

## PROJECT NARRATIVE

### 1. Project Objectives

The Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project aligns with the objectives of the EECSBG Program by creating a sustainable model to deliver energy efficient retrofits on a neighborhood-wide scale in an urban neighborhood in need of the expected results: lower energy bills, economic recovery and job creation. Due to the unique timing of opportunities afforded the project by its coincidence with the 2012 Indianapolis Super Bowl and other investments in the Near Eastside neighborhood and the use of well-established neighborhood resources, the project will meet the following project objectives, sorted into three categories: Scope, Market Transformation and Replicability.

#### Scope:

- Retrofit 1,755 residential and small commercial units, 10 large commercial/industrial units, 13 schools, and 25 non-profit/community units within a large contiguous urban neighborhood in Indianapolis.
- An additional 20 large commercial or industrial structures are targeted for energy use benchmarking assistance in Indianapolis.
- Develop a comprehensive sustainable funding mechanism that reaches all neighborhood market segments with the combined utility of a revolving loan fund, on-bill tariff financing, a quality of life fund, a suite of market-targeted grant and loan programs, and a carbon fund.
- Establish a neighborhood-scale, utility on-bill tariff pilot project, through cooperation with local utilities, which (1) a sustainable City revolving fund for future energy efficiency programs, and a pilot Carbon Fund
- Integrate robust energy efficiency education and outreach tools and resources into the existing network of community support organizations.
- Create community, city-wide, and state-wide and national interest in energy efficiency retrofits that are reproducible by 1) replicating this retrofit model in 5 additional Indianapolis GINI neighborhoods throughout the City of Indianapolis, the City of Lafayette, and other Indiana Communities 2) expanding public interest beyond energy efficiency to alternative energy sources.

#### Market Transformation:

- Consumers will become educated about energy efficiency options.
- Manufacturers and retailers will alter their purchasing and stocking patterns to benefit from the incentives for energy efficient products that attract customers.
- Contractors will be seeded who develop a variety of competitive business models and approaches.
- Programs for on-bill tariff financing of retrofit loans and carbon offset sale revenues will be in demand.
- Industrial building owners and operators will be trained to optimize building performance.

#### Replicability:

- The proposed project will be implemented in two distinct neighborhoods (large urban and mid-sized urban), offering the opportunity for a comparison of monitoring and evaluation of results, and robust development of "lessons learned" for use in other communities.
- Implementation of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project is intended by the City of Indianapolis to be a targeted pilot project which will subsequently be rolled out to the City's five (5) additional GINI neighborhoods and beyond.
- The project has strong interest and support from the State of Indiana whose intent it is to use this program as a pilot for implementation in communities across the state.

The types of retrofits available in the programs include both building envelope and appliance considerations including:

- Caulking, insulation and air sealing (coupled with installation of carbon monoxide detectors)

- Window/door replacement
- Water heater wraps, piping/ductwork wraps
- Installation of low-flow water faucets and showerheads
- Installation of energy efficient heating and air conditioning units with programmable thermostats
- Energy efficient lighting
- High efficiency fans/motors/pumps

The programs will be managed by a Delivery Manager funded by the grant. They are described in more detail in the Merit Review section.

## 2. Merit Review Criteria Discussion

### A. Initial Review Criteria

As a *formula-eligible unit of local government*, designated by the U.S. Department of Energy for direct funding under the EECBG formula, the City of Indianapolis is eligible for an award under Topic 1: Retrofit Ramp-up Program of DE-FOA-000148. Subsequent sections provide information detailing (1) the delivery and extent of the retrofit program to both existing residential and non-residential buildings with comprehensive energy efficiency upgrades on a neighborhood-scale; (2) the unique educational and outreach opportunities afforded the project by its coincidence with the 2012 Indianapolis Super Bowl and the 2012 Super Bowl Host Committee's Near Eastside Legacy Project; (3) the innovative financial tools to affect program success and sustainability; (4) letters of support and financial commitment from an array of engaged public and private stakeholders; and (5) measurable methods to meet the Department of Energy's goals of market transformation, demonstrations of economies of scale and replicability, and creation of jobs.

Project responsibilities are assigned with defined roles, resourcing and channels of communication such that redundancies are eliminated and economies of scale are maximized. By deliberately tracking this project as a pilot for potential implementation in other communities, Indianapolis will be prepared to replicate, while incorporating lessons learned, similar programs in the other five GINI neighborhoods located in the city and other communities considering similar projects. An implementation plan, with quarterly metrics, milestones, deliverables, and performance indicators that record, verify and guide achievements, will serve as a mapping tool for its replication in neighborhoods elsewhere.

The high-impact and broad-appeal attributed to the scale, nature and timing of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project as an integral part of the 2012 Super Bowl Host Committee's Near Eastside Legacy Project requires Federal funding in order to complete Indianapolis' overall vision of an empowered local community that has received the support of the nation to achieve common goals for energy independence, economic recovery by retrofit, and leadership on climate change.

### B. Merit Review Criteria – Topic 1

#### Criterion 1: Leveraging and Sustainability

##### Leveraged and Sustainable Funds

The Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project leverages both cash and in-kind services invested by public and private neighborhood stakeholders. Some leveraged funds are from sources with a long history of investing in the neighborhood. Sources of sustained funds include the John H. Boner Community Center, Indiana Housing & Community Development Authority energy assistance, Indy Food Co-op, Riley Area Development Corporation, and Southeast Neighborhood Development, Inc. Other leveraged funds are from temporary sources with unique timing such that they coincide with this particular

grant opportunity. Examples of well-timed funding include the 2012 Super Bowl Legacy Project, Indianapolis Public Schools' capital improvement project, and Indianapolis' formula EECBG funds for municipal building retrofits.

The momentum generated by these simultaneous investments in the neighborhood will give the program the added ability to implement innovative financial tools such as on-bill tariff financing. The following table summarizes the types and amounts of leveraged funds for this proposed program. Letters of support are provided which confirm the purpose and commitment of the funds.

#### SUMMARY OF LEVERAGED FUNDS

LEVERAGED FUND SOURCE	LEVERAGED FUND AMOUNT	LEVERAGED FUND PURPOSE
John H. Boner Center	\$45,000,000	\$4,000,000 Neighborhood Stabilization Program \$41,000,000 Other Neighborhood Funding
Super Bowl Legacy Project	\$1,800,000	\$1,000,000 NFC Practice Fac. in 2010 - 2011 \$782,000 for staff from 2010 - 2012
City of Indianapolis – Energy Retrofits on Municipal Buildings	\$ 50,000	Energy Efficiency Retrofits to 50 municipal buildings, including \$50,000 for buildings in near eastside; DPW Garage, 3 Fire Stations, and Duvall Residential Center.
City of Indianapolis – Street Light and Traffic Signal Retrofits	\$340,000	Retrofitting the City's remaining incandescent traffic signals to LED. <b>Total fund is \$2,500,000</b> , including 9 intersections in the Near Eastside Neighborhood. Separate project in the Near Eastside Neighborhood for \$300,000 to retrofit street lighting to LED.
Indianapolis Public Schools	\$68,000,000	2010 - \$48,000,000, 2011 - \$20,000,000
IHCDA	\$1,000,000	Weatherization funds
Riley Area Dev. Corporation	\$12,000,000	Improvements across all market sectors.
Southeast Neighborhood Development, Inc.	\$2,000,000	Improvements across all market sectors. 2010 and 2011 only
City of Lafayette	\$ 19,000,000	Glen Acre Neighborhood Revitalization
Total Leveraged Funds	\$149,000,000	\$130M Indianapolis, \$19M Lafayette
Total Grant Request	\$26,000,000	\$23M Indianapolis, \$3M Lafayette

Not included in the focused leveraged funds listed above, but perhaps the most sustainable source of local investment, is the neighborhood's Near Eastside's Housing Tax Increment Financing (HoTIF) district, which has a 35 year life span. Currently, the Near Eastside's HoTIF is generating nearly \$1.2 million per year to be reinvested back into the Near Eastside neighborhood. Remarkably, a significant number of the parcels in the HoTIF area are not generating any sort of property taxes to support this revenue stream. With the proposed housing redevelopment and energy retrofits, vacant homes will once again be back on the tax rolls, generating additional property tax revenues. This new revenue will substantially increase the amount available for future housing development efforts within the larger redevelopment area.

A more comprehensive legacy budget than the funds shown above includes over two dozen funding sources supporting over 50 Near Eastside initiatives named within the neighborhood's quality of life plan.

#### Meaningful Market Transformation

Through broad outreach and education components in two pilot neighborhoods across multiple market sectors, new market-transforming methods of incentivizing customers and local governments to implement energy use reduction programs will be established by this proposed project. As a result of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project the following market transformations will occur:

- Consumers will become educated about energy efficiency options.
- Manufacturers and retailers will alter their purchasing and stocking patterns to benefit from the incentives for energy efficient products that attract customers.
- Contractors who develop a variety of competitive business models and approaches.
- Programs for on-bill tariff financing of retrofit loans and carbon offset sale revenues will be in demand.
- Industrial building owners and operators will be trained to optimize building performance.

Taken together, these activities will result in significant behavior changes and additional energy investments beyond the project timeline in a broad range of market sectors and geographies, which will lead to energy savings and reduced greenhouse gas emissions.

## **Criterion 2: Project Impact**

### **Benefits of Economies of Scale, Critical Mass, and Risk Mitigation**

Economies of scale will impact several points in the project. During retrofit activities, the neighborhood sweeps approach will maximize the cost effectiveness of labor and mobilization expenses, equipment rental or purchase, and retrofit asset purchasing, such as insulation materials and lighting. The geographic focus within segments of the neighborhoods will create momentum for the program by word-of-mouth among owner/occupants. Outreach will be strengthened by the completion of highly visible initial impacts from the neighborhood sweeps and simultaneous engagement of all market sectors.

### **Quantitative Impacts on Energy and Emissions**

In each market sector receiving retrofits, the delivery strategy allows for direct quantification of energy and emissions reductions in terms of dollars invested per structure. The energy saved and emissions reduced will be quantifiable as part of the on-bill tariff measurement system. The grant / loan programs established for the Energy to Build and Energy to Grow programs will layout consistent calculation methods for all participants and will require reporting reductions in energy use and emissions by the participants.

### **Replication Strategy**

This project is designed on a scale that can be replicated by other communities, with the following key features.

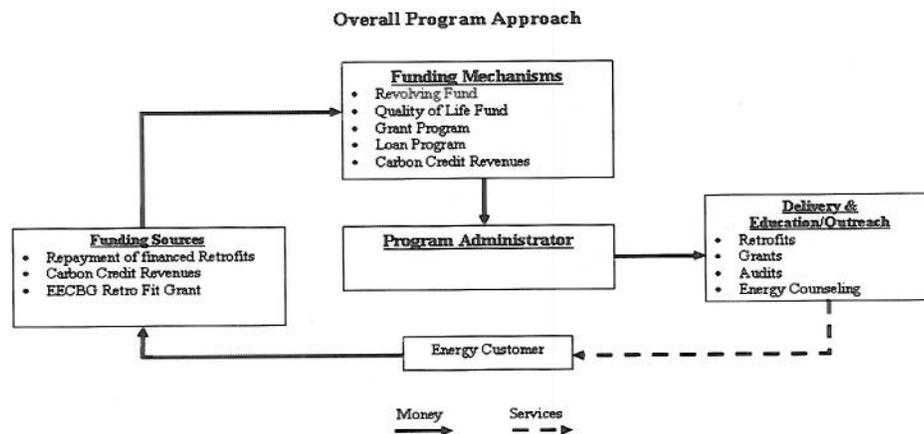
- The proposed project will be implemented in two distinct neighborhoods (large urban and mid-sized urban), offering the opportunity for a comparison of results, and robust development of “lessons learned” for use in other communities.
- Implementation of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project is intended by the City of Indianapolis to be a targeted pilot project which will subsequently be rolled out to the City’s five additional GINI neighborhoods and beyond.
- The project has strong interest and support from the State of Indiana whose intent it is to use this program as a pilot for implementation in communities across the state. A high level of interest from other Indiana communities has been expressed.

### Criterion 3: Project Approach

#### Project Management Strategy

The project management strategy has been designed to be lean and allows for the maximum amount of grant dollars to flow into the neighborhood. Ultimately, the Program Manager is charged with the mission to uphold the program's primary goals of reducing energy use and related emissions through the increased energy efficiency of buildings, while integrating its peripheral goals of job creation and preservation and the swift economic recovery of neighborhoods and local communities.

