

ARMA Advocacy Update

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Need for ARMA Visibility on Capitol Hill

- 6/26 – American Clean Energy and Security (ACES) Act
 - Climate change bill to limit GHGs/CO₂ via cap-and-trade.
 - Also contains building energy-efficiency targets (Title II).
 - Would achieve targets in part with prescriptive roofing mandates.
- New National Energy Efficiency Building Code
 - Energy Secretary given authority to write code to reach targets.
 - Roofs singled out as the one building component for prescriptive instructions to reach these targets.
- Noncompliance by States = Federal Financial Penalties
 - But, if a state adopts California Title 24-2009 code, it would be considered in compliance for residential.

The Senate is ARMA's Platform

- 7/16 – American Clean Energy Leadership Act, S 1462
 - Energy bill passed by Senate Energy & Natural Resources Cmte.
 - Same building energy-efficiency targets as ACES Act.
 - But, more reasonable building code language than ACES Act.
- Updating National Model Building Code
 - Based on more conventional code-setting process and cycles.
 - Energy Sec. given authority to propose code to reach targets.
 - No roofing language and requires public comment period.
- 9/30 – Clean Energy Jobs & American Power Act, S 1733
 - Cap-and-trade bill to cut GHGs 20%-2020; 42%-2030; 83%-2050.
 - EPA role writing national energy efficiency building code regs.
 - Despite Sen. Graham/U.N. Summit/EPA threat, odds are slim.

Legislative Outlook

- Legislative Scenario #1
 - S 1733 passed by Environment & Public Works Committee
 - Majority Leader Reid merges it with energy bill, S 1462
 - Merged bill can't get 60 votes in the Senate
 - Energy bill, S 1462, passes Senate separately
 - Senate asks House to go to conference just on energy titles
- Legislative Scenario #2
 - S 1733 passed by Environment & Public Works Committee
 - Majority Leader Reid merges it with energy bill, S 1462
 - Amendments add 50 nuclear plants, more drilling, more coal
 - Amended bill is passed by the Senate
 - Senate asks House to go to conference with entire ACES Act
- Either way, ARMA must have input in the process
 - Politics will never tolerate a vacuum.

ARMA Advocacy Steps

- Position Paper
 - What is our main issue? What are we asking for?
- Identify and Participate in Coalitions
 - Built Environment Coalition: International Council of Shopping Centers; Building Owners and Managers Association; National Association of Home Builders (May 19 Letter to Congress)
 - Real Estate and Construction Industry and Related Groups: Associated General Contractors; International Code Council (August 31 Guiding Principles for Climate Change Legislation)
 - NRCA (October 22 Position Paper)
- Identify and Reach Out to Friends on Capitol Hill
 - Met with Senate Energy Committee's Minority Counsels.
 - Spoke with Senate Energy Committee's Majority Counsel.
 - August 11 plant tour for Sen. Blanche Lincoln (D-AR).
 - Nov. 5 ARMA board meeting with Sen. Johnny Isakson (R-GA).

Conclusion

- Residential construction is struggling to stabilize itself while commercial construction may still be contracting.
- Language in the ACES Act that would mandate cool (reflective) roofs for all structures could further disrupt residential and commercial roofing markets.
- Establishing and leveraging congressional allies will be key to protecting and expanding ARMA's market share through election day, Nov. 2, 2010.