

The University of Texas at Brownsville
And Texas Southmost College

Go-Green Assistance Center



Project Description

“The Center will be a new regional clearinghouse of information for improving communities for long-term viability in an ever-changing world. The Center will be a haven for information, educational assistance, training, and outreach for myriad energy conservation issues and methodologies.”

Project Description Con'td

- Educational information—What's green?
- How to...
- Demos, pamphlets, question-answer
- Resources



Project Activities

- Creation of the Center (“If you build it, they will come...”)
- Phase I: Planning
- Marketing and outreach campaigns
- Trainings/workshops
- Pilot application
- Networking

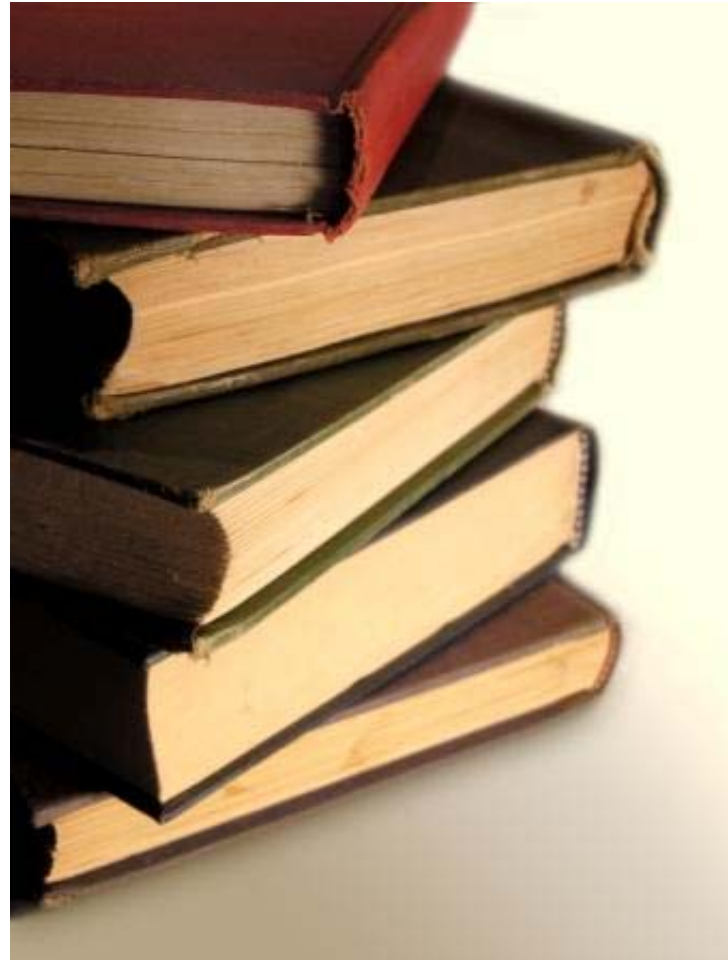


Project Activities: Trainings/Workshops



Project Activities Con'td: Trainings/Workshops

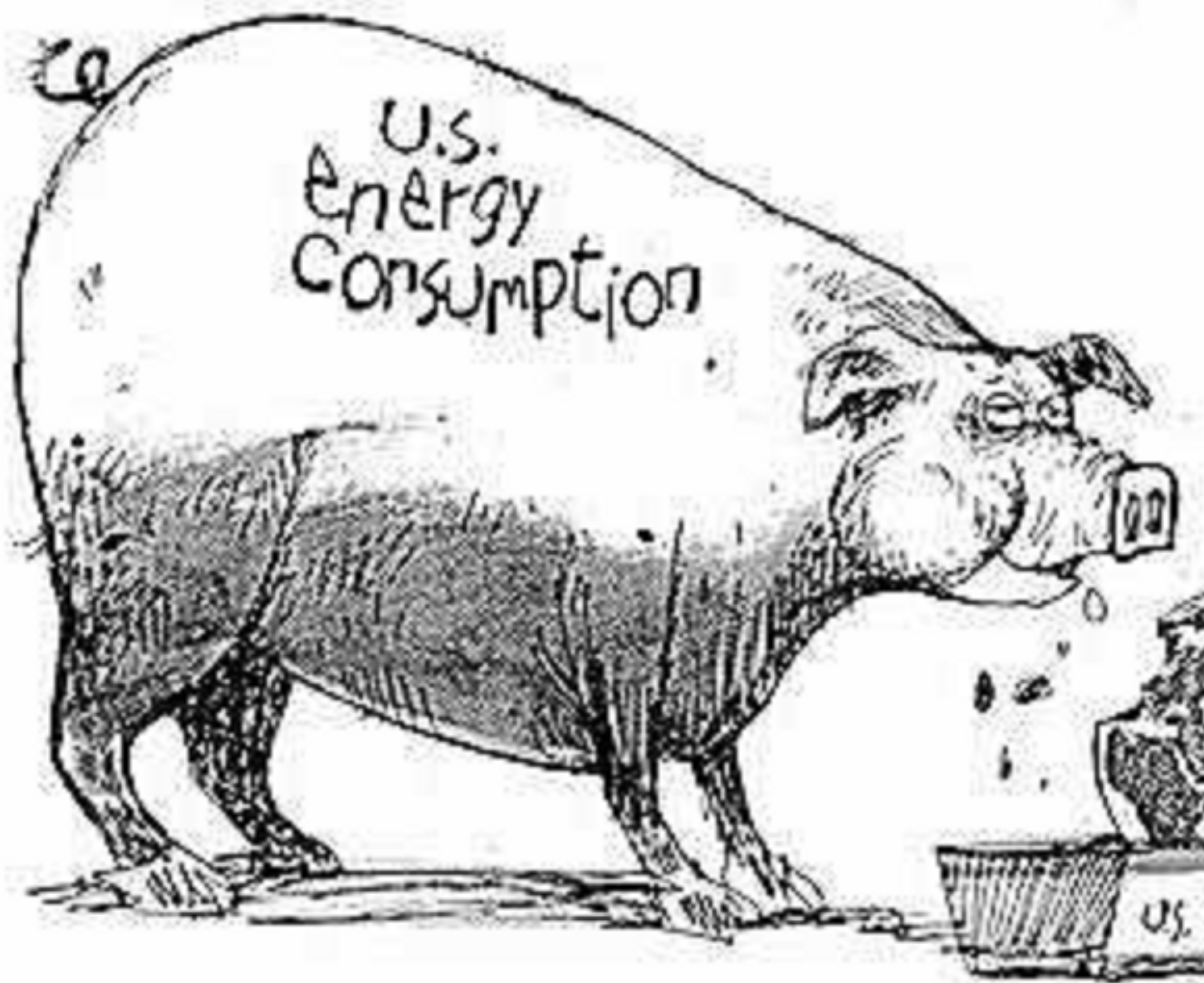
- Large and small
- Awareness
- Solar Applications
- Wind Applications
- Green Building
- Water Conservation
- Green Business



Project Activities Con'td: Pilot Project

- Solar application: solar-powered water heater





Need for the Program



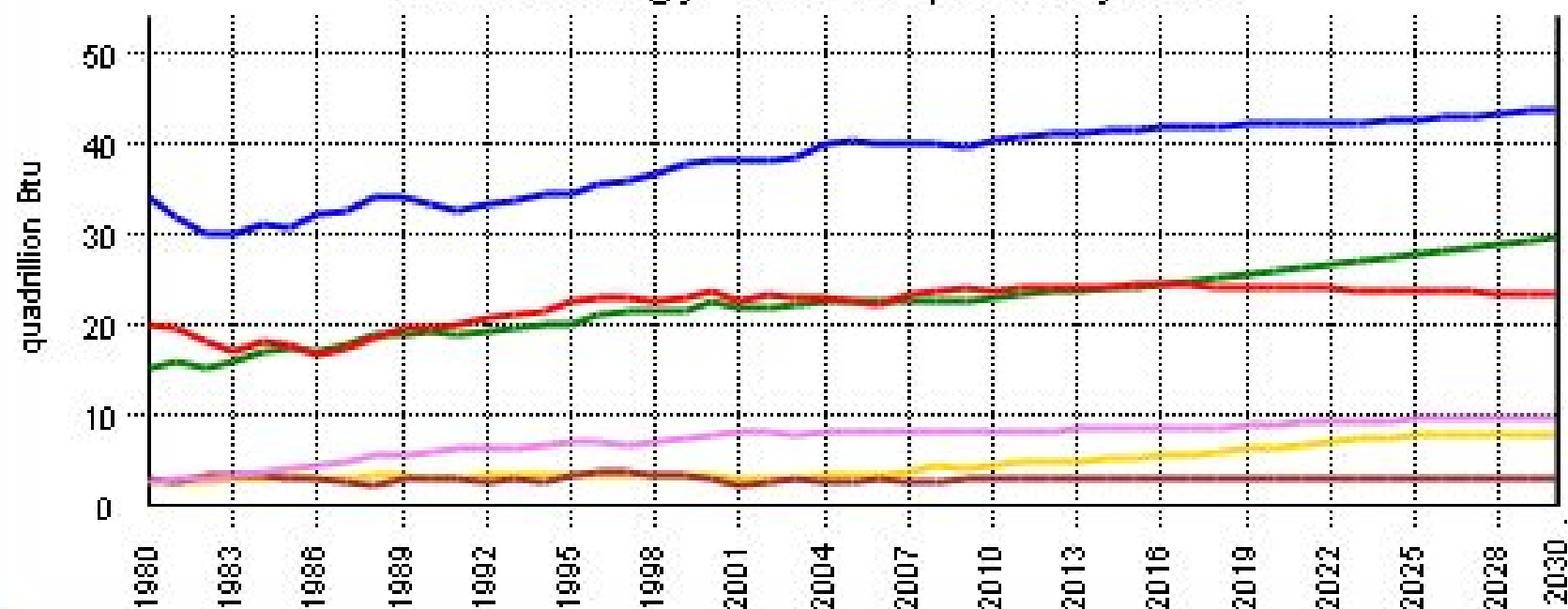
Need for the Program Cont'd: National Background Information