The Program Manager will have program management responsibilities (monitoring /verification, continuous improvement) and contract management responsibilities in three areas (Education/Outreach Manager, Fund Manager, and Delivery Manager). A schematic of the structure is below and the specifics of each component of the project strategy are provided in the following sections.



#### Outreach/Marketing Strategy

The outreach/marketing tools of the program will consist of elements designed to (1) maximize participation, (2) provide energy counseling on energy efficiency opportunities in all market sectors, and (3) provide public access to model education and outreach structures to increase energy awareness interest throughout the state and prepare for replication of the program model. The outreach and marketing tools are discussed in more detail below: Outreach, Marketing and Education.

*Outreach*- This neighborhood-based program will emphasize providing a "quality message from a trusted source" and will serve as a single point of contact for the programs available to the neighborhood, related both to energy and other asset improvements. The residential programs will have direct neighborhood outreach going door-to-door and contact with neighbors several times to educate them on the content and benefits of the program and to gain trust and interest in participation. This method has been used successfully in this neighborhood on other initiatives such as Rebuilding Together and homeowner repair programs. Existing neighborhood organizations will be the primary point of contact. This grant estimates 4 full-time staff and 10 AmeriCorps/Public Allies outreach workers located at the John H. Boner Community Center to implement the outreach campaign which will engage residential, commercial and industrial, schools, and non-profit organizations. Further, through this neighborhood's recent quality of life planning and participation with the 2012 Super Bowl Host Committee, the Near Eastside Collaborative Taskforce and the Near East Side Community Organization have strengthened already deep communication networks and collaborative relationships with

residents, businesses and other local stakeholders. Based on past history and existing trust-relationships, it is expected that the residential, commercial and industrial, schools and non-profit organizations will readily engage in the outreach efforts as retrofit recipients and project advocates.

*Marketing*-Primary elements of the marketing campaign are:

- **Neighborhood events:** community meetings, block parties, door-to-door canvassing, neighborhood participation in project design and implementation.
- **School Events:** Citizen's Gas and IPL energy efficiency educational events for residents and schools.
- **Web Presence:** Program webpage, advertisements on local websites, keyword text advertising, email newsletter.
- **Mainstream Media:** Radio, newspaper, neighborhood newspaper and newsletters, TV, feature story opportunities, press releases and press conferences with prominent figures.
- **Marketing to target audience:** Resident and business workshops, direct mail, door hangers, bill stuffers, public service advertisements, in-store pop-up displays, and window clings and yard signs for participants.
- **Marketing to contractors:** Contractor trainings, phone, vendor breakfasts and workshops, advertisements in trade publications, attending trade shows, vendor incentives such as recognition, awards, and listing on websites. Connection network to hire neighborhood residents and businesses.
- **Marketing Statewide:** A near-zero energy house in both Indianapolis and Lafayette, Indiana and a transportable advanced energy touring house to be displayed in both Indianapolis and Lafayette for creating retrofit interest throughout the two cities and state in preparation for replication of the program model in other neighborhoods and communities.

*Education*- A centralized pool of energy counselors will serve as the primary educational resource for the various market sectors in the project. Other energy efficiency related programs exist at each market level, so part of the energy counselor's role will be to direct neighborhood participants to various sources of educational or funding assistance beyond the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project.

- **Residential and Small Business Energy Counselors** – 4 full-time staff and 10 AmeriCorps/Public Allies outreach workers will be located at the John H. Boner Center in the heart of the target area to serve as energy counselors and outreach advocates. Staff targeting the residential/small business market will be charged with educating potential neighborhood participants about the Neighborhood Sweep and Directed Retrofit programs, the on-bill financing mechanisms, and the obligations of the owners and occupants. The energy counselors will carry out the process required to include the structure(s) in the Neighborhood Sweep or Directed Retrofit program and communicate with the Delivery Manager regarding the structure's readiness for inclusion in the program.
- **Commercial & Industrial Energy Counselors** – Staff energy counselors focused on the C&I sector will work with potential participants in the Energy to Build program. Additional energy counselors will be provided by the Purdue Manufacturing Extension Program (MEP) Technical Assistance Program (TAP). The energy counselor(s) will provide site energy audits, benchmarking evaluations to assess energy efficiency performance, assistance with identifying potential retrofit capital projects, connections to energy efficiency educational tools/classes, and assistance with the Energy to Build program.
- **School and Not-for-Profit Energy Counselors** – Energy counselors targeted to this sector will provide information unique to schools and non-profits. This additional information will include items such as ESCO opportunities, expansion of the Indianapolis Public School's existing facilities upgrade program, the timing and activities of other municipal, school, and non-profit capital improvement and community development projects in the neighborhood and energy efficiency elements that may be added to the project(s), and providing detailed information on energy efficiency programs funded by this grant or other public and private programs.

- **Delivery Contractors** – The Delivery Manager will be responsible for ensuring qualified contractors are used for retrofit delivery. The program will incentivize selected contractors to hire trained neighborhood residents and contract with local businesses. It is estimated that a total of 287 jobs will be created or retained through the grant period. In order to support this desire, information resources on job training and employment opportunities will be provided to residents, businesses, and delivery contractors regarding job requirements, training programs, and hiring needs. The information will be provided through the marketing campaign outlined above.
- **State-wide Outreach** - A house will be retrofitted as a near-zero energy house in Lafayette, and a transportable advanced energy house will be open to the public in both cities. Both education/outreach energy homes will be used to create retrofit interest throughout the two cities and state and prepare for replication of the program model in other neighborhoods and Indiana communities.

### Funding Strategy

The funding mechanisms employed for this project will be managed by a single contractor that will link existing funding management structures within the City to new fund management structures created as part of this grant. Funds for retrofits will be drawn from 1) a grant-capitalized revolving loan fund 2) a quality of life fund, and 3) carbon fund revenues. The revolving loan fund will be established to provide grants or loans for retrofits which will be paid back on the utility bill. The loan repayment obligation will be linked to the utility meter as an on-bill tariff on a utility bill. This grant application includes a pilot project to develop and implement an on-bill tariff system with the participation of Citizens Energy Group, Indianapolis Power and Light, and the Department of Waterworks in the development and management of the system. A Quality of Life fund will also be established to use the value captured from increased energy efficiency to fund other improvement projects in the neighborhood, as described in the Near Eastside Quality of Life Plan - a five year comprehensive plan identified through a grassroots participatory neighborhood planning process and implemented by the Near Eastside. The neighborhood has already successfully implemented over half of 150 planned objectives with total committed and pending investment of over \$100 million. A portion of the repayment recovered by on-bill tariffs will be routed to the quality of life fund. The quality of life fund will also receive revenue from the carbon fund and other outside sources.

Additionally, a Legacy Neighborhood investment pool supported through New Markets Tax Credits is currently being formed to leverage public, private and philanthropic investment into this neighborhood. With the assistance of City Real Estate Advisors, the project will aggressively explore ways to leverage the Retrofit Ramp-up grant to produce an even more financially sustainable funding program. New Markets Tax Credits have been successfully utilized for other major Near Eastside initiatives including the recent construction of the \$10 million John H. Boner Community Center in 2008. It is currently anticipated that the Legacy Neighborhood investment pool will be finalized in early 2010.

For the Energy to Build and Energy to Grow programs, a suite of grant/loan programs will be established to distribute the funds. The grant / loan program will include grants, subsidized loans, and no-interest loans. Loan repayment will be through individual loan agreements with the property owner. Three targeted grant / loan programs will be established for retro-commissioning and retrofit capital projects: Commercial & Industrial (C&I), Schools, and Not-for-Profit Community Centers. The allocation of grants and loans will be through a criteria-based application process. Selection criteria will include potential energy savings, cost-effectiveness, ability to be replicated, potential increase in overall property value, and alignment with the neighborhood's quality of life plan. Projects may include retro-commissioning, high-efficiency HVAC systems and lighting, efficient motors, refrigeration systems, boilers chillers, food service equipment, and energy management systems.

An additional source of sustained revenues for energy efficiency retrofit programs is a carbon fund. This grant application includes a pilot-project to develop a system for the sale of verified carbon credits from the project to companies, institutions, and households wishing to offset their carbon footprint. The pilot project will focus on carbon credits from energy efficiency; however, since carbon credits can be created from a variety of activities, a

wider focus will also be taken during development of the system. Key development tasks will be verification protocols, overall carbon fund criteria for eligible offset projects, generation of interested buyers (local or otherwise), establishing the credit pipeline, and adjusting to the dynamic status of legislation and voluntary programs. Revenues generated from the sale of verified carbon credits will be paid back into the revolving loan fund and quality of life fund.

### **Implementation/Delivery Strategy**

The project includes a unique structure of retrofit delivery in each market sector and uses three distinct programs to target a different segment of a neighborhood energy market:

- SuperSweep – A program for residential/small commercial units
- Energy to Build – A program for large commercial and industrial units
- Energy to Grow – A program for schools and non-profit organizations

The approaches in each sector address their unique needs and potential for benefits from retrofits. The SuperSweep neighborhood sweeps are designed to communicate quick impact and benefit from word of mouth across all market sectors.

### ***SuperSweep Program for Residential and Small Commercial Structures***

This program has two levels of retrofit delivery: (1) Neighborhood sweeps - Tier 1, and (2) Directed Retrofits - Tier 2. The project's Delivery Manager will manage the contractor delivery system. Existing qualified contractor delivery systems in the neighborhood and City will be supplemented by this project funding to form the base for the retrofit contractor delivery system. Existing programs include: Rebuilding Together Indianapolis, Homeowner Repair Programs, and three Neighborhood Stabilization Program funded developments on the Near Eastside.

- *Neighborhood Sweeps* will take place within neighborhood focus areas selected based on community organization boundaries, ownership status, residential unit/acre density, and potential for energy savings. Within a selected focus area an education and outreach phase will be completed with a goal of maximizing the participation rate. Following the education and outreach phase, each interested structure occupant and owner will complete a participation evaluation/agreement process. Completion of the retrofits in each focus area will occur within a set time period to maximize economies of scale. Once a property is determined to be eligible, a visual audit will be completed and the initial tasks to result in energy savings will be completed. Retrofits costing up to \$1,500 per residential structure and \$2,000 per small business structure will be provided as a grant. The target number of structures for retrofit under SuperSweep Neighborhood Sweep is 1,150. The target represents an 8% residential participation rate - a stretch goal which is higher than the national average and attainable through pervasive education and outreach across the target neighborhood and the use of concentrated focus areas. Examples of focus areas and their features are:
  - St. Clair, Willard Park, Englewood – Areas where NSP funded improvement projects have been or are being designed. St. Clair Place Neighborhood has proposed a separate grant to achieve LEED ND (Neighborhood Development) status – one of only a few in Indiana. St. Clair Place will also have focused investment through the Super Bowl Legacy Project.
  - Near Eastside "Partner Owned" vacant properties – 230 properties (including vacant homes owned by I-AD, Englewood CDC, Riley Area Development Corporation, and the John H. Boner Community Center)
  - Residential / Commercial Mixed Use Structures – A structure-type which is not being captured by current weatherization programs.

*Directed Retrofits* will be offered during Neighborhood Sweeps and be available to individual interested parties. Retrofits under this program will begin with a thorough an energy audit performed by a certified professional. The results of the audit will determine the retrofit required for the structure. Each interested structure occupant and owner will complete an evaluation/ participation agreement process. Audits and retrofits costing an average of \$12,000 per residential structure and \$15,000 per small business structure will be financed through a revolving loan fund with repayment through an on-bill tariff on the structure's utility bill. More information on the structure of the on-bill tariff program is provided later in the application. Completion of the retrofits will be within the 36 month window of the DOE grant agreement, with most being completed prior to the 2012 Indianapolis Super Bowl. The target number of structures for retrofit under SuperSweep Direct Retrofits is 605. This target includes providing energy efficiency retrofits to 230 community-owned vacant properties targeted for rehab, 75 small businesses, and 300 residences - roughly 30% of the total number of residential participants in the Neighborhood Sweeps Program.

