

**Complete Summary of the
Ashland Renewable Energy Acquisition Department
(AREAD)
In Four Speeches**

(Guide to speech videos on page 5)
Here are the texts of all four speeches:

1. Introduction to AREAD

Global warming is bad.
Global-warming is really bad.
Global warming is terrible scary bad.
Disasters are happening.
People are losing it.
Climate-change is ALREADY here
with more disasters on the way.
We accidentally created a
monster carbon blanket pile-up.

The "least" we can do is STOP adding MORE.

Can't do the cars and factories from here.

But we CAN "magnificently" STOP COLD
the gonnabe problem homes and buildings
that are designed to spew atrocious amounts
of carbon causings for the next 100 years.

Oh, whoops.
That would ruin our economy.

Surprise
Stopping bad growth
doesn't ruin our economy at all.

Ashlanders actually pay 2 times more
to suffer new construction then they don't.

In other words, new construction costs
everybody twice the money it brings in.

And fairness, it is not.

You see, It's the ever increasing environmental
externalities

Road hazard
Rush hours
Frantic driving
Intersection mass stampedes

Get out of my
density restraining
unprotected human bodies in harm's way
Hospital emergencies
More crime
Unemployment
Higher Utility bills
Water bills
More over amped
Pipes
Wires
Water treatment plants
Impossible local food production
And on and on
Inequities and miseries exponentially
cannibalizing the quality of life which now can be
identified, measured, and priced.

Oh, and don't forget the carbons.
And the monster stranded investments.

In short Ashland has been wasting
\$7 million dollars a year to ruin
the atmosphere 30 times faster than not.

We HAVE TO stop adding houses, buildings,
and the externalities they bring.

Let's put a moratorium on all dirty growth.
Effective today .
And be done with it.

Government salaries can now be spent on energy
engineers to install megawatts of solar, run
cutting-
edge upgrade programs, and generate intelligent
Structural Wattage destinations.

A fantastic future.

The Ashland Renewable Energy Acquisition
Department would then oversee planning.

And who's going to put all this together.
Yours truly.

So the heck with sustainability talk.
Anemic green washing.
Barely-hanging-on.
Getting used to it.
Or simply accepting defeat.

Best the Ashland Renewable Energy Acquisition
Department as a priority. With Huelz as director.

Putting up to 10 MWs of
Energy upgrading your homes.
And teaching true Structural Wattage growth.

So call your counselors. Call the mayor.
Appoint Huelz.
Ashland Community Development Director.

And let's get started by cost-effectively leasing
Tesla
electric cars for all the counselors
so we can quickly learn where we're all going to.
And what it feels like to be going the right way.

2. Home Energy Upgrades

On Jan 6th, I briefly described the
Ashland Renewable Energy Acquisition
Department
as a drop-in replacement for the planning
department.

This format consists of three divisions:
Expedited solar panel installations,
Home energy upgrades, and
Zero-net-energy destinations.

The home energy upgrade program is
especially exciting,
as it accomplishes effectiveness
never before achieved.

This is because
ALL existing homes and buildings in Ashland
will receive energy upgrades
with the first being:

Empty homes for sale,
Then those of policy people,
Then those eager to have an upgrade,

and finally, if necessary, drawing straws
(with the option to go to the end of the line).

The city would hire an experienced managing
Energy Performance Contractor
to hand-pick from WORKING-local-carpenters
10 applicants who would be
meticulously trained and thoroughly equipped
with
advanced education modules,
updated procedural techniques,
and cutting-edge specialty tools.

These brand new techniques and tools
will increase
performance-per-time effectiveness
5 times over what is now existing,
enabling a true
market transformation
at cost.

A Home Performance Contractor
can walk into your house,
do a walk through with you,
setup his measuring equipment,
share with you a video IR camera
performance MEASURING walk through,
print out a detailed itemized sequence
of cost-effective measures,
arrange a no-money-down loan payment plan,
identical to your current utility payment plan,
and guarantee the entire set of results.
All-in under 2 hours.

Then,
To complete an all-at-one-time comprehensive
40 percent energy reduction,
the construction itself requires an average of 5
days
With a loan pay back time of
between 7 and 15 years,
after which the savings increase,
your home has accumulated value,
the upgraders get REALLY GOOD
at what they're doing, and you've eclipsed the
dreaded retrofit dabbings.