- Americans spend > \$1.6 billion on electricity each year
- Energy Information Administration's (EIA) Annual Energy Outlook 2008 predicts decline in real world crude oil prices, rise in real prices as demand increases
- EIA also predicts growth in the use of renewable energy

Need for the Program Cont'd: National Background Information

- National Petroleum Council (NPC) predicts 60% increase in global energy consumption in next 25 years
- U.S. Department of Energy predicts 45% increase demand for electricity over the next 20 years

U.S. Energy Consumption by Fuel



- Liquid (Petroleum, etc.) (US Department of Energy)
- Natural Gas (US Department of Energy)
- Coal (US Department of Energy)
- Nuclear (US Department of Energy)
- Hydropower (US Department of Energy)
- Non-hydro Renewables (US Department of Energy)

Need for the Program Cont'd: National Background Information

- The U.S. Department of Energy's "National Energy Program" report indicated that the energy burden on low-income households, as a proportion of income, is four times greater than for other American households

Need for the Program Cont'd: Local Background Information

Texas



Need for the Program Cont'd: Local Background Information

- Brownsville is one of the poorest cities in the nation
- Per capita income for Cameron County is \$10,960 (compared to U.S. average +\$21K)
- Twenty-eight percent of families in Cameron County live below the poverty line (compared to U.S. average 9.2%)
- Median household income is \$26,155 (compared to U.S. median of \$41,994)

Need for the Program Cont'd: Local Background Information

- Over 31% of Brownsville residents over the age of 25 have less than a ninth-grade education (compared to U.S. average of 7.5%)
- Only 8.3% have attained a bachelor's degree (compared to U.S. average of 15.5%)
- The county contains 31 *Colonias*

Goals and Objectives

- Establish the Center at an accessible location
- Address and meet the needs of the community
- Provide educational tools to help people make changes in their everyday energy usage
- Improve the quality of life for residents through trainings/workshops that provide information on how to lower energy costs