### ***Energy to Build Program for Large Commercial/Industrial (C&I) Structures***

This program will focus on high energy users such as manufacturing facilities, supermarkets and strip malls. High energy users in the neighborhood will be identified through utility use analysis and information and engaged. The following services will be available to participants: 1) Energy Benchmarking Services, and 2) Retro-commissioning/Retrofit low-interest Loan Program. These programs will be available to all large commercial/ business or industrial entities in the neighborhood; however, the high energy user focus will determine ultimate selection of Retrofit Grant recipients. Energy Counselor(s) will be provided by the Purdue Manufacturing Extension Program (MEP) Technical Assistance Program (TAP) which provides Energy System Analyses and Opportunity Assessments in order to provide energy counseling services to 20 target facilities. These services will be offered and coordinated by education and outreach staff positions in the neighborhood's John H. Boner Community Center. Energy Counseling will include site energy audits, benchmarking evaluations to assess energy efficiency performance, assistance with identifying potential retrofit capital projects, connections to energy efficiency educational tools/classes, and assistance with the Energy to Build low-interest loan program. The Retrocommissioning/Retrofit Loan program will be managed by the Fund Manager or their Contractor and will fund energy efficiency retrofit capital projects and retrocommissioning projects. Selection criteria for the grants will include: (1) viability of the business, (2) potential energy savings and (3) commitment of the business in maintaining any equipment installed.

Specific types of structures that may be included in this program are large residential/commercial mixed use structures, supermarkets, strip malls, and industrial facilities. Data from census.gov indicates that there are 62 large businesses and industries within the Super Bowl Legacy Neighborhood. The target number of structures for both retrofit and energy use benchmarking assistance under Energy to Build is 30. Expected participants within the grant boundary area are:

- East 10<sup>th</sup> St. Corridor - A mixed use commercial and residential area with focused investment through the Super Bowl Legacy Project and drawing on the experience of East 10<sup>th</sup> Street Civic Association
- Washington St. Corridor – A mixed use commercial, industrial and residential area.
- P.R. Mallory and Sherman Park – Two large industrial sites that require rehabilitation in order to be viable community assets and true employment centers for this neighborhood.

### ***Energy to Grow Program for Schools and Non-Profit Organizations***

In other Indianapolis neighborhoods this project would likely focus on Municipal/State, University, Schools, and Hospitals (MUSH) and non-profit organizations. In this neighborhood, municipal buildings are slated for energy efficiency retrofits under other funding and there are no universities or hospitals.

*Schools* – There are currently 4 IPS schools in the neighborhood slated for upgrades to be funded through other sources. Three of these schools will be LEED certified after the upgrades. This application includes a

subsidized loan program to 100% of the neighborhood's public, private and parochial schools. The City of Indianapolis is in the process of implementing ESCO contracting within municipal operations throughout the city, and the benefits of ESCO contracting can extend to schools as well. The Energy Counselor staff positions located in the John H Boner Community Center will provide educational information to schools within the neighborhood on the successes and lessons learned in the Indianapolis ESCO program. The information will allow the schools to determine the benefits of ESCO and connect them with locally active ESCO options.

*Not-for-Profit Organizations* – Community centers and other neighborhood based not-for-profit facilities in Indianapolis have a tremendous potential to provide services within neighborhoods, but lack proper funding. Retrofits to non-profits and community centers in the near eastside neighborhood will address operational needs that have been delayed for decades. The application includes a subsidized loan program focused solely on not-for-profit organizations. In addition to the grant program, energy counselors located in the John H. Boner Community Center will monitor the timing and activities of other municipal, school, and not-for-profit capital improvement and community development projects in the neighborhood and determine if energy efficiency elements may be added to the project. If opportunities are identified, interested parties will be directed to appropriate energy efficiency programs funded by this grant or other public and private programs.

The loan and grant programs created for Energy to Grow will be created and managed by the Funding Program Manager or the Program Manager or Contractor. There are a total of 13 public and private schools in the neighborhood. The number of not-for-profits in the neighborhood is documented at 49, which is a low estimate. Under this program \$2.6 Million will be set aside for 50% subsidized loans to 100% of neighborhood schools and \$1.25 M for 50% subsidized loans to 25 not-for-profit and community organizations. Repayment of loans may be through an on-bill tariff mechanism.

#### **Program Management Strategy**

Overall monitoring and measuring (M&M) requirements of this grant will be managed by the City of Indianapolis' Office of Sustainability and its Contract Program Manager. The following Monitoring/Verification Plan describes the key role of monitoring and measuring in three areas: 1) grant accountability, 2) on-bill tariff financing, and 3) carbon credits.

*Monitoring/Verification Plan* - In each of the market sectors receiving retrofits, the delivery program is structured in a way that allows direct quantification of energy and emissions reductions in terms of dollars invested per structure. The energy saved and emissions reductions in the SuperSweep residential / small commercial program will be quantifiable as part of the on-bill tariff measurement system. The grant / loan programs established for the Energy to Build and Energy to Grow programs will layout consistent calculation methods for all participants and will require reporting on energy and emissions reductions.

*Grant accountability* will be conducted by the Grant Financing Manager or contractor and will include assessment of the progress in achieving the program's goals and objectives and data management for grant reporting. Total annual program costs, timeline tracking, budget tracking, effectiveness of spending, total annual energy saved, total GHG emissions avoided, and jobs created will be key tracking elements. Measurement and assessment of the success of various programs and structures for deliberate adaptive management will be established. This entity will also assist with establishing the criteria for the selection of, and reporting by, grantees in the program such as C&I, schools, and non-profit organizations. The City has experience in the management of federal funds and is familiar with the processes required.

*On-bill Tariff* – An On-bill Tariff financing mechanism will require data capture and management regarding energy use reductions; cost savings; and allocation of savings to lowered customer bills, revolving loan fund(s), and quality of life fund(s). Data captured for on-bill tariffs will also be tied to grant accountability data and carbon credit verification.

*Carbon Credits* – Data expressed as GHG reductions will be required to demonstrate carbon offsets and the related verifiable sellable credits. A carbon offset verification protocol will be created for the program if an appropriate protocol has not been established in other carbon markets. Depending on the maturity of the energy efficiency carbon market at the time of the grant implementation and subsequent years, carbon credits will be sold in voluntary, regulatory, or local carbon markets.

*Feedback and Continuous Improvement* – Project management includes mechanisms for adaptive management within the program, as well as, formal review and reporting of the pilot program "lessons learned" in order to continually improve during replication of the project model.

#### **Goals, Tasks, Methods, Deliverables, Milestones**

*Goals* set for the project measure estimated numbers of residential or small commercial structures, large commercial or industrial structures, schools, and community/non-profit structures to be retrofitted – a key metric to meeting the overall goals of the DOE Retrofit Ramp-up program. Goals have been set for completion of a pilot on-bill tariff model, establishment of a Quality of Life fund, completion of a Carbon Fund, and establishment of an outreach program that reaches outside the neighborhood to other areas of the State. Energy savings and CO<sub>2</sub> reduction goals are based on values demonstrated in previous retrofits performed throughout the US.

*Tasks and Methods*–The program structure establishes clear criteria for responsibilities in the 4 key areas of Program Management, Delivery, Funding, and Education/Outreach. Each area has a focused and manageable area of responsibility which will be clearly stated in contracts and performance agreements.

*Deliverables* for this project are specified numbers of retrofits, demonstrated energy savings, and job creation. Other deliverables are the creation of a Quality of Life fund and the establishment of pilot programs for an on-bill tariff system and carbon fund system.. Qualitative deliverables for the project will be additional mechanisms for education and outreach in the neighborhood and city and strengthened networks for comprehensive community development.

*Milestones* are shown on the project timetable provided later in this application. Key milestones are completion of each phase of the SuperSweep program, the Energy to Build grant/loan program window, the Energy to Grow grant/loan program window, energy savings data capture in each program, carbon fund pilot, quality of life fund, on-bill tariff pilot.

#### **Barrier Identification and Breakthrough**

Through a robust planning process including the participation of numerous partners at the State, local and neighborhood levels, the institutional, regulatory and market barriers to a functional local energy efficiency market have been identified and reasonable approaches to overcome these barriers are designed into the project. Primary potential barriers to the project include:

- access to information,
- access to appropriate, sustainable sources of financing,
- access to skilled, local workers.

Project elements that have been designed to address each of these elements are as follows:

- A marketing, outreach and education plan aimed at the targeted delivery of quality information from a trusted source. The marketing, outreach and education program also addresses each market sector in a different way appropriate to their neighborhood specific issues and presence.
- Financing provided through a portfolio of programs customized to maximize participation within each market sector. The financial programs include: on-bill financing with payback tied to the utility meter, grants, subsidized and low-interest loans, a Revolving Loan Fund, a Quality of Life Fund and pilot Carbon fund.

- Contractors will be provided incentives for hiring local residents as workers. There will be deliberate integration with qualified worker/contractor training infrastructure developed through the Indiana Housing Community Development Agency (IHCD).

In addition, the project approach builds upon existing strong “comprehensive community development” efforts in the neighborhood. This approach looks holistically at the neighborhood and building upon its strengths while also addressing deficiencies outside of traditional silos. This approach is what LISC and GINI calls its “Sustainable Communities” initiative.

The Near Eastside quality of life plan clearly states that a large scale energy efficiency and weatherization initiative is a high priority as part of a broader strategy to become a Great Indy Neighborhood. The retrofit grant will be much more effective within a neighborhood focused upon comprehensive community development and a grassroots, bottom up, approach to becoming a sustainable community in every sense of the word. The Near Eastside's full quality of life plan and other initiatives can be seen at [www.IndyEast.org](http://www.IndyEast.org) or [www.greatindyneighborhoods.org](http://www.greatindyneighborhoods.org)

#### **National Environmental Policy Act (NEPA) Compliance**

Potential project impacts on the natural and human environment will be evaluated in accordance with the National Environmental Policy Act of 1969 (NEPA), the Council on Environmental Quality (CEQ) regulations implementing NEPA (40 Code of Federal Regulations [CFR] Parts 1500–1508), and the Department of Energy's NEPA Implementing Procedures (10 CFR 1021). The US DOE guidance titled “Recommendations for the Preparation of Environmental Assessments and Environmental Impact Statements” and the US DOE NEPA checklist will be used to guide the NEPA evaluation, which will (1) describe the human and natural environments that could be impacted by the proposed action, (2) evaluate potential effects on the human and natural environments from the proposed action, and (3) evaluate cumulative impacts that could result from the proposed action in conjunction with other activities in the project area.

#### **Criterion 4: Partnership Structure and Capabilities**

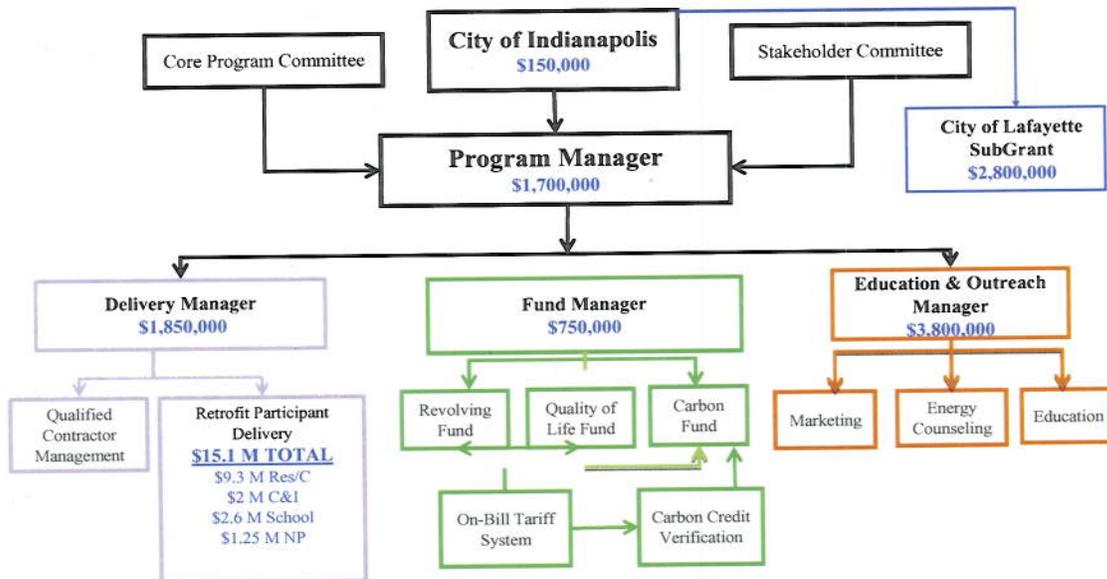
The program structure below details the basic program structure and outlines partner and responsibilities, and provides basic funding information. Core partners in each area are described below. Many community partners already have education and outreach mechanisms in place which will integrate with the project. With regard to delivery and qualified contractors, partners with existing energy and weatherization assistance programs will be engaged. In addition the Indianapolis Department of Waterworks will provide support on water conservation messaging and how it relates to energy efficiency. The pilot project for on-bill tariff mechanisms will engage Citizens Energy Group, Indianapolis Power and Light, and potentially, the Department of Waterworks. Qualified and experienced Program Manager, Delivery Manager, and Fund Manager will be selected through contracting qualification and proposal processes.

