

# Green Jobs Alliance: Creating jobs for area builders and remodelers



By Randy Gilliland

The Green Jobs Alliance's (GJA) Next Step program is the key to standing up a vibrant, robust and sustainable energy-efficiency industry in Hampton Roads. Through the Next Step program, it's projected that retrofitting just

1 percent of the homes in Hampton Roads will create 600-800 construction trades jobs and generate \$33-\$44 million annually in direct economic impact to the local economy in payroll, retrofit investment and utility savings. In addition, it will increase real estate values and save millions of metric tons of carbon from entering the atmosphere.

## About Green Jobs Alliance

Hampton Roads' Green Jobs Alliance was created as a 501(c)3 nonprofit in 2008 to provide green job creation, workforce training and education, job placement and career development services.

Areas of interest include energy auditing and modeling, weatherization, energy efficiency retrofits, green building standards, and renewable energy industries, including: wind, wave/tidal/current, solar, geothermal, biomass, biofuels, hydrogen and waste-to-energy projects.

## About the Next Step program

The Next Step program funds come from GJA's Department of Energy Better Buildings grant, leveraged 5:1 with private funding, and are being used to launch a regional energy alliance to promote and implement a residential and commercial energy efficiency program.

## What's in it for you?

Beyond the economic opportunity of access to a new multimillion-dollar market, contractors benefit from the

program's exclusivity. Only contractors qualified and certified by the Next Step program will be able to participate and offer their customers exclusive Next Step incentives.

The program does not require you to change business models, but provides you the opportunity to utilize the resources and incentives available to profitably add energy efficiency to the scope of work you are already providing your customers.

Participating contractors also will be able to take advantage of exclusive Next Step programs such as:

- Energy efficiency retrofit job leads;
- Up to \$4,000 per homeowner

financial incentives for energy-efficiency projects;

- Thousands of dollars in contractor training subsidies;
- Mentoring and cooperative marketing programs;
- Inclusion on Next Step website and social media;
- Inclusion in other targeted and mass marketing campaigns;
- Contractor workshops on a variety of topics critical to contractor success;
- Next Step program orientation and training;
- Audit equipment rental and financing program.

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busy in the last few months addressing issues impacting those involved in the real estate industry. The observations set forth in this article are general in nature and a detailed review of the applicable rules and regulations is required for a full understanding of the scope and impact of those rules and regulations.

*C. Grigsby Scifres, a partner in the Virginia Beach office of the law firm of Williams Mullen, is Tidewater Builders Association's general counsel. This column features legal issues of interest to TBA's members. For more information, contact Scifres, at (757).473.5370 or at gscifres@williamsmullen.com.*

## Shades of Green

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- Deepest discount on materials and equipment necessary to perform energy-efficient retrofits.

The program also targets homeowners in need of guidance and resource assistance in obtaining weatherization and energy efficiency services. We will utilize a portion of grant funding to promote and market this program to homeowners throughout the 16 communities that comprise the Hampton Roads region. Through its training and qualification procedures, Next Step will ensure the contractors delivering the retrofits are qualified and capable to achieve 15 to 40 percent energy-efficiency improvement in each home.

### Get involved!

Building, remodeling and energy auditing contractors are encouraged to get involved now, as we have homes ready for retrofit work.

For more information on how you can become a Next Step contractor, contact Leslie Holthoff, consumer energy advocate/contractor liaison, at (757) 251-9523 or lholthoff@greenjobsalliance.org.

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