



The Next Generation. For Every Generation.™

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Prepared Remarks
Enterprise Green Communities Launch
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Thank you, Dana. Welcome. We are honored to have all of you here today. You, our partners, have been vital to the Enterprise Green Communities journey we began together five years ago. Our deepest thanks go to you – everyone here with us. We are inspired by your support, and your passion, for creating green affordable homes and healthy, thriving communities.

In 2004, Enterprise set out to prove that we could cost-effectively bring the health, economic and environmental benefits of green building to low-income communities across the country.

We had no data to support this theory. Only a very strong conviction.

Five years later, thanks to all of you, we have demonstrated through action, advocacy – and data – that green affordable housing *is* possible.

And that with the right strategy, and the right tools, it's a smart investment in *everyone's* future.

We exceeded our own initial goals – investing \$700 million in nearly 16,000 green affordable homes across the United States.

And we convinced policymakers at local, state and national levels to use the Enterprise Green Communities Criteria as a model for legislating new resources and requirements for green affordable housing.

Housing that cuts energy use, conserves natural resources, generates cost savings, and promotes healthy and active lifestyles.

Today, we announce the results of a new, first-of-its-kind study on the cost effectiveness of creating affordable housing that meets the Enterprise Green Communities Criteria.

A little later in the program, Charlie Werhane will share a bold new commitment from Enterprise.

To continue building the momentum for green affordable homes and communities, we needed substantive data and quantifiable results.

Our new study – *Incremental Cost, Measurable Savings: Enterprise Green Communities Criteria* – delivers that data and those results.

The most widely asked question in our industry has always been – and it is a two-part question: How much does it cost to build green? And can we still keep the homes affordable?

With this new study, we can reply with confidence and precision that meeting the Enterprise Green Communities Criteria involves an additional investment of only 2 percent in upfront development costs – while providing significant long-term operating cost savings – and producing substantial health, economic and environmental benefits.

From a strictly financial standpoint, today we can project that the lifetime savings in total utility costs for every affordable housing unit that meets the Enterprise Green Communities Criteria is nearly \$5,000.

Those savings will *outweigh* the cost of meeting the Criteria – especially when you take into account that meeting the Criteria cuts CO₂ emissions by an average of 2 *tons* per home per year.

These are just a couple of important conclusions in a study that adds to a body of knowledge informed by five years of on-the-ground practice and experience.

That body of knowledge also includes the findings of a targeted study that Enterprise commissioned in Seattle. The study measured the effect of living in a green home on low-income children with asthma.

For a modest additional upfront cost of \$6,000, sixty “Breathe Easy” homes in the High Point community were designed and built to reduce moisture, toxins and allergens, and provide adequate airflow throughout each home.

The results were stunning: in just one year, children with asthma living in these homes experienced a *60 percent increase* in symptom-free days and a *67 percent reduction* in the use of urgent clinical care.

That finding is particularly significant when you consider that the children in low-income communities are the most likely to suffer from asthma.

It’s significant when you consider that, according to the Centers for Disease Control, *one in four* emergency room visits nationwide is asthma-related.

And it's significant because we know that the toll of childhood asthma – on families, on our children's education, and on national health care spending – is enormous.

For us, Enterprise Green Communities is about more than building green.

It's about people – and creating healthy, vibrant communities in which families have the opportunity to grow and thrive.

Everyone in this room – our public, private and nonprofit partners – will continue to play an important role in bringing the multiple benefits of the emerging green economy to low-income families and communities.

Today, we are calling for a national commitment to make all affordable housing – new and existing – green by 2020.

With your help, we will make this aspiration a reality.