#### **Roles and Responsibilities**

Many of the partners identified for implementation of this project have a long history of delivering community improvement services in this neighborhood. This grant will provide additional funds to expand their current service footprint with the base for outreach, education, marketing, and adaptive management already in place. There is a proven record and ability to succeed.

## Program Structure

\$26 M Grant



The Program Manager oversees and coordinates activities among the retrofit delivery contractors, the financial institutions who maintain the project funding and the public outreach entities and provides them a direct link with the City of Indianapolis Office of Sustainability. Through this organizational structure, the Program Manager will successfully deploy the following key elements of the Super Bowl Legacy Neighborhood Retrofit Ramp-up Project:

- High-quality efficiency audits and comprehensive energy retrofits of buildings including the management of auditing and installation contractors.
- Financing programs that provide for sustained funding of the project through the duration of the grant and beyond.
- Education and advocacy for the impacted residents and business owners.
- Monitoring and evaluation to work toward continual program improvement.

The Delivery Manager will manage the day-to-day implementation of (1) the identification of interested applicants, (2) the scheduling and completion of efficiency audits, including residential energy sweeps (3) the selection of retrofit category, its design, installation and optimization, and (4) work force development of a locally sourced underemployed pool of laborers.

The Fund Manager will maintain a revolving loan fund and quality of life fund to provide a mechanism of sustainable financing. These funds will be recapitalized by loan payments made through a seamless on-bill tariff billing system tied to a utility meter and coordinated as a pilot with local utilities. The Fund Manager will provide support as needed to the efforts of the power utilities to integrate this activity into their current invoicing system.

### Project Team Successes

The key partners involved in the project have worked together on the implementation of other successful projects. The City of Indianapolis has a track record of the use of federal and state grant monies for a variety of projects. They have worked successfully with corporate partners, community development corporations, neighborhood associations, energy providers and others in numerous programs.

### 3. Other Selection Factors – Program Policy Factors

#### Diversity of Awards

The program structure sets this project apart from other potential initiatives. The program will have a positive impact across all market sectors, and due to the unique timing of other investments in the neighborhood, and the use of well established neighborhood resources will quickly reach the project goals. It also includes innovative pilots for an on-bill tariff and carbon fund. The program has been developed so it can be replicated elsewhere.

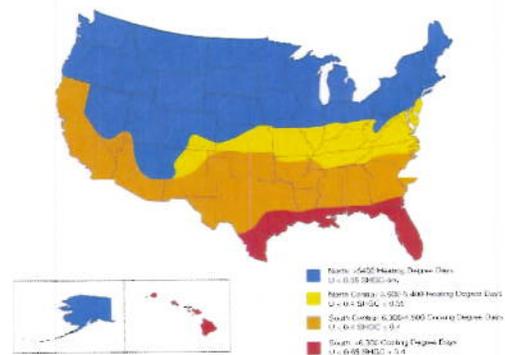
The location of the project also presents a unique profile in energy use and household finances. Indiana ranks first among the states for the percentage of carbon dioxide emissions from coal-burning power plants which supply 95% of the electricity used by its businesses and residents. According to the Brookings Institution, reported in 2008, Indianapolis ranked second in the nation for per capita carbon emissions. Residential electricity sales per Indiana household are the 20th highest in the nation. The industrial sector accounts for half of electricity usage in Indiana. Implementation of energy retrofits in Indiana will contribute to improving such rankings, and a program targeting all market sectors will achieve even greater results toward the overarching goal of reducing greenhouse gas emissions.

Even though Indiana residents have higher usage rates, their annual bills are lower than those in the nation as a whole because of lower energy prices. This diminishes the ordinary driver for gradual energy efficiency improvements seen elsewhere in states where the cost of energy has risen. As energy prices dramatically rise, Hoosiers are caught off-guard with profoundly inefficient homes and businesses. Retrofits provided by subsidized and sustainable financing in Indiana will address long overdue energy efficiency needs.

As depicted below on the Four-Zone map summarizing heating and cooling days across the country, Indianapolis is located in the northern-most zone where the greatest impact of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project will be realized. These climate factors were compiled by Energy Star in support of various programs, including *Building America* and *Energy Smart*.

#### Impact on Reducing Property Owners' Risk of Loan Default by Reducing Energy Bills

Currently within the Super Bowl Legacy neighborhood, the private markets for housing, commercial and economic development are essentially broken. The neighborhood has seen thirty years of disinvestment including declines in home ownership rates (now at 46%), loss of jobs (nearly 8,000), and loss of commercial and retail establishments. In 2003 and 2004, the 46201 area code had the highest home foreclosure rate in the entire United States.



Over 72% of the housing units in the neighborhood are single-family units. Further, the neighborhood is characterized by a housing stock that is older than 50 years with over 51% having been built in 1935 or earlier. Older homes, particularly those built in the pre-WW II era are constructed of quality materials but have little or no insulation. For some renters, the utility bills are more than the rent.

The savings on utility bills will immediately create a positive cash flow for the homeowner, even as a low-interest loan repaid through an the on-bill tariff program. Under the other grant / loan programs, the project will finance large expense upgrades that would normally exceed a seven year payback criteria like the installation of high-efficiency furnaces and air conditioners, but have a greater impact on reducing the household budget for utility costs.

Foreclosure risk will be mitigated by designating the community-owned vacant properties as a focus area. Lower energy bills result in lower overall household budgets for households or businesses at risk of foreclosure or bankruptcy. The Indianapolis Neighborhood Housing Partnership (INHP), with an office and staff currently located in the John H. Boner Center, provides counseling on homeownership and foreclosure prevention and will be a direct link to residents at risk of mortgage default or foreclosure.

#### **Adoption of Updated Building Codes**

The State of Indiana is currently working to update commercial and residential building codes. The adoption of a final commercial code that meets the ASHRAE 90.1 standard is expected by February 2010, and the adoption of a final residential code that meets 2009 IECC standards is expected by June 2010. The City of Indianapolis does not have the authority to update building codes, as changes to Indiana energy codes are carried out through a regulatory process.

#### **Promotion of the ARRA Objectives**

The Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project is situated among a suite of other concentric State, City and local economic development and green jobs initiatives, all striving toward the common goals of immediate job creation and rapid recovery of a neighborhood-wide economy where it is most needed. The established management structure, program design, and the amount of funding queued, demonstrates that the proposed project is truly "shovel-ready" with aggressive job creation and realistic participation stretch goals based on current trends and data collected by neighborhood-level stakeholders.

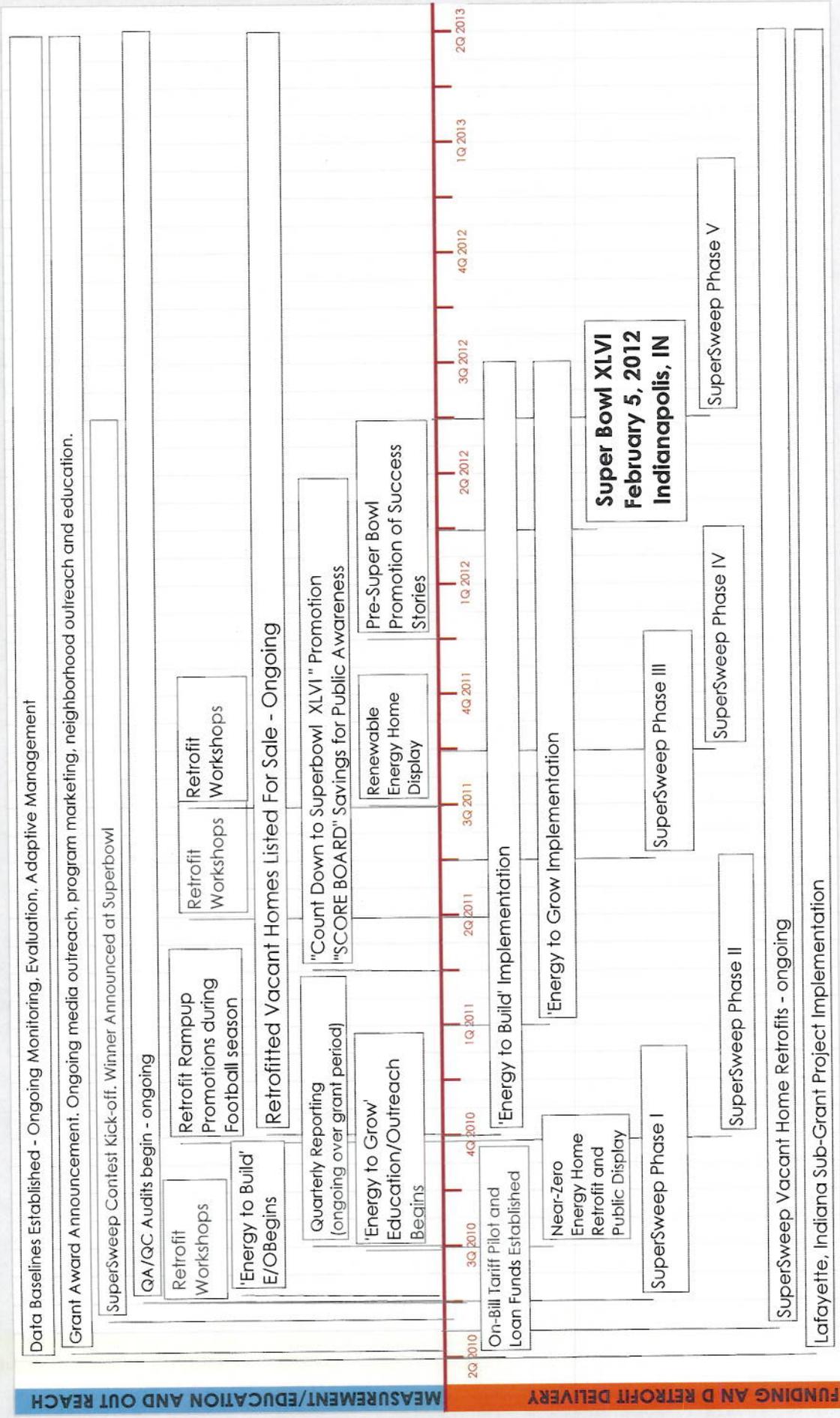
#### **Consideration of Impacts on and Benefits to a Diversity of Communities**

Characteristics which make the Super Bowl Legacy Neighborhood the most in need of rapid economic recovery are highlighted by the demographics of those who live there. Of the neighborhood's 36,000 residents, 31% are minorities. Households have an average income of \$33,249; however, since 45% of households have an income of less than \$25,000 per year, 24% of the neighborhood's population live below the poverty level compared with 11.2% for the Indianapolis Metropolitan Area. Most of the neighborhood's residents are between 25 and 44 years of age, and of those who are over 25 years of age, only 32% have a high school diploma. Fewer than 14% of the neighborhood's residents have a post secondary school degree. Swift job creation measures taken by the earliest stages of the proposed project would result in an immediate economic uptick fueling a sustained neighborhood-wide recovery enjoyed by those most likely to benefit the greatest.

#### **4. Project Plan**

A project timetable is provided below and outlines work breakdown structure, tasks, milestones, decision points, deliverables, and outcomes.

