



Supportive Housing Network of New York
Annual Conference

Creating a Culture of Sustainability

Thursday June 7, 2012

Bomee Jung, Senior Program Director, Green Communities

Enterprise Community Partners: Mission



At Enterprise we create opportunity for low- and moderate-income people through affordable housing in diverse, thriving communities.



Call to Action

Enterprise Green Communities

[Certification](#)[Criteria](#)[Resources](#)[See the Work](#)[News & Events](#)[Call to Action](#)

Design Leadership

Community Revitalization

Transit-Oriented Development

Senior Housing

Supportive Housing

Rural & Native American

Building Sustainable Organizations

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CALL TO ACTION | 2020

THE CALL TO ACTION IS A NATIONAL CAMPAIGN TO ENSURE THAT BY 2020 ALL AFFORDABLE HOUSING BENEFITS FROM GREEN PRACTICES.

2020 Green Call to Action

The Green Communities Call to Action is a commitment to make progress toward the goal of ensuring that all housing with public subsidy and long term affordability requirements has the opportunity to benefit from green practices by 2020.

[Watch Video](#)

Commit Your Voice, Experience & Expertise

Help us toward our 2020 goal of ensuring that all housing with public subsidy and long term affordability requirements can benefit from green practices.

[Sign the Call to Action Petition](#)

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What fuels your passion about green affordable housing?

- Setting an example/creating **a legacy for the next generation**
- Solving complex problems and being **part of the solution**

- Commitment to **communities**; creating resilient communities of choice that fulfill the promise of America
- Promoting **social justice**: green building as a way to redress social inequalities; Demonstrating that green isn't only for the affluent

- Breadth and depth of **impact** that housing has on people's lives
- **Preserving existing housing** because "the greenest project is the one we don't build"

- Opportunity to create **healthier outcomes** for residents
- **Reducing costs** for renters and for building owners
- Proving the possible: demonstrating **value** to funders/investors

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Challenges to Greening All Affordable Housing

Design, Construction and Operations Challenges

1. Shortage of technical expertise	23%
2. Finding suppliers	1%
3. Need for education	40%
4. Product issues	3%
5. Reliable data	46%
6. Mixing old and new	6%
7. Shifting human behavior	45%
8. Permitting and design requirements	17%

Finance Challenges

1. Upfront costs	26%
2. Coping with cost limits	8%
3. Monetizing long-term savings	31%
4. Going beyond energy efficiency	13%
5. Conflicting funding requirements	13%
6. Capturing the true costs and benefits	49%
7. Devising a way to subsidize green housing	29%
8. Lack of innovative fundraising tools	22%

Policy and Regulation Challenges

1. Thinking beyond the building envelope	18%	7. Incentives for owners and residents	32%
2. Unpredictable waivers	2%	8. Diffuse coalition around green affordable housing	18%
3. Restrictive regulations	11%	9. No standardized approach to green criteria in QAPs	20%
4. Inexperienced regulators, policymakers and funders	50%	10. Engaging utilities	18%
5. Lenient policy	4%		
6. Regional variations	8%		

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Design, Construction and Operations Breakthroughs

- Affordable housing developers **contribute all of their data** to a central repository that anyone can access 41%
- Create monetary incentives/disincentives to facilitate **behavioral changes among residents** 28%
- Design a “process in a box”: create **a step-by-step program** for developing and operating a green building 27%
- Require **operation certification** 1 or 2 years after completion of construction 20%
- **Compensate Operations & Maintenance staff** for maximizing building performance 18%

Organizational Commitment: We all know what's needed

- **Vision** from executive leadership
- Staff at each level who have: **Authority, Capability, Resources**
- **Champions** who lead and recruit by example

- Achievable goals & **early victories**
- Incentives that match **organizational values**
- **Integration into culture** & day-to-day success metrics
- **Support, communication, education**
- **Iterative development** toward ever better performance

PartnerPREP

*Comprehensive Energy & Retrofit Services
for Affordable Housing Portfolios*



A one-stop, comprehensive set of Fee-based services

- ✓ For-profit and Not-for-Profit housing organizations
- ✓ Tailor-made, 2-year engagement

- ✓ Technical & Owner's Rep services for Energy Efficiency
(e.g. Green Y15 CNAs, NYSERDA MPP, ConEd)
- ✓ Capacity building and decision support
- ✓ Capital Planning, financing & subsidy coordination

Bomee Jung
Senior Program Director, Green Communities

bjung@EnterpriseCommunity.org



www.EnterpriseCommunity.org | www.EnterpriseCommunity.com