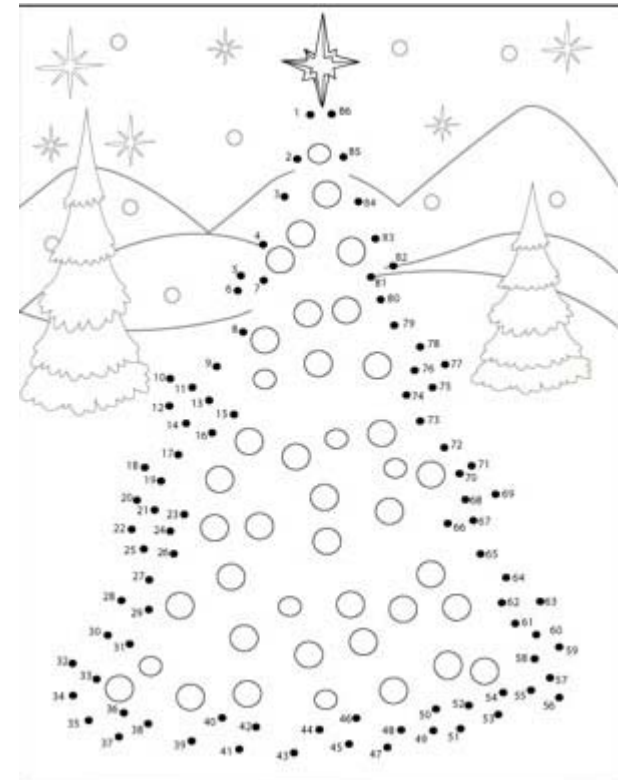
Status: Formative Stage



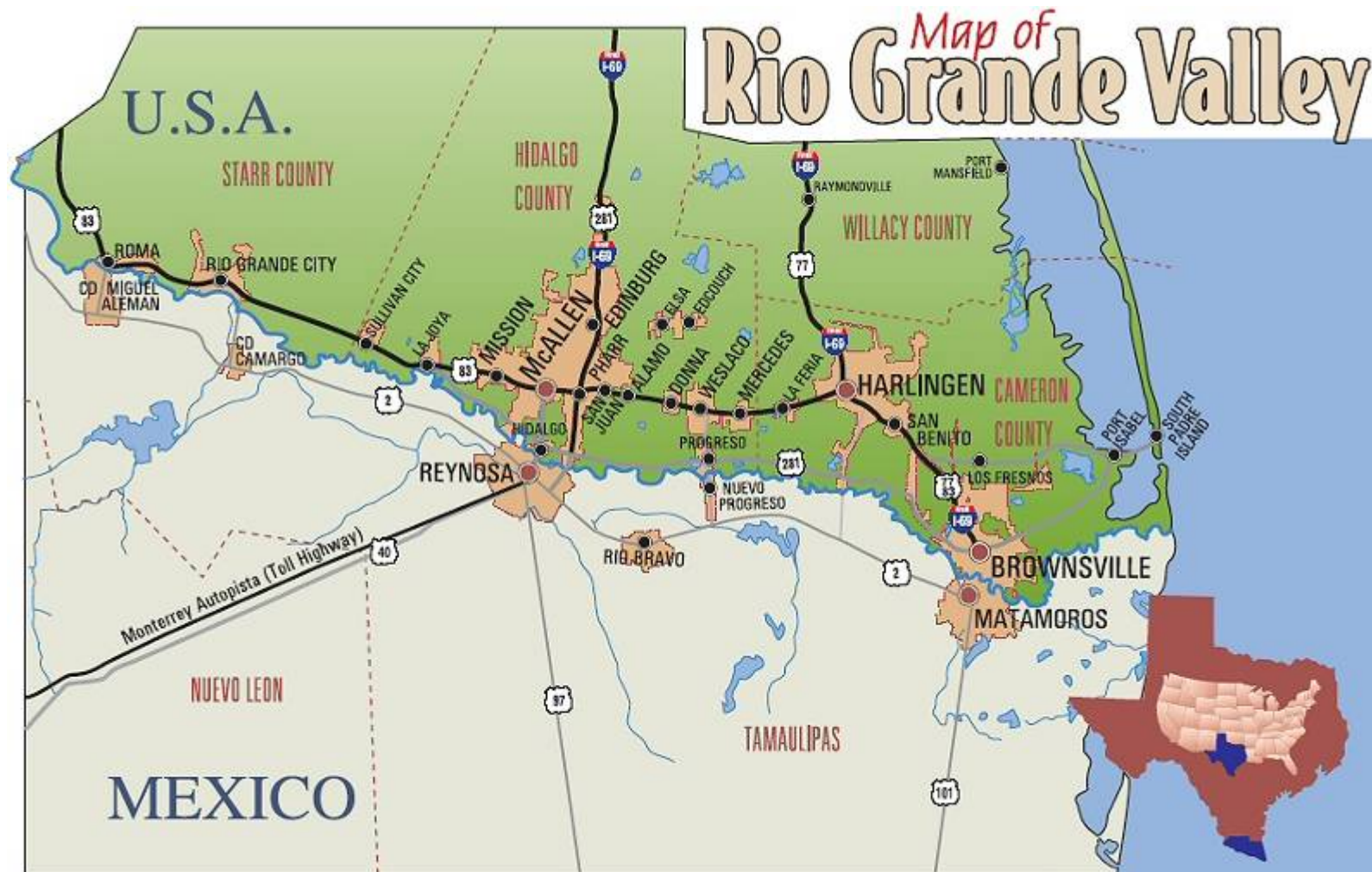
Status Cont'd: Formative Stage

- Create Advisory Board
- Establish “Policies and Procedures”
- Ensure a Regional Approach
- Look for Strategic Partnerships

Connect the dots...



Challenges



Challenges Cont'd

- Many small cities spread across a large area
- Perception: What's in it for me?
- Perception: upfront financial costs versus long-term savings
- Perception: "Town and Gown"
- Impacting the highest number of people

Projected Outcomes



Well, maybe not this year...

Projected Outcomes Cont'd

- Successful launch and *sustainability* of the Center
- Successful and well-attended trainings/workshops
- Green changes within the community
- Meaningful partnerships
- Growth and evolution

Contact Information

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