# Superbowl Legacy Neighborhood Retrofit Ramp-up Timeline



## Quarterly Spending Plan

### QUARTERLY SPENDING PLAN

TIME PERIOD	GRANT FUNDS	LEVERAGED FUNDS	TOTAL
2010 3 <sup>rd</sup> QTR	\$586,000	\$26,900,000	\$27,486,000
2010 4 <sup>th</sup> QTR	\$1,470,000	\$28,700,000	\$30,170,000
2011 1 <sup>st</sup> QTR	\$2,140,000	\$11,400,000	\$13,540,000
2011 2 <sup>nd</sup> QTR	\$2,560,000	\$12,500,000	\$15,060,000
2011 3 <sup>rd</sup> QTR	\$3,030,000	\$13,700,000	\$16,730,000
2011 4 <sup>th</sup> QTR	\$3,530,000	\$14,900,000	\$18,430,000
2012 1 <sup>st</sup> QTR	\$4,600,000	\$13,300,000	\$17,900,000
2012 2 <sup>nd</sup> QTR	\$2,400,000	\$7,000,000	\$9,400,000
2012 3 <sup>rd</sup> QTR	\$2,070,000	\$6,200,000	\$8,270,000
2012 4 <sup>th</sup> QTR	\$1,630,000	\$5,000,000	\$6,630,000
2013 1 <sup>st</sup> QTR	\$1,240,000	\$5,300,000	\$6,540,000
2013 2 <sup>nd</sup> QTR	\$903,000	\$4,100,000	\$5,003,000
TOTAL	\$26,200,000	\$149,000,000	\$175,159,000

#### 5. Relevance and Outcomes/Impacts

The Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project is in alignment with the purposes of the EECBG Program as it deploys energy efficient retrofit technologies across an urban neighborhood among beneficiaries who are in the most need of the expected results: economic recovery and job creation. Over a period of three years, a 470 block neighborhood in the heart of Indianapolis will be transformed into a more energy efficient and economically sustainable community. The long-term goal of reducing fossil fuel emissions will be achieved in a manner that is environmentally sustainable and replicable while realizing the near-term benefits of maximizing economies of scale and leveraging funding.

#### 6. Roles of Participants

##### Roles and Work of Each Participant

The management structure of the Indianapolis Super Bowl Legacy Neighborhood Retrofit Ramp-up Project directly connects the City of Indianapolis' Office Sustainability to a contracted Program Manager. To ensure the successful deployment of the City's objectives, the Program Manager solicits additional input by two committees: (1) the Core Program Committee, and (2) the Stakeholder Committee.

The Core Program Committee is composed of representatives from the State of Indiana's Office of Energy Development, City of Indianapolis, 2012 Super Bowl Host Committee and the John H. Boner Community Center. The Core Program Committee is tasked with informing and directing contractor management.

The Stakeholder Committee is composed of community representatives including the Southeast Neighborhood Development, Inc. (SEND), Local Initiatives Support Corporation (LISC), Indianapolis Neighborhood Housing Partnership (INHP), Indiana Housing and Community Development Authority (IHCDA), Indy-east Asset Development (I-AD), Near East Side Community Organization (NESCO), Near Eastside Collaborative Taskforce, Riley Area Development Corporation, Englewood Community Development Corporation, the East 10th Street Civic Association

and others as necessary. The Stakeholder Committee is tasked with informing the decision making authorities and providing a rapid feedback mechanism within the community, from vested community groups including the over 100 local organizations, businesses and stakeholders that recently participated in and endorsed the Super Bowl Legacy Neighborhood's quality of life plan. All vested groups come together monthly as part of the Near Eastside Collaborative Taskforce.

Having worked with neighbors on many issues over the years, the John H. Boner Center will implement the outreach campaign which will engage residential, commercial and industrial, schools, and non-profit organizations. Based on past history and existing trust-relationships, it is anticipated that the commercial and industrial, schools, and non-profit organizations will readily engage in the outreach efforts. In particular, the residential programs will have direct neighborhood outreach going door-to-door and other contact with neighbors several times to educate them on the content and benefits of the program and to gain trust and interest in participation.

The Core Program Committee and the Stakeholder Committee channel program directives to and receive program status reports from the Program Manager through quarterly meetings. Metrics, milestones, deliverables and performance indicators will be recorded by the Program Manger to verify the program's achievements. Program auditing conducted by the Program Manager and reporting of audit results to the City will serve as the mechanism for achieving continual improvement and to effect adaptive management.

Indianapolis and Lafayette have entered a Memorandum of Understanding to define the role of the City of Lafayette as a sub-grantee and to establish clear geographic segregation of project management, funding and reporting obligations while maintaining a framework of cooperation and communication between the City of Indianapolis' Office of Sustainability and the City of Lafayette. In order to engage a wider geographical audience and to achieve efficiencies in the project, Indianapolis has included an education and outreach role to be completed by Purdue University.

The Lafayette project includes retrofits of houses in the Glen Acres and will be an additional education and outreach mechanism employed during the project and includes a near-zero energy retrofit demonstration house and a transportable advanced energy retrofit house. Additional houses retrofitted, and a temporary advanced energy touring house brought to the Indianapolis Super Bowl Legacy Neighborhood and the five additional Indianapolis GINI neighborhoods, will be used to create retrofit interest throughout the City and state and prepare for replication of the program in other GINI neighborhoods and elsewhere.

The City of Lafayette's project is supported with funding provided by numerous supporting agencies and partners including: Federal Neighborhood Stabilization Program funding, Area IV Agency on Aging, Glen Acres School, Lafayette School Corporation, Habitat for Humanity, Lafayette Neighborhood Housing Services, Purdue University Landscape Architecture, Tecumseh Area Partnership, Tippecanoe County Council on Aging, United Way of Greater Lafayette and Wabash Center.

### **Relevant Experience of Each Major Organization and Key Project Directors**

As the grant applicant, the City of Indianapolis has authorized John Hazlett within its Office of Sustainability to serve as the Project Director. Mr. Hazlett's resume and those of other key people are included in the attached resume file. Partners to Indianapolis include the following array of public and private entities who are committed to improving the Quality of Life in this community and whose record of past successes speaks to the already well-established network of program operations.

Indiana's Office of Energy Development is represented on this project by Eric Burch, Director of Policy and Outreach and Member of the 2012 Super Bowl Green Environmental Challenge committee and Kristen Trovillion, Program Manager for programs and legislation related to energy efficiency, green building, alternative transportation and fuels, and energy security. The OED was instrumental in supporting the grant application efforts.

John H. Boner Community Center: The John H. Boner Community Center's mission is to provide services that enhance the ability of neighborhood residents to experience greater self reliance and an improved quality of life. Founded by the neighborhood in 1971, the Center has grown to provide a wide array of services that impact over 7,200 neighborhood residents on an annual basis. Key areas of services include the following: early childhood development education; tutorial assistance for school-age children; youth and leadership development activities; a group home for homeless and runaway youth; transitional housing for homeless youth; workforce development services; financial education, coaching and asset building strategies; homeless prevention and crisis intervention; senior housing and housing for homeless individuals and families; senior socialization/wellness programs and elder adult day services. James Taylor is CEO of the Boner Center and Katie Etter is Executive Director.

Near Eastside GINI Neighborhood: In 2006, the John H. Boner Community Center was asked by the neighborhood to be the convening organization for the Great Indy Neighborhood Initiative (GINI) on the Near Eastside. GINI, which is funded by the Local Initiative Support Corporation (LISC), is a resident-led approach to comprehensive community development in six targeted neighborhoods. Through this process, over 600 community residents and 100 organizations have created a comprehensive Quality of Life (QOL) Plan for seven Action Areas including housing redevelopment, business and economic development, livability, education, family strengthening, public safety, resident leadership and neighborhood connections. Near Eastside GINI partners review implementation of the Quality of Life Plan and to address real-time critical issues that impact the community.

2012 Indianapolis Super Bowl Host Committee: The purpose of the Host Committee, as defined by the NFL, is to centralize the planning and execution of the 2012 Indianapolis Super Bowl. The Indianapolis Super Bowl Host Committee was exploring building a new state-of-the-art practice facility for the NFC Super Bowl team at Arsenal Technical High School on the Near Eastside; this project became the cornerstone of a broader collaboration focused on supporting the community's revitalization strategy. The Host Committee decided to designate portions of the Near Eastside Quality of Life Plan as the 2012 Super Bowl Legacy Project. Allison Melangton is the President and CEO of the Super Bowl 2012 Host Committee.

Super Bowl Legacy Leadership Committee: Because of the strength of this resident-developed plan, the commitment by major citywide stakeholders and the organizational capacity of the Boner Center, the Indianapolis Super Bowl Host Committee selected the Near Eastside as their Legacy Project for the 2012 Indianapolis Super Bowl. Two of the main goals of the project are to catalyze focused housing revitalization and to support business and economic development.

East 10th Street Civic Association: A community-led organization dedicated to the revitalization of the Indianapolis Eastside, the Civic Association offers technical assistance for small business growth and development; hosts rehab workshops and provides programs focusing on architectural guidelines, regulations and design services appropriate to *improving and preserving the corridor's physical environment; and encourages the application of business practices appropriate to the community's needs.* Tammi Hughes is the Director of the East 10th Street Civic Association.

Southeast Neighborhood Development, Inc. (SEND): A Community Development Corporation located adjacent and with some areas overlapping the Near Eastside Legacy Project neighborhood. Since 1983 SEND has invested more than \$35 million into the community. Some of the projects have included repairing over 600 homes to make them safer and more energy efficient, developing 135 affordable apartments, transforming over 160 deteriorated and vacant homes into affordable housing and renovating and leasing over 150,000 square feet of commercial space. Mark Stewart is the Executive Director of SEND.

Riley Area Development Corporation is a Community Development Corporation (CDC) and is a catalyst for community-led neighborhood rebirth through housing revitalization, economic development, and partnerships with crucial self-sufficiency programs. Based in downtown Indy, Riley Area has provided a wide range of services to Near

Eastside neighborhoods over the last decade and is controlled by a neighborhood-based Board of Directors comprised of people who either live, work, or worship within the Riley Area. Bill Gray is the Executive Director for the Riley Area Development Corporation.

Near Eastside Community Organization (NESCO) is an umbrella organization for the neighborhoods of the Near Eastside and its committees with a mission to support neighborhood associations through advocacy, referral, technical assistance and implementation concerning issues of importance to the neighborhood. Chip Gibson is the president of the Near East Side Community Organization.

Indianapolis Neighborhood Housing Partnership (INHP) is a not-for-profit organization that empowers people in Indianapolis to realize their dreams of successful, long-term homeownership. INHP offers a variety of programs and services—including classroom instruction and financial coaching—designed to help residents through each step of the home-buying process. Moira Carlstedt is the President of the Indianapolis Neighborhood Housing Partnership.

Indiana Housing and Community Development Authority (IHCDA), IHCDA promotes, finances, and supports a broad range of housing solutions, from temporary shelters to homeownership. IHCDA's work is done in partnership with developers, lenders, investors, and nonprofit organizations that use financing to serve low- and moderate-income Hoosiers.

Indy-east Asset Development (I-AD): I-AD is a Community Development Corporation serving Indianapolis Near Eastside. Formed in 2003 by residents of the community, I-AD is charged with serving as the lead housing organization for focused redevelopment within the Near Eastside's Housing TIF district in conjunction with the work of Super Bowl Legacy Housing Inc. Katy Brett is the Executive Director for I-AD.

Super Bowl Legacy Housing Inc.: Formed in 2009 to support the work of I-AD, this organization is focused on positively impacting up to 300 units of housing on the Near Eastside creating a mixed-income "neighborhood of choice" instead of a "neighborhood of last resort". Currently, approximately 30% of the homes in this target area consist of vacant lots or vacant, abandoned, or foreclosed homes. This committee is staffed by Indy-east Asset Development, the community development corporation serving the Near Eastside. Sara Dillinger is co-chair of Super Bowl Legacy Housing, Inc.

City of Lafayette's Glen Acres Neighborhood Retrofit project managers are Aimee Jacobsen, director of the City of Lafayette's Community Development Department and Dennis Carson, Director of the City of Lafayette's Redevelopment Department. Technical components of the project will be overseen by Mark Shaurette, Assistant Professor, with Purdue University.

## **7. ARRA of 2009, P.L. 111-5 (Recovery Act) Information**

**Job creation and preservation- data** Two methods were used to estimate job creation. The RDEE Toolkit Appendix B estimates were used for the various delivery programs in the project. A different job creation estimate per \$1M spent was applied to each type of retrofit (e.g. SuperSweep, Commercial/Industrial). The second method used to generate job creation estimates was provided in the EEC Formula Block Grant Estimated Benefits Calculator. A single value of 1 job / \$92,000 is provided in the calculator. The two calculation method results were within 4%. In order to be consistent with calculations used in other City of Indianapolis programs, the method was used. EEC Formula Block Grant Estimated Benefits Calculator was to produce final job creation and preservation data.

### **Economic recovery in expeditions manner-data**

The majority of the requested grant funds allocated to delivery of energy efficiency retrofits, directly impacting construction and labor jobs, equipment purchase, and supply acquisitions. The neighborhood sweep approach will allow quick roll-out of the largest portion of the program. The results of the retrofits will result in lower energy bills. This, coupled with contractor incentives to hire within the neighborhood, will help to prevent foreclosures in the neighborhood.