Also hired is an MBA loan expert,
paperwork manager,
and crew scheduler.

Why all the cutting-edge to do?
Because the 100 full-time contractors, subs, and
suppliers

fully-employed for the entire 25 years necessary to upgrade ALL the homes and buildings in Ashland) would reduce Ashland's structural-energy needs 40 percent across the board, conveniently creating clean energy for something else.

Although these upgrades themselves do NOT require any incentives, as they cost the HOMEOWNER only 5 cents a k-watt-hour, they DO require Ashland to staff these two new people, and those two would replace our current energy conservation division which is, and has been, buying efficiency at \$1 per k-watt-hour for the last 10 years.

This division only measures electrically heated homes and then leaves. Of those measured, only 3 percent go on to call a part-time, minimally trained, hopefully somewhat equipped weatherizer who can only dabble with improvements.

And since Bonneville only incentivizes certain dabbles, they seem to get done whether the home needs it or not.

All this, combined with redundant paper work is the cause of the \$1 per k-watt-hour efficiency acquisition price.

Furthermore, the half-million-dollar/yr conservation division would need to spend an entire \$15M a year SIMPLY to cancel-out the planning department's fascination with biligerently fossilizing this wonderful town with typewriter and carbon-paper reruns, complimented with ever so innocent what-ever-you-say green-washings.

And then add to that the \$7M from the dangerizing externalities of real estate gotta-grow before gotta learn. And then, add on top of that, the coming cost of climate change.

I remind you the Ashland the Renewable Energy Acquisition Department simply stops all new construction in Ashland and in its place administers a 30 times greater carbon reduction solution,

environmentally and morally providing a solid foundation for the hopefully doable planet Earth.

3. Structural Wattage Learning Center

At the Jan. 6th & Feb. 3rd public forums, I introduced the Ashland Renewable Energy Acquisition Department and it's 3 important decarbonizing divisions:

1. City policy procured Solar Generators,
2. A Home Energy Upgrade program, and now the
3. Structural Wattage learning center.

The Structural Wattage Learning Center uses absolutely the best-in-the-world ultimate zero-net-energy-generation design to construct a mixed-use retail shop right downtown easily gotten to from the regular tourist walk and easily recognized by it's awesome solar roof.

Upon entering, you would see a sectional cut-away of the 2-foot thick R-70 wall assembly,

A fully functional hands-on model of the automatic window coverings,

An animation of the entire solar-roof voltage-switching options for space heating, electric vehicle charging, or both,

A view of the actual utility room tracing the air-to-water heat pump and it's various water tank heat tank battery modes,

And of course, a real-time, see through fresh-air heat-recovery-ventilator showing air movement through the transfer channels which can be adjusted by your very own breathing.

The floors above would be overnight accommodations with more information, hands-on with the actual equipment, and topped-off with a tour of the solar roof's various attic configurations.

Since this is the world's first most desperate global-warming demonstration solution that actually

functions perfectly,
both creating money and
stabilizing the future planet Earth,
it would be worth experiencing
up-close and personal.

And what if the Department of Energy
chipped in on this monstrous learning event
with instrumented data-logging verifications.
One can only dream the sooner the better.

Until then, there's a video to be found at
YouTube Structural Wattage.

And if you can get through the uber professional
presentation, and if you go so far as to
study and research this
Structural Wattage YouTube video
to the point of thorough understanding,
you'll confidently be on top of the whole subject.

What we're seeing here is a progression.
Throughout ancient history, the extra-human
power source was wood.
And then we found coal,
which took a hundred years to integrate.
and then we discovered gas,
which took a hundred years to integrate.
and now we've arrived at technology,
which'll need a hundred years to integrate.
The only problem is,
we've only got 20 years
to deploy the renewable energy transition
in order to avoid cooking the planet.

Global warming solutions are here,
but all, including everybody,
has to learn them pronto.
No matter what they look like or feel like.
In other words, quicker than faster.

Aesthetics are important.
Learning new aesthetics needs happen.
And aesthetics are already changing.
For instance, to spy an entire
solar panel roof,
consisting of only solar panels,
what a welcome sight.

4. City Policy Procured Solar Generators

At the Jan. 6th, Feb. 3rd and 17th public forums,

I introduced the Ashland
Renewable Energy Acquisition Department
and it's 3 decarbonizing divisions:

1. A Home Energy Upgrade program,
2. A Structural Wattage learning center, and now
3. City Policy Procured Solar Generators.

