

Rockford Enters a New Era!



Our Rock Valley region joined the beginning of a growing movement toward sustainable energy in mid-November called “GreenTown Rockford”. It is an effort to inform and begin to move our region in the direction of a gentler impact on our environment. We saw Mayor Tom McNamara and community leaders like Pastor Marvin Hightower of Mount Zion Baptist Church and Brad Roos of Sustain Rockford open a comprehensive look at how the Rockford region can be part of

reversing Climate Change . . . saving a ton of money in the process.

This is the beginning of a series in the Market Street Press written by Bob Babcock, long-time activist in environmentalism along with many other social justice initiatives.

There are MANY motivations in changing the way America produces and uses energy for manufacturing, cooking, heating, and cooling our living spaces, etc. In coming months this series will address the simple economics of reducing energy costs and the special tax incentives created by our government with the purpose of reducing the damages and costs of climate disasters.

Many love this effort, though, because their energy costs are reduced. If businesses’ energy costs are lessened and money is freed up they can be more competitive, say, in their pay scales or other areas.

Some of you will find it useful in your views of caring about “Global Warming” or what may be considered the “watered-down” version: “Climate Change” or the more alarming “Climate Crisis”.

Whatever your motivation/interest in this series on more efficient energy usage, you will find it enlightening in efforts to see renovations MORE THAN pay for themselves but actually free up money for other purposes!

After all, the bottom line remains: “It’s the MONEY! Honey!” What’s not to love about that?

You see, it’s NOT just about alternative energy. It’s NOT just about “sustainable” energy. The REAL savings are in reducing energy COSTS! It also includes “Demand Reduction”.

Everybody’s going “gaga” about solar but suppose you could cut the size and cost of that solar installation by HALF!

THAT is what you’ll be learning about in this series.

We’ll look at simple energy conservation with ways to tighten the building envelope starting with energy use analysis and leakage requiring insulation and other measures. We’ll explore more efficient ways to cool and heat buildings, along with providing hot water. We’ll move on to less expensive energy sources like solar, small-scale wind, etc., on to energy storage, then to how to efficiently finance renovations or even new construction.

You’ll likely see interviews with the experts throughout the series.

When it comes to saving money on your energy usage, or being a “tree-hugger” wanting to end “Global Warming”, are you ON the Bus or OFF the Bus as the famed Ken Kesey in the “Electric Kool Aid Acid Test” put it?

See you next month!