ANDRÉ CARSON  
7TH DISTRICT, INDIANA

COMMITTEE ON FINANCIAL SERVICES  
SUBCOMMITTEE ON  
CAPITAL MARKETS, INSURANCE AND  
GOVERNMENT SPONSORED ENTERPRISES  
SUBCOMMITTEE ON  
INTERNATIONAL MONETARY POLICY  
AND TRADE

**Congress of the United States**  
**House of Representatives**  
Washington, DC 20515-1407

425 CANNON HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-1407  
(202) 225-4011

DISTRICT OFFICE  
300 E FALL CREEK PKWY N DR. #300  
INDIANAPOLIS, IN 46205  
(317) 283-6516

December 7, 2009

The Honorable Steven Chu  
U.S. Department of Energy  
1000 Independence Avenue, SW  
Washington, DC 20585

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Secretary Chu,

I am writing today in support of the City of Indianapolis's application for a Department of Energy Retrofit Ramp-up Grant. Receipt of these funds will be a catalyst to a sustainable pilot program that can be implemented in communities across the United States. The area proposed for use of the funds will be the location of the 2012 Super Bowl Legacy Neighborhood project and this area of Indianapolis will benefit greatly from improvements made to the homes and businesses. These improvements will reduce the overall energy consumption of the structures and will include a pay-back mechanism that will fund future improvements to residences/businesses and quality of life projects, such as the installation of energy efficient street lighting.

The City of Indianapolis has assembled a team of committed partners who have the ability to manage and deliver the program as detailed in the application. The neighborhood associations, community development corporations, consultants and not-for profits that are partners all have ability to make this program a success. They have teamed together on other projects that have resulted in significant improvements to the quality of life of our community.

Again, I wish to express my support for this application for the Retrofit Ramp-up grant being awarded to the City of Indianapolis. I ask that you give this application your most thoughtful consideration. If you need addition information please contact Megan Sims in my district office at (317) 283-6516.

Please do not hesitate to contact my office if I may be of further assistance to you on this important matter.

Sincerely,



André Carson  
Member of Congress



**JOHN H. BONER**  
**Community Center**

December 1, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Indianapolis Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam:

The John H. Boner Community Center is the social service center for the Near Eastside of Indianapolis. For almost 40 years, we have worked with our neighborhoods by providing workforce development services, financial education programs and a number of other services, such as elder care and a daytime senior center. Since 2007, the Boner Center has served as the convening organization for the Great Indy Neighborhoods Initiative (GINI) which has resulted in the creation of a comprehensive Quality of Life Plan for our Near Eastside community. As a result of this work, the 2012 Super Bowl Host Committee has chosen to focus on the Near Eastside as the 2012 Indianapolis Super Bowl Legacy Neighborhood.

The John H. Boner Community Center is in full support of the City of Indianapolis pursuing the Retrofit Ramp-up and General Innovation Grant. The receipt of this grant will have a dramatic impact across the entire Near Eastside of Indianapolis. Residents and employees of this neighborhood area will benefit from the grant through immediate improvements, job opportunities and realized savings to homes and businesses in our community. Further, the grant will support our continued efforts to become a more sustainable community, a value articulated in our Quality of Life Plan.

Approximately \$9.4 million has been awarded to the John H. Boner Community Center, and sub-grantees Indy-east Asset Development and Englewood Community Development Corporation, through the City of Indianapolis Neighborhood Stabilization Program (NSP) for housing revitalization across the Near Eastside. Further, an additional \$38 million from federal, local and private sources have been secured to implement initiatives stated within our Quality of Life Plan and will successfully leverage the Retrofit Ramp-up and General Innovation Grant.

This letter provides our support for the grant application. The John H. Boner Community Center is committed to the project and will provide support throughout the duration as we seek to create a more vibrant and sustainable community.

Sincerely,

Katie Etter  
Executive Director

# EAST 10<sup>th</sup> STREET CIVIC ASSOCIATION

December 10, 2009

Re: Retrofit Ramp-up and General Innovation Grant Application  
Near Eastside Legacy Project, Indianapolis, Indiana

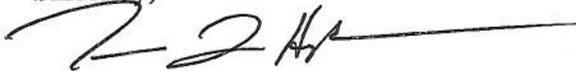
Dear Sir or Madam;

The East 10<sup>th</sup> Street Civic Association is pleased to support the City of Indianapolis' pursuit of the Retrofit Ramp-up and General Innovation Grant. The receipt of this grant will have an impact across the Near Eastside of Indianapolis, Indiana, and truly leave a lasting legacy. The Association is a community-led organization dedicated to the revitalization of the Indianapolis Eastside, and works to stimulate growth through economic restructuring and the development of community and cultural resources that impact Indianapolis. The Civic Association is working with the 2012 Super Bowl Host Committee as the lead organization responsible for economic development efforts along East 10<sup>th</sup> Street.

Founded in 2001, our association is made up of businesses and property owners, developers, investors and residents concerned with combating urban blight on the near Eastside of Indianapolis. The programs to be completed with the grant are in line with our goals. The Association will work with Indianapolis in the successful implementation of the grant programs.

We appreciate the opportunity to support this grant application.

Sincerely,



Tammi L. Hughes  
Executive Director



## Indy-east Asset Development

I•AD

2236 East 10th Street  
Indianapolis, IN 46201  
317.808.2308 fx:317.633.3006

December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
Near Eastside Legacy Project, Indianapolis, Indiana

Dear Sir or Madam:

Indy-east Asset Development Corporation (I•AD) is pleased to support the City of Indianapolis' pursuit of the Retrofit Ramp-up and General Innovation Grant. The receipt of this grant will have an impact across the Near Eastside of Indianapolis, IN and truly leave a lasting legacy for residents and businesses.. I•AD is a non-profit community development corporation serving the Near Eastside and serves as the lead organization for the 2012 Super Bowl Host Committee's housing revitalization efforts as part of the Near Eastside Legacy Project.

When coupled with our existing and planned initiatives, the goals and the timing of the Retrofit grant provide a monumental synergy in revitalizing our community. Through these efforts homes and businesses will be retrofitted to reduce their energy costs resulting in lower utility bills and a reduction of green house gases impacting the quality of life for our residents. Additionally, as I•AD works to build and rehabilitate housing stock to a high standard of energy efficiency, we believe retrofitting homes will be a key piece of our marketing strategy to new home buyers. Finally, retrofitting will result in an increase in jobs in our area which will provide for greater economic stability and help us in becoming a more sustainable community.

We appreciate the opportunity to support this grant application.

Sincerely,

A handwritten signature in black ink that reads "Katy J. Brett". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Katy J. Brett  
Executive Director

## Near Eastside Collaborative Taskforce

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December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
Near Eastside Legacy Project, Indianapolis, Indiana

Dear Sir or Madam;

The Near Eastside Collaborative Taskforce was formed in 2005 to address critical quality of life issues on the Near Eastside of Indianapolis. The taskforce was the driving force behind the Great Indy Neighborhood Initiative (GINI) and has served as the resident-led steering committee for the GINI quality of life planning and plan implementation for our community. Our taskforce, through implementation of this plan, is dedicated to collaborating on issues affecting the neighborhood such as housing, employment, safety and beautification. Our coalition is made up of over 500 residents and over 100 businesses, neighborhood associations, churches, and institutions that participated in and have endorsed our Near Eastside Quality of Life Plan. Within this plan, increased energy efficiency and weatherization of homes and businesses on a large-scale was named as a high priority. Thus, this grant proposal has considerable neighborhood support.

During our November 2009 meeting, over 60 representatives of neighborhood organizations, associations, businesses and service providers voted unanimously and enthusiastically to support this grant application. This strong support confirms the dedication and commitment to building a more sustainable community by our residents and businesses.

The Near Eastside Collaborative Taskforce is in support of the City of Indianapolis pursuit of the Retrofit Ramp-up Grant as a key part of the Near Eastside Legacy Project in conjunction with the 2012 Super Bowl Host Committee. We appreciate the opportunity to support this grant application.

Sincerely,



Ann Marie Hanlon  
Chairperson



December 4, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application City of Indianapolis

Dear Sir or Madam:

The Near East Side Community Organization (NESCO) is pleased to support the application by the City of Indianapolis for the Retrofit Ramp-up and General Innovation Grant, for its focus on the near eastside.

NESCO is the umbrella organization for twenty near eastside neighborhood associations and we are currently working alongside the 2012 Super Bowl Host Committee on the Legacy Project. The Legacy Project will work to make dramatic improvements in housing redevelopment, business revitalization and promotion of the near eastside in time for the 2012 Super Bowl in Indianapolis. In addition, the Legacy Project and the 2012 Super Bowl Host Committee will lead the development of a Practice Facility for the NFC Championship Team to be built on the campus of a local public high school that will convert to a Community Recreation Center following the Super Bowl's use.

We, as a community, have identified over 150 objectives in the Near Eastside Quality of Life Plan, many of which already list green practices, weatherization and energy conservation as key components to housing revitalization on the near eastside. We are all well aware of the fact that 51% of homes on the near eastside were built before 1951. Many of our homes are not energy efficient, leading to high heating and cooling costs. Lower utility costs will enable some of our neighbors to remain in their homes.

Sincerely,

Louis "Chip" Gibson  
President, Board of Trustees  
Near East Side Community Organization  
2236 East 10<sup>th</sup> Street Indianapolis, Indiana 46201  
Office: (317)633-7300 Fax: (317)633-3006



keep  
Indianapolis  
beautiful INC.

December 9, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam:

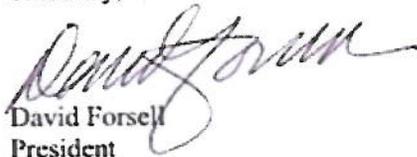
Keep Indianapolis Beautiful, Inc. (KIB) has a track record of over 30 years working with neighborhoods, the public sector, local philanthropists and corporations to build community and transform public spaces through aesthetic and environmental improvement. Each year KIB supports an average of 500 community improvements projects with more than 30,000 volunteers. Since 1995 we have helped neighbors plant more than 14,000 trees.

KIB is in full support of the City of Indianapolis pursuing the Retrofit Ramp-up and General Innovation Grant. The receipt of this grant will have an impact in the 2012 Super Bowl Legacy Neighborhood in Indianapolis, Indiana. KIB has worked closely with this neighborhood in tree plantings, creation of pocket parks, and litter patrol and leadership development through our Adopt A Block program. The neighbors have come out in large numbers at each of these projects providing their support through hard work in support of the overall improvement to their community.

KIB plans to continue work with this great neighborhood, provided it continues to demonstrate terrific community support and care for what we help them create. In an average year, we have supported the NESCO area with one or two beautification projects, a pocket park, four schoolgrounds improvement projects, and the adoption of 60 blocks (and growing!). We anticipate that in the three years to come, those commitments will continue, in addition to our shared commitment with the neighborhood to plant and care for 2,012 trees by 2012. We estimate the value of these efforts combined to be about \$165,000 annually, or \$495,000 in the time frame of 2010-2012.

We appreciate the opportunity to participate and be a vital partner in this project. If you have questions or need information please do not hesitate to call me at (317) 264-7555 X 114.

Sincerely,

  
David Forsell  
President





December 7, 2009

Re: Retrofit Ramp-up and General Innovation Grant Application (Funding Opportunity Number DE-FOA-0000148): 2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Ladies and Gentlemen:

The Indiana Housing and Community Development Agency (IHCDA) is writing this letter in support of the City of Indianapolis' application for a Retrofit Ramp-up grant under the above-referenced Funding Opportunity Number. IHCDA works in partnership with developers, lenders, investors and nonprofit organizations to help communities to serve low and moderate income Hoosiers through the development, preservation, and renovation of affordable housing and community development projects throughout the State of Indiana. We invest in financially sound, well-designed projects that will benefit communities and bear outstanding returns for generations to come. Our efforts help families become more stable, put down roots and climb the economic ladder. Our work allows communities to grow and prosper, broadens tax bases, creates new jobs and maximizes resources.

As the state administrator for the US Department of Energy's Weatherization Assistance Program, IHCDA works closely with organizations working to improve energy efficiency for homeowners and other community residents in Indianapolis and across the state. Over the next three years, IHCDA anticipates spending from \$15 million to \$18 million in Weatherization funds in Indianapolis/Marion County, including about \$1 million in the target area (and potentially more in future years).

We always welcome the opportunity to leverage IHCDA-controlled funds with other sources, in partnership with local units of government, not-for-profit organizations, and private developers. The proposed application

would generate a significant impact on the target community, and is one that we can fully support.

