

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Craftsman Home Program****Federal Tax ID: 94-3100041****Project Title:****Project Type: Other**

# Alaska Craftsman Home Program, Inc. - Statewide Energy Efficiency Classes Program

**State Funding Requested: \$1,000,000****House District: Statewide (1-40)**

Future Funding May Be Requested

**Brief Project Description:**

Alaska Craftsman Home Program is requesting \$1,000,000 to provide 270 classes on energy efficiency to homeowners, commercial building occupants and building industry professionals in at least 10 communities across Alaska in the coming fiscal year.

**Funding Plan:**

Total Project Cost:	\$1,000,000
Funding Already Secured:	(\$0)
FY2014 State Funding Request:	<u>(\$1,000,000)</u>
Project Deficit:	\$0

**Detailed Project Description and Justification:**

Alaska Craftsman Home Program is well established in the Alaska non-profit community, and has been offering classes in energy efficiency statewide for 25 years. We believe that an educated energy user is the shortest route to increased energy efficiency and reduced energy consumption. In the last 36 months, more than 15,000 Alaskans have attended ACHP classes designed to assist homeowners in understanding their homes and empower them to direct their energy efficiency rating and retrofit improvements. We see this as a necessary part of reaching the state goal of 15 percent energy savings per capita by 2020.

This appropriation would cover a program to specifically target audiences not currently served by existing energy efficiency programs in Alaska.

Face to face classroom delivery is the most effective form of education ACHP provides. We have the capacity to provide a suite of classes designed to cater to homeowners and renters, and all are taught by experienced professionals with specific expertise in the subject area. This project includes class delivery across the state.

(Subtotal: \$200,000)

Fairbanks: 32 classes- \$32,000

Juneau: 32 classes- \$32,000

Sitka: 24 classes- \$24,000

Bethel: 24 classes- \$24,000

Barrow: 24 classes- \$24,000

Kotzebue: 16 classes- \$16,000

Kenai: 8 classes- \$8,000

Wasilla: 8 classes- \$8,000

Cordova: 16 classes- \$16,000

Nome: 16 classes- \$16,000

Program outreach ensures success of an educational program by not only motivating students to attend classes, but by also motivating them to make improvements to the home environment after they attend. This project includes comprehensive outreach including marketing and organizational networking.

(Subtotal: \$200,000)

Statewide media buy: \$75,000

Direct mail to promote classes: \$25,000

Print/Online Advertising: \$25,000

Event Sponsorship/Participation: \$40,000

Community Outreach Events (rural): \$35,000

In addition to residential-focused energy efficiency education, there is a need for commercial-based education for building occupants, managers, and owners. This project includes 4 hour classes designed to equip commercial building users with the tools needed to maintain efficient and healthy work environments.

(Subtotal: \$200,000)

50 classes in 12 commercial buildings: \$100,000

Direct mail to promote classes: \$50,000

Statewide media buy: \$25,000

Professional outreach/networking: \$25,000

ACHP conducted a needs assessment in 2011 to determine the barriers that exist to placing a monetary value on energy efficiency improvements made to residential buildings. Upon the completion of the needs assessment, an appraisal index was created in partnership with the Cold Climate Housing Research Center to address this problem. This project includes 8-hour workshops for building industry professionals (realtors, mortgage lenders, real estate appraisers, etc) on using this index as a tool in home valuation.

(Subtotal: \$100,000)

20 classes: \$80,000

Professional Outreach: \$20,000

We recognize the importance of delivering curriculum that is science-based and Alaska specific. This project includes curriculum development and research to ensure that the product we produce is reliable and relevant to statewide audiences.

This project also includes measurement and verification of efficacy.

(Subtotal: \$200,000)

Curriculum Development: \$100,000

Needs Assessment: \$20,000

Measurement & verification: \$50,000

2013 Legislature

TPS Report 59216v12

Program research needs: \$30,000

A project of this magnitude requires additional staff resources to ensure its success. ACHP currently employs a professional office staff of 4, and this project would necessitate the addition of 3 temporary staff positions:

(Subtotal: \$100,000)

Program specialist: \$50,000

Marketing specialist: \$30,000

Administrative support: \$20,000

**Project Timeline:**

Funds will be used within the fiscal year.

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

Alaska Craftsman Home Program

**Grant Recipient Contact Information:**

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Has this project been through a public review process at the local level and is it a community priority?  Yes  No