reuse of existing buildings

Question 2 (Challenges)

Top 3 challenges shared at report-out

1. Low energy rates
2. Not a priority
3. Marketing promotes ignorance

All provide challenges:

- Putting infrastructure needs ahead of environmental

- Ensure equal representation at the sustainability discussion table (academic, corp etc)
- Not knowing how to prioritize initiatives to be impactful
- Lack of financing source to make improvements possible/affordable
- Lack of consistent metrics
- Apathy due to cheap energy
- Low energy rates (prolong paybacks)
- Culture
- Government politics
- Poverty
- Not a community priority
- Cornerstone 2020 doesn't mention sustainability
- Perceived cost too high
- Lack of demand
- Money and resources (awareness of)
- More likely to build new vs renovate (Cost is a factor)
- Lack of regulations to enforce energy efficiencies, updating building infrastructure, etc

Question 3 (Short-Term Actions)

Top 3 short term actions shared at report-out

1. Incentives
2. Education
3. Regulation & Codes

All short term actions:

- Offer financial incentives
- Incentivize air positive actions for business and citizens
- Raise awareness about 30% tax incentive on solar panels-expires end of 2016
- Modify building code to require extended measurement verification
- Indoor air quality rating-social pressure
- Create an idea bank for philanthropic giving to sustainability building projects
- Raise awareness of successful projects as guide for others to follow
- Enable and promote EPAD and other incentives, esp for multi-family, esp low income
- Offer tax credit for building owners who meet energy star requirements
- Fund Metro Louisville Affordable Housing Trust via a dependable mechanism
- Contribute to the revision of Cornerstone 2020 plan to include Sustainability
- Fund organizations that are raising awareness
- Public Education-community engagement
- Locally adopt green and energy conservation codes
- Focus on present initiatives (Solar over Louisville) (Pilot Sustainability district)

Question 4 (Long Term Actions)

Top 3 long term actions shared at report-out

1. Performance (Goals, Tracking, metrics, etc.)
2. Reporting data, info sharing, recognition
3. Education that sets expectations

All long term actions:

- City provide incentives for structural and financial benefits of green roofs
- Create financial infrastructure to assist people/businesses
- Establish a 2030 benchmark and goal-Relative to other cities
- Create a forum for sharing best practices in air quality
- Use technology to provide easier access to local air quality info (on residential basis)
- New building and retrofit green infrastructure incentives and requirements
- Create a building “scorecard” to help lead demand for air quality improvements- Like a local green label.
- Offer incentives for (if not compel) new developments to meet LEED ND Standards
- Require commercial buildings owners to provide Energy Star scores to would be lessers and buyers
- Quantify and model the emissions connected to energy use in a high profile location-such as average home or restaurant
- Educate the next generation about green building technology
- Continue education to change/shift culture
- Evaluate current air quality in buildings on regular basis
- Continue green/energy concurrency
- Use more “clean/green” energy in our buildings and home
- Renovate existing buildings
- Portfolio standards, mandate “green” energy production by utility companies

TRACK 1
BUILDING

STRENGTHS

FINANCING INCENTIVE OPTIONS
ARE AVAILABLE (EPAD, OTHER
REBATES)

COMMUNITY ACTIVISM

LEADERSHIP (CORPORATE, METRO)

CHALLENGES

- ② LOW ENERGY RATES
- ② NOT A PRIORITY
- ② MARKETING PROMOTES IGNORANCE
- ② COMMUNITY NEEDS DON'T ALIGN W/ CLEAN AIR

BUILDINGS

SHORT TERM ACTION

INCENTIVES

@ EDUCATION

@ REGULATION & CODES

LONG TERM ACTION

PERFORMANCE (GOALS,
TRACKING, METRICS, ...)

REPORTING DATA, INFO SHARING
RECOGNITION

EDUCATION THAT SETS
EXPECTATIONS