If you have questions or need additional information please call Joe Palus, Grants and Policy Specialist, at (317) 233-1813.

Sincerely,



Sherry Seiwert  
Executive Director

CC: Joe Palus, Grants and Policy Specialist

December 7, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application

2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

The Indiana Office of Energy Development (OED), under the Leadership of Lieutenant Governor Becky Skillman, is responsible for Indiana's energy policy and is in support of the City of Indianapolis' application for the Retrofit Ramp-up grant. The goals outlined in the proposed project align with ours in reducing energy consumption and the energy footprint of our state.

One of our agency's goals is to improve energy efficiency and infrastructure. The program, as outlined in the application, specifically addresses this goal. Through the use of the grant money, homes, businesses, industries, as well as schools, and other buildings will be retrofitted to reduce their energy consumption. This refurbishment could include weatherization, new furnaces, water heaters and insulation that will all go to improving the structures and reducing energy costs.

In addition to meeting our goals, our support is based on the knowledge and confidence in the applicant and their partners. We have worked closely with the key players and their management teams to know they have the experience to ensure the project is a success.

The grant will lead to a sustainable program that will continue to serve the community for years. The potential long-term impacts of the project mean that the benefits from the initial investment will be far reaching and have positive impacts for longer than the life of the grant. OED hopes the success of this pilot program can be duplicated in other Hoosier communities.

We appreciate the opportunity to provide our support.

Sincerely,



Brandon Seitz  
Director  
Indiana Office of Energy Development



# Indianapolis Public Schools

1129 East 16th Street • Indianapolis, Indiana 46202 • (317) 226-4466 • Fax (317) 226-3895

Steve Young  
*Chief*  
*Facilities Management*

December 11, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

The Indianapolis Public School (IPS) system is in support of the Retrofit Ramp-up grant being applied for by the City of Indianapolis. The mission of IPS is to increase student achievement for all within a safe environment resulting in graduates who are knowledgeable, responsible, productive, employable citizens. IPS has six elementary, one middle and two high schools located within the boundaries of the 2012 Super Bowl Legacy Neighborhood.

Most of these schools are older with the 16 buildings of Arsenal Technical High School dating from the Civil War when the grounds and buildings served as an arsenal for the US Army. The proposed NFC football practice/recreation facility associated with the 2012 Super Bowl will be located on the grounds of Arsenal.

IPS has been renovating our schools with new heating, ventilation and air conditioning systems as well as other facility improvements. Our school improvements in the Super Bowl Legacy Neighborhood are valued at \$68.3 million through 2011. Improvements at a portion of the schools are expected to result in LEED eligibility certification. These funds can be considered leverage toward the grant funds.

If you have questions or need additional information about our schools or the proposed renovation please do not hesitate to call me at (317) 226-4466.

Sincerely,

  
Steve Young  
Chief, Facilities Management

## SOUTHEAST NEIGHBORHOOD DEVELOPMENT

December 7, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

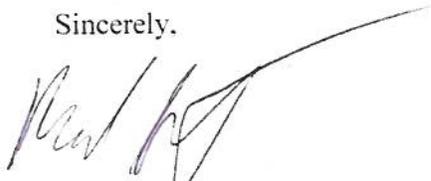
Dear Sir or Madam:

Southeast Neighborhood Development, Inc. (SEND) is a Community Development Corporation located adjacent and with some areas overlapping the 2012 Super Bowl Legacy Neighborhood. Since 1983 we have invested more than \$35 million into our community. Some of the projects have included repairing over 600 homes to make them safer and more energy efficient, developing 135 affordable apartments, transforming over 160 deteriorated and vacant homes into affordable housing and renovating and leasing over 150,000 sf of commercial space. SEND is committed to improving our community.

Through the years we have worked closely with the City of Indianapolis and are supporting them in their pursuit of the Retrofit Ramp-up Grant application. Our investment in the area covered by the grant application is expected to be approximately \$2 million over the next two years. This money can be leveraged as funds towards the overall success of the proposed project.

Thank you for your consideration and we look forward to working together on this project. We think the project will have a significant positive impact on the area and hopefully it can be duplicated into other communities within Indianapolis.

Sincerely,



Mark Stewart  
President, SEND



1030 Orange Street  
Indianapolis, IN 46204  
tel: 317.634.3079  
toll: 317.634.3117

[sendcdc.org](http://sendcdc.org)



Growing Diverse Urban Communities

December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

Riley Area Development Corporation (RADC) is a Community Development Corporation located adjacent to the 2012 Super Bowl Legacy Neighborhood. We have recently expanded our area of coverage to include parts that are within the heart of the proposed project location. RADC is committed to helping neighborhoods direct their own economic destiny and long-term revitalization. Our goals are accomplished working with the residents to ensure they are one of the driving forces.

RADC has secured property within the boundaries of the project and is actively seeking to turn these into assets for the neighborhoods. The value of our investment is \$12,000,000 of which all can be used as leveraged funds in support of the grant application.

RADC wholeheartedly supports the City of Indianapolis in the pursuit of this grant application. The successful implementation of this program will improve the housing and business infrastructures of our community, which will ultimately improve the quality of life.

Sincerely,

Susan Vogt  
Deputy Director

December 9, 2009

To: Whom It May Concern

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam:

The Indianapolis Neighborhood Housing Partnership (INHP) is a not-for-profit organization that empowers people in Indianapolis to realize their dreams of successful, long-term homeownership. INHP provides mortgage and credit counseling, education, direct single family lending, lender referrals, asset preservation and supports community development. INHP works one-on-one with families for up to 24 months to resolve their credit barriers and qualify for a mortgage. In addition, we provide education classes that prepare families to navigate the multiple steps necessary to buy a home. Our services also include a home repair assistance program.

Through our education, counseling and mortgage financing, we are making home ownership a reality for many families. We provide them with the long-term skills necessary to ensure they are able to maintain their homes and avoid foreclosure. Any opportunities to lower a family's overall household expenses are a key component to their long term success.

INHP has partners in the lending industry that allows us to bring together mortgage lenders with our educated buyers. In addition INHP has a direct lending program. Our personal coaches help families find the right mortgage for their financial situation.

INHP has partnered with the John H. Boner Center and has located staff in the Center to assist the neighbors in reaching their goals of homeownership. INHP is in support of the City of Indianapolis being awarded this grant. We are willing to work together to support the overall success of the proposed program.

Sincerely,



Moira Carlstedt  
President



Dream. Prepare. Succeed.

3550 N. Washington Blvd. Indianapolis, IN 46205 • ph 317.610.HOME (4663) • inhp.org



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Darrell Unsworth

December 7, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

The Indy Food Co-Op will open Indianapolis' first nonprofit cooperative grocery store in 2010 along a major near eastside corridor. The almost 40,000 residents of the near eastside will have access to healthy offerings in an area with a shortage of full service grocery stores. The co-op store is being located in a vacant dilapidated commercial building. This renovation and reuse will help in the effort to restore the viability of the East 10<sup>th</sup> Street commercial corridor. Providing a grocery store with healthy choices within walking distance of the residents will be a boon to the neighborhood.

The Indy Food Co-Op wants to offer our support to the City of Indianapolis in their pursuit of the application for the Retrofit Ramp-up grant for the 2012 Indianapolis Super Bowl Legacy project area. The Indy Co-Op is located in the heart of this community and the success of the project will bolster the quality of life of the residents we serve, by reducing their energy consumption and utility costs.

The Indy Food Co-Op is dedicated to the near eastside and bettering the lives of those that live there by providing an alternative to processed foods. We are committed to a reduction of our impact on the environment by focusing on using locally and organically grown foods, which ultimately leads to a lower energy use and reduction of our carbon footprint. The goals of the Indy Food Co-Op are aligned with those of the grant. We appreciate the opportunity to support this grant and look forward to the improvements in our neighborhood.

The Indy Food Co-Op will work with the partners of the grant in serving as a resource for neighborhood outreach and education. The value associated with these efforts can be considered toward the required leveraged funds. The ability to meet face-to face with our customers and talk about the programs under the grant will become a valuable tool to be used toward the success of the project.

Sincerely,

Kyle Hendrix, President  
Indy Food Cooperative, Inc.  
Board of Directors  
317.631.2220  
kyle9lines@yahoo.com  
[www.IndyFoodCoop.org](http://www.IndyFoodCoop.org)  
[www.IndyFoodCoop.blogspot.com](http://www.IndyFoodCoop.blogspot.com)

53 West Jackson Blvd.  
Suite 230  
Chicago, Illinois 60604  
312 554 0900  
312 554 0193 fax  
[www.delta-institute.org](http://www.delta-institute.org)



December 7, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

The Delta Institute is a not-for-profit organization working throughout the Great Lakes region on environmental quality and community redevelopment projects. Specifically, we have worked with the City of Indianapolis and other local stakeholders to identify economic opportunities for businesses within the "green economy." Through funding from the U.S. EPA Brownfield program we were able to provide the City with research about green economic development opportunities and present our findings through workshops and other materials. Delta is committed to working with Great Lakes cities, specifically the City of Indianapolis, to find viable, economically sound opportunities linking environmental improvement with economic development.

We are very excited about the prospect of coordinating with the City to create a cutting edge Carbon Offset Fund that, when it is established, will generate revenue from and for projects such as energy efficiency retrofits and urban tree plantings. We have worked closely with the City of Indianapolis and are supporting them in their pursuit of the Retrofit Ramp-up Grant application.

We believe that the project will have a positive impact on the area and can be scaled to other communities within Indianapolis. Thank you for your consideration and we look forward to working together on this project.

Sincerely,

A handwritten signature in black ink, appearing to read "Abigail Corso".

Abigail Corso, P.E.  
Senior Associate Director



December 8, 2009

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood Development  
Indianapolis, Indiana

To whom it may concern,

This letter is a declaration, on behalf of ERMCO, Inc., supporting pursuit of the Retrofit Ramp-up Grant in Indianapolis. ERMCO, Inc. is a full-service electrical and communications contractor based in Indianapolis, Indiana since 1962. Several of our divisions include: the Construction Services Department which handles all Design-Build/LEED/BIM/3D(4D) Modeling, the Green Energy Group provides existing and future customers with various opportunities for cost-savings and energy reduction through new technologies and "green" solutions, the Communications Group is the largest full-service Data/Comm/Fiber Optics division in the entire state, and our Specialty and Large Contracts divisions are constantly positioning ERMCO, Inc. to continually offer our clients the finest service within the entire industry. ERMCO, Inc., selected as one of the Top 50 Electrical Contractors in the United States by *ECM*, completed over 100 million dollars of work in 2008 and currently employees approximately 500 staff members across the United States.

ERMCO, Inc. believes this grant proposal will greatly benefit the Indianapolis area for years to come and we have always been dedicated to improving the lives of those within our community. ERMCO, Inc. has worked closely over the years with the City of Indianapolis and has assisted with many other revitalization efforts in the area, such as *Rebuilding Together* (Indianapolis Chapter) since its inception. Several key members of the ERMCO, Inc. staff have held positions within Rebuilding Together (Indiana Chapter) including President Darrell Gossett (past-President), Controller Rod Burton (current Treasurer) and Vice President-Specialty Contracts James Bewsey (9-time House Captain). The annual *Rebuilding Together* event takes place on the fourth Saturday in April and ERMCO, Inc. leads the way annually with the number of volunteers present and amount of donated supplies and materials.

ERMCO, Inc. is awaiting the opportunity to further support and improve our community through this grant process and proposed neighborhood development. Along with the benefit of being a leader within the industry, ERMCO, Inc. would enjoy the opportunity to continue its efforts as a leader in the community, by assisting with the implementation of said proposal and accompanying attached scope.

Thank you for your time,

**Andre Grocox**

*Sales Engineer*

ERMCO, Inc.

1625 West Thompson Road

Indianapolis, IN 46217

Office: 317.780.2923      Direct: 317.423.3896

Mobile: 317.517.0880      Fax: 317.423.3897

Email: [agrocox@ermco.com](mailto:agrocox@ermco.com)





TONY ROSWARSKI, MAYOR

December 8, 2009

Mark Shaurette, Assistant Professor  
Dept of Building Construction Management  
Purdue University  
Knob Hall of Technology, Room 415  
401 N. Grant Street  
West Lafayette, IN 47907-2021

**RE: DOE Retrofit Ramp-up Grant**

Dear Mark :

The revitalization of the Glen Acres Neighborhood is a critical component of the City of Lafayette's strategy to provide high quality affordable housing in a mixed income, mixed tenure setting, to create economic development opportunities, and to improve the quality of life for neighborhood residents as well as goals to ensure environmental sustainability. The City of Lafayette strongly supports this application in conjunction with the City of Indianapolis and Purdue University for this important project in Lafayette's Glen Acres neighborhood.

