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# Sustainable New Orleans Plan

## Proposal for Stimulus Funding

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### Executive Summary

**The Sustainable New Orleans Plan (Plan) responds to the *Stimulus Package* recently passed by Congress, and to the thoroughly expressed needs of our community.** Many of the elements of this plan are derived from an extensively-vetted, community-based planning process on-going since Katrina. This plan transforms enduring socioeconomic crisis into opportunity realized — by responding to destruction with a new sustainable vision.

This new sustainable vision is provided by The ReGen Group, LLC (Group) which includes a diverse group of teachers, engineers, architects, designers, developers and building science professionals who collectively came together after Katrina to empower the sustainable redevelopment of New Orleans. **Led by Bill Reed, AIA, founding member of the US Green Building Council;** Myron Katz PhD, former President, National Energy Raters Association; Norman Witriol PhD, Professor of Physics, Louisiana Tech University (retired); and Christophor Faust, MSNE, Passive Environmental Engineer and Managing Partner of the Group; this team has the experience and expertise to develop, guide and implement this Plan.

***The Plan is a redeployable, city-scaled, public/private partnership to train veterans, dislocated workers, low and very-low income, the aged and disconnected youth to become green business owners and accredited building science professionals — who can build to the highest levels of building performance — to protect our people, provide stewardship over the land, rebuild our lives, homes and communities — as it serves the environmental and energy aspirations of the Nation.*** From such students, the Plan creates new business owners who are more than sufficiently trained to become state-licensed building contractors and accredited building science professionals.

***Graduates will be trained to sustainably rebuild abandoned / adjudicated / blighted homes, schools and businesses ensuring that they are safe, healthy, comfortable, net-zero energy and durable for generations.***

The Plan will teach students and communities to rebuild to a higher standard, the Standard of Sustainability (SOS). ***The SOS is a measured level of building performance that enduringly exceeds the breakeven point of Sustainability as it builds upon minimum building codes and rating systems like ICC, LEED and EnergyStar.***

## ***The Training Plan***

After proper screening, students will receive a daily stipend as long as they are making consistent efforts and demonstrating competency in their chosen field of expertise. Students who successfully complete all aspects of the 8-month training program will receive a starter set of tools necessary for earning a living conducting building science, testing and analysis.

***The Plan's training program includes:***

- 1. Three months of classroom instruction:***
  - a. Basics of well-built construction – safe, healthy, durable, low maintenance, comfortable and net-zero energy consuming.
  - b. Testing and confirming energy conservation standards, e.g., EnergyStar, LEED and the highest standard, SOS.
  - c. Business skills in accounting, insurance, marketing and professionalism
  
- 2. Five months of apprenticeship training*** under qualified, state-licensed contractors.

The Plan's training will provide graduates with the knowledge and hands-on experience to jumpstart a sustainable urban redevelopment industry that transforms neighborhood blight into models of the best constructed buildings in our community.

***The Plan's training program will:***

- 1. Create a New Category of Commerce, The Sustainable Home***
- 2. Create a regional Building Science Training and Research Center to collect data, document proven performance, research and publish best practices, and provide the in-class education component of the Sustainable New Orleans Plan.***
- 3. Develop and Institute a program and Construct facilities sufficient to graduate 500 students in 2 years,***
- 4. Train students to do home energy-conservation performance contracting***
- 5. Graduate its students with adequate education, equipment, training and apprenticeships sufficient to become licensed contractors to start their own businesses.***
- 6. Create a Business Incubator for Green Businesses that will assist graduates to:***
  - a. Create a robust variety of on-going businesses and jobs, consistent with their training, and***
  - b. Provide initial financial support for these new green businesses.***

***In the process of accomplishing the above, the Plan will:***

- A. Build 99 new SOS homes replacing blighted, infill properties,***
- B. Build 100 new SOS affordable apartments, and***
- C. Renovate an historic commercial building and a storm-damaged school to SOS.***

***The Plan's goal is that over 120 new green businesses, each focused upon verifiably sustainable construction, will be developed by the end of the second year.***

***To accomplish all of these objectives The ReGen Group is leveraging \$7.3 M of private funds with a request for \$29.4 M of public funds.***

# Sustainable New Orleans Plan

## Funding — Job Creation/Maintained — Return of Investment

### Overview

#### Requested Funding:

*To accomplish the goals set forth in this proposal, the Sustainable New Orleans Plan is seeking \$ 29.4M in public funding:*

1)	The Standard of Sustainability	\$ 500K	Source: 100% Private
2)	Our Lady Star of the Sea School	\$ 2.1M	Source: ~80%/20% Public/Private
3)	Urban Revitalization Center	\$ 2.5M	Source: ~80%/20% Public/Private
4)	CEBE and 500 Person Training (8mo)	\$ 11M	Source: ~80%/20% Public/Private
5)	NOLA 99 (99 SOS Homes)	\$ 12.2M	Source: ~80%/20% Public/Private
6)	EcoPark (Business Incubator Program)	\$ 1M	Source: ~80%/20% Public/Private
7)	River Gardens (100 SOS Apt Units)	\$ 3.0M	Source: ~80%/20% Public/Private
8)	Accounting (2.5%)	\$ 875K	Source: ~80%/20% Public/Private
9)	Contingency and Overhead (~10%)	\$ 3.6M	Source: ~80%/20% Public/Private
	Totals	\$ 36.7M	Source: ~80%/20% Public Private

#### Jobs Created or Maintained

1)	Plan - Direct	800
2)	Plan - Indirect/Secondary Industry	85
3)	Jobs Maintained	2,650
4)	Public Cost of New Job Created	~ \$ 33K
5)	Public Cost of Job Created + Maintained	~ \$ 8K

#### Return on Investment

1)	500 Trained SOS/State Licensed Contractors	\$ 37M
2)	120 New Businesses	\$ 15M
3)	Resources to Fund Future Redevelopment	\$ 5M
4)	Avoided Social Welfare	\$ 70M
5)	Avoided FEMA Demolition	\$ 0.9M
6)	Avoided Maintenance and Upkeep of Blight	\$ 1.7M
7)	Property Tax Increase	\$ 9.9M
8)	Sales Tax Increase	\$ 9.0M
9)	Secondary Economic Development	\$ 90M

**Partial Public Benefit \$ 238M**

**5-year Return on Public Investment ~ 800%**

**Note: All values are approximate as of 3/16/2009**