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MIND OF A LAWYER. HEART OF A CONTRACTOR.

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Is Obama's "Better Buildings" Initiative Real or Rhetoric?

Earlier this month President Obama unveiled an initiative to make buildings more energy efficient in America. The Wall Street Journal simply summarized the President's goals and rationale with the following:

[The program will provide] tax breaks and other proposal aimed at getting commercial-building owners to retrofit their structures to be more energy efficient, an initiative [the President] hopes to fund with higher taxes on oil and gas companies.

President Obama introduced the program with this statement:

[O]ur homes and businesses consume 40 percent of the energy we use...So the good news is we can change all that. Making our buildings more energy-efficient is one of the fastest, easiest and cheapest ways to save money, combat pollution and create jobs right here in the United States of America.

The plan for Better Buildings is outlined in a [White House "Fact Sheet," which you can view online here](#). There is a lot of fluff in this fact sheet on the initiative's ideas, and even more fluff on the [White House's Energy and Environment blog](#). I count 5 blog posts from February 3rd (the day the program was announced) touting this "Better Buildings" program. Administration officials, however, have yet to identify a cost for the program, or any specifics as to how anyone can utilize the program.

Obama says that all this information is forthcoming...can it be an important benefit to the green building industry? We'll soon see.

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