This grant opportunity dovetails well with our Glen Acres Neighborhood Revitalization Plan and the City of Lafayette commits the following funding and resources as match to the grant application.

**The following funds are committed for new construction of 89 rental units (called Chatham Square) on the former Bridgeway Apartment site and are the centerpiece of the Glen Acres Neighborhood Revitalization Plan:**

Neighborhood Stabilization Program (NSP) funds (Awarded by IHCDA)	\$5,720,000
City of Lafayette HOME funds	\$800,000
City of Lafayette Tax Increment Financing (TIF) funds	\$838,240
Low Income Tax Credits (pending award by IHCDA, Spring 2010)	\$7,403,241
First mortgage (Developer BrinLaf, LP)	<u>\$700,000</u>
Sub Total	\$15,461,481

Mark Shaurette, Assistant Professor  
Dept of Building Construction Management  
Page 2 of 2

**The following funds are committed for infrastructure in the Chatham Square development:**

City of Lafayette Tax Increment Financing (TIF) funds \$1,500,000

**The following funds are committed for infrastructure improvements in the Glen Acres Neighborhood such as streets, sidewalks, lighting, drainage, recreational amenities, etc.:**

City of Lafayette Tax Increment Financing (TIF) funds \$1,070,000

**The following funds are committed for acquisition and rehabilitation of up to 14 homes in the Glen Acres Neighborhood:**

Neighborhood Stabilization Program (NSP) funds (Awarded by IHEDA) \$1,150,000

**The following funds are committed as financing assistance (2<sup>nd</sup> mortgage) for home buyers (up to 17):**

Neighborhood Stabilization Program (NSP) funds (Awarded by IHEDA) \$474,000

**The City of Lafayette commits the following funds for owner occupied rehabilitation:**

Community Development Block (CBDG) Grant funds \$40,000

Total funding committed by partners as match for this grant application: \$19,695,481

The Glen Acres Neighborhood Revitalization Plan and this grant opportunity is the highest priority for the City of Lafayette.

Sincerely,



Tony Roswarski, Mayor  
City of Lafayette

cc: Aimee Jacobsen, Community Development Director  
Dennis Carson, Redevelopment Director

December 7, 2009

To Whom It May Concern:

Re: Dr. Mark Shaurette's Proposal -  
"Retrofit Ramp-up and General Innovation Grant Application"  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana  
Glen Acres Neighborhood, Lafayette, Indiana

Dear Sir or Madam;

On Behalf of the Department of Building Construction Management at Purdue University, I am writing this letter in support of the City of Indianapolis's application for a Retrofit Ramp-up grant. We propose to provide the following services for the Indianapolis 2012 Super Bowl Legacy neighborhood and the Lafayette Glen Acres neighborhood.

1. Plan, Retrofit, Staff and Maintain a Near-Zero Energy Demonstration home for a three month demonstration and education period in 2010 for each community.
2. Erect Purdue's Solar Decathlon House for demonstration and education purposes for a two month period in 2011 for each community.
3. Professional Services including research, auditing, monitoring and reporting.
4. Curriculum development in cooperation with IVY TECH to train retrofit installation trades, K-12 curriculum for outreach in neighborhood schools, professional/contractor training and certification to be conducted on the Purdue campus.
5. Coordinate Purdue Extension support for public education and outreach.

If you have questions or need additional information please contact Dr. Mark Shaurette at (765) 494-6812.

Sincerely,



Robert F. Cox, Ph.D.  
Department Head and Professor  
rfcox@purdue.edu

December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam:

The Purdue University Technical Assistance Program (TAP) is writing this letter in support of the City of Indianapolis's application for a Retrofit Ramp-up grant. We propose to provide the following services for the Indianapolis 2012 Super Bowl Legacy neighborhood.

The mission of TAP is to advance Indiana's economic prosperity and quality of life and it does so through its many programs, several of which will be committed to this endeavor. Since 1986, TAP programs and services have assisted over 8900 organizations, trained over 9,400 employees, and saved or added over 5,500 jobs. *TAP's Energy Efficiency & Sustainability (EES)* Program provides awareness, training, and implementation assistance to industrial, commercial and institutional organizations to reduce their energy-intensity, generation of solid and liquid wastes, and environmental footprint.

- EES is a capable technical assistance organization and the State's program implementer for many sustainability projects like The Save Energy Now program, Green Workforce Development, and the State's Office of Energy Development Energy Efficiency Program.
- Energy Counseling in the form of site energy audits, benchmarking evaluations to assess energy efficiency performance, assistance with identifying potential retrofit capital projects, connections to energy efficiency educational tools/classes, and assistance with the Energy to Build grant program.
- Identification of energy-intensive commercial and industrial users in the neighborhood to prioritize the program focus and coordinate its activities with staff positions in the neighborhood's Boner Center in order to provide consistent and accessible services to the program participants.

If you have questions or need additional information, please contact Ethan Rogers at (317) 275-6817.

Sincerely,



L. David Snow, Director  
Energy Efficiency and Sustainability  
Purdue University Technical Assistance Program

cc: Ethan Rogers



**AREA IV**  
AGENCY ON AGING AND COMMUNITY ACTION PROGRAMS, INC.

Serving Benton, Carroll, Clinton, Fountain, Montgomery, Tippecanoe, Warren and White Counties

December 8, 2009

The Honorable Tony Roswarski, Mayor  
City of Lafayette  
20 N 6<sup>th</sup> Street  
Lafayette, IN 47901

**RE: DOE Retrofit Ramp-up Grant**

Dear Mayor Roswarski:

I am writing as evidence of our commitment to Glen Acres Neighborhood and support of the above referenced grant being submitted by partnership of the Cities of Lafayette and Indianapolis along with Purdue University.

Area IV Agency on Aging and Community Action Programs provides or funds numerous programs to the community including the Glen Acres Neighborhood:

- A variety of programs designed to assist the elderly and adults with disabilities including supervised adult day services, legal services and counseling to elderly individuals to resolve non-criminal legal matters and protect the individual's legal rights, medical and non-medical in-home services, nursing home ombudsmen, nutrition services, senior centers, respite care, Medicaid waivers and transportation for elderly and handicapped persons.
- Housing Development including new construction of housing for elderly or disabled persons and owner-occupied rehabilitation for income-eligible households.
- Housing counseling (soon to include foreclosure counseling)
- Energy assistance/utility assistance
- Weatherization services using energy audit protocols and advanced diagnostic equipment

Specifically for the Glen Acres Neighborhood project, we will work with the City of Lafayette to provide major rehabilitation assistance to income-eligible home owners within the Glen Acres Neighborhood using local HOME funding assistance. We can also provide weatherization assistance using Department of Energy and/or LIHEAP funding for households who have been approved through the Energy Assistance Program.

Sincerely,

Sharon Wood  
Executive Director

660 NORTH 36TH STREET P.O. BOX 4727 LAFAYETTE, INDIANA 47903-4727  
765-447-7683 1-800-382-7556 FAX 765-447-6862





December 10, 2009

The Honorable Steven Chu  
Secretary  
United States Department of Energy  
1000 Independence Avenue, SW  
Washington, D.C. 20585

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Secretary Chu:

The Department of Waterworks (DOW) for the City of Indianapolis is responsible for providing drinking water to approximately 1.1 million individuals in Central Indiana. As part of that service, DOW obtains, treats, and distributes more than 5 billion gallons of drinking water annually to its customers through the City of Indianapolis, and other cities and towns in seven (7) surrounding counties. DOW is in full support of the City of Indianapolis Office of Sustainability application for energy retrofits of residential, commercial, industrial, school and other structures in the City's Near Eastside Superbowl Legacy Neighborhood. These retrofits efforts include low-flow shower-heads and high efficiency water fixtures that will reduce water consumption and therefore the amount of energy DOW uses for water production.

The receipt of this grant will have an impact in the 2012 Superbowl Legacy Neighborhood in Indianapolis, Indiana. The Department of Waterworks is committed to being a part of this project and will partner on implementation with the City's Office of Sustainability on program delivery and marketing of the program to eligible customers.

We appreciate the opportunity to provide our support to Indianapolis through our partnership. Please contact me if you have any questions at (317) 263-6567.

Sincerely,

Matthew T. Klein, Executive Director  
Department of Waterworks  
City of Indianapolis



December 10, 2009

The Honorable Steven Chu  
Secretary  
United States Department of Energy  
1000 Independence Avenue, SW  
Washington D.C. 20585

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Secretary Chu:

Indianapolis Power & Light Company (IPL) provides retail electric service to approximately 470,000 residential, commercial and industrial customers in Indianapolis, Indiana, as well as portions of other Central Indiana communities.

I am writing to offer IPL's support of the City of Indianapolis's pursuit of the Retrofit Ramp-up and General Innovation Grant that would retrofit houses, small businesses, commercial and industrial facilities, and community centers with various energy saving measures. Energy conservation plays a pivotal role in preserving and protecting the environment both now and in the future. To that end, IPL already offers a number of options that encourage customers to reduce energy consumption. Furthermore, IPL would embrace a project with the City to promote energy efficiency resulting from a successful grant application.

The receipt of this grant would have an immediate and lasting impact on the 2012 Superbowl Legacy Neighborhood, which is located on the near-east side of Indianapolis, Indiana. Indianapolis will benefit from the improvements proposed by this project through decreased energy usage and the promotion of energy efficient operation of homes and businesses. An additional component of the proposed project is for the City, IPL, and other interested parties to explore the prospect of using an on-bill financing mechanism for the energy efficiency improvements proposed in this project. Should the consensus determine that on-bill financing is a viable option, it would further require the approval of the Indiana Utility Regulatory Commission.

We appreciate the opportunity to provide our support to Indianapolis on this project.

Sincerely,

Ken Flora  
Director, Regulatory Affairs



Gregory A. Sawyers  
Director of Customer Services  
Office: (317) 927-4399  
gsawyers@citizensenergygroup.com

A member of Citizens Energy Group  
2020 N. Meridian St. | Indianapolis, IN | 46202-1393  
www.citizensgas.com

December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

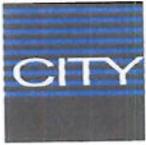
Citizens Gas Energy Group (Citizens) is in full support of the City of Indianapolis pursuing the Retrofit Ramp-up and General Innovation Grant. Citizens is committed to responsible environmental stewardship as we pursue our vision to serve our customers and communities with unparalleled excellence and integrity. The proposed energy savings and reduction of green houses gases proposed under this grant are in keeping with our environmental policy.

Citizens has teamed with the City of Indianapolis on many successful projects, and we are confident this will be another successful partnership to benefit the community. As part of our effort to continuously improve our services to our customers we are working with the City of Indianapolis and the partners in this grant to determine if an on-bill tariff pilot project is a viable option. Once the collective group determines the viability of the pilot project, it would require approval of the Indiana Utility Regulatory Commission. This program will allow us to be part of the long-term sustainability and success of the project.

We appreciate the opportunity to be a key partner in this grant and look forward to working with the City of Indianapolis on another innovative project. If you have questions or need additional information please do not hesitate to call me at (317) 927-4399.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gregory A. Sawyers', written over a light blue horizontal line.



The City Listens.

cityrealestateadvisors.com

December 10, 2009

To Whom It May Concern:

Re: Retrofit Ramp-up and General Innovation Grant Application  
2012 Super Bowl Legacy Neighborhood, Indianapolis, Indiana

Dear Sir or Madam;

City Real Estate Advisors, Inc. supports the city of Indianapolis in the pursuit of the Retrofit Ramp-up grant for the 2012 Super Bowl Legacy Neighborhood. This grant will help the city revitalize neighborhoods that have been hit hardest by the current housing market.

We are structuring a Legacy Neighborhood investment pool supported through New Markets Tax Credits. This pool will help finance the Near Eastside Neighborhood's Quality of Life Plan. We anticipate \$35,000,000 of funds that can be leveraged in the successful revitalization of the near eastside. These funds will be provided by tax credit investors, Neighborhood Stabilization Program grants, short-term and long-term loans, and endowment grants.

We appreciate the opportunity to support this grant application.

Sincerely,

A handwritten signature in blue ink that reads 'Mark Burton'.

City Real Estate Advisors, Inc.  
Mark Burton  
Vice President