

# PACE GUIDE

## WORKING WITH COMMUNITY LEADERS

PROPERTY ASSESSED CLEAN ENERGY

### REACHING OUT

Community leaders care most about an issue when their own constituents are involved. Having local property owners voice an interest in PACE is a great way to get the attention of a government board. Form partnerships with stakeholders in the community through chambers of commerce or homeowner associations. Make things easy for constituents by providing template letters of support and contact information for elected officials.

### PROPERTY OWNER SUPPORT

Property owners don't need to be PACE experts to get the attention of local leadership. The best thing they can do is make a short compelling statement defining how PACE will positively impact their property or business. Ex: "PACE will help me save \$30K on my bills, which allows me to hire a new employee," or "I need to lower operating costs to continue doing business in our city, and PACE will help me do that." Once the elected officials are interested, they will reach out to the local PACE experts to learn more.

### STARTING THE CONVERSATION

It's important to understand the goals of the local administration. Most of the time elected officials can agree that Economic Development and Job Creation are initiatives worth pursuing, yet environmental dialogue has the potential to be polarizing. Unless the municipality has an acute interest in eco-initiatives, avoid language referring to climate change, green-house gasses, carbon footprint, etc. Lead with the idea that PACE is an economic development program that will lower the cost of doing business in your community and create jobs for your local workforce. It sets the tone for the discussion so your audience isn't thinking of PACE as "just a sustainability program" but through the lens of financial benefit.

### MAKING THE CASE FOR PACE

The Economic Development benefits associated with PACE have a direct impact on the community. Well maintained buildings with low energy costs are attractive to buyers and potential employers. PACE lowers the cost of doing business for existing owners and lowers the investment hurdle for new business to enter the community. When community stakeholders are saving money, they have increased dollars to spend and reinvest in the local economy. Energy projects increase the demand for skilled building professionals and impact job creation. It puts officials at ease to remind them that PACE isn't a brand new concept, and uses the same assessment mechanism as other public benefits, such as sewers and sidewalks.

### BENEFITS OF PACE

**WORKFORCE DEVELOPMENT:**  
Creates local jobs

**ECONOMIC DEVELOPMENT:**  
Lowers cost of doing business

**BUILDING STOCK:**  
Maintained and upgraded

**BOTTOM LINE:**  
Directly impacts local businesses

**HEALTHY AIR:**  
Environmental impact

**Pro Tip:** Don't forget to follow up and be persistent. Providing resources that take burden off municipal shoulders is always helpful!



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