Solar generators are roof-mounted solar panels
and/or free-standing panel-arrays
ground-mounted in yards or unused fields.

Although these solar generators produce clean
energy dependably for the next 30 to 50 years,
they have to be paid for all at once,
from the get-go.

In other words, the purchaser actually has to
pre-pay for 30 years of electricity.
And that's a lot of up-front capital.

Creative financing to the rescue.

Thankfully, in the US there are dozens of
financial mechanisms, precisely designed
to enable solar for every income bracket.
with new and improved methods introduced
regularly.

The one requirement is
A properly-facing sturdy roof.

To date however, in Ashland,
the only financial arrangement used has been the
simplist of all direct buy
where the well-to-do owner can only
purchase the installation for his own roof,
with his own cash, leveraging his own tax liability,
and the city's cash grants.

Ashland has acquired a total of
1/2 megawatt in this way.
The only trouble is, Ashland should have
already acquired 5 megawatts by now.

Again, creative financing to the rescue.

At this time, the three best financial
mechanisms for solarizing
any-and-all group properties in Ashland are:

- 1.The third-party tax-equity pass-through
ownership
- 2.Community solar cooperative group buy, and the
- 3.Property assessed clean energy bonds

All are most complicated.
And necessitate mountains of paperwork .

Choosing one or two or three of these
as a city policy for the duration would be great,
but the returns would quickly become sub-optimal
and need to be constantly reinvented.

Therefore, the best city policy would be to hire
an expert MBA type, experienced in solar financing
to stay on top of the best methods
and combinations of methods.

And the Up-Level picture gets even more complex.

Washington may or may not continue the
federal tax credits,
The state is trying-out a number of new policy
rules
The environmental externalities acknowledged
true value of solar
may become monetized at any time,
and the inevitable carbon tax would definitely
rewrite everything across the board.

Chase, Morgan Stanley, Citigroup and on and on
the big banks and their buddies
have already signed up.

There's plenty of money out there eager
to invest in solar right now.
We just gotta go get it.
Organize it.
and bring it on home.

And here, getting on with it,
Ashland would be appropriately just-in-time
to retire it's solar incentive program all together,
with one single exception:

Every year,
the residential
roof with the biggest
panel array, most perfectly
aimed, producing the most energy,
would win an up-front cash grant for 30
percent of the total installation cost and be
given the first prize for environmental leadership.

Video Guide to All Four Speeches
comprising the complete summary of the
Ashland Renewable Energy Acquisition
Department

1. "Introduction to AREAD" 3 min.
Ashland.or.us On left go down to videos,
City Meetings Archives, January 6,
Takes you to vp.telvue. Wait.
A chapter tab will appear, Chapter 8.
2. "Home Energy Upgrade Program" 4Min.
Ashland.or.us On left go down to videos,
City Meetings Archives, Feb. 3,
Takes you to vp.telvue. Wait,
A chapter tab will appear,
Chapter 4, min. 52-56
3. "Structural Wattage Learning Center" 5 min.
Ashland.or.us On left go down to videos,
City Meetings Archives, Feb. 17,
Takes you to vp.telvue. Wait,
A chapter tab will appear, Chapter 5
4. "City Policy Procured Solar Generators" 5 min.
Ashland.or.us On left go down to videos,
City Meetings Archives, March 3
Takes you to vp.telvue. Wait,
A chapter tab will appear, Chapter 6

And don't forget,
Google "Structural Wattage"
(YouTube "Structural Wattage")

[youtube.com/channel/UCIm-SSXivesYbta9-E_TMgg](https://www.youtube.com/channel/UCIm-SSXivesYbta9-E_TMgg)

or

<https://www.youtube.com/watch?v=nhdCRpbWXRg>

Please watch the entire hour
to the point of understanding. You can do it.
Understanding these energy movement
fundamentals will prepare you with a
rock-solid basis protecting you from the
barage of complications, both real and frivolous,
coming at you soon. There will be a test.

Secretary of Energy, US Department of Energy,
clearly sums up the current situation. (13min.)

Search YouTube for:

"Topic: Energy Technology and Innovation

Speaker:

Ernest Moniz"

or (copy and paste both lines together as one link)

<http://m.youtube.com/watch?t=1m24s&feature=youtu.be&v=j-p0z2e6reg>

(Texts of all 4 AREAD speeches above)