



MCA MEMBERS' STIMULUS FUND PARTICIPATION

Access decision makers **B**uild relationships **C**omplete more projects with metal

The American Recovery and Reinvestment Act of 2009 will pump billions of dollars into the construction market. Although this unique package has many elements of opportunity for members of the A/E/C community, much confusion surrounds it.

To help all MCA member companies determine their best approach to obtaining potential business from this federal initiative, MCA is offering the following suggested action steps and resources.

OPPORTUNITIES

After evaluating all the options in the stimulus plan, two key parts have been identified as offering the best opportunities for MCA members. A third option was also considered, but it was assessed as having little or no opportunity for MCA members. Although we have labeled them by what we see as opportunity, it is up to individual MCA members to determine which programs best fit their current needs.

BEST

\$8.8 Billion for High Priority Needs

- Usage and distribution are more discretionary, not formula dependent.
- Not specific to school construction, but good chance governors will use it there.
- Funds could flow soon or at least by July 1, 2009.
- Focuses on energy savings and green construction.
- Includes public safety as well as building modernization.

NEXT BEST

\$22 Billion School Construction Bonds

- Two-year program (\$11 billion per year) is exclusively for schools.
- State bonds are authorized by the Federal government and state must opt in to use them.
- Funds from this program will take longer to reach the market.
- If successful, this program could be extended to a continuing source of funds.

LIMITED

\$39 Billion State Fiscal Stabilization Fund

- Careful evaluation showed this program has limited opportunity for MCA members.
- Will not offer much for school construction due to requirements states must meet.
- Governors must assure the federal government that certain criteria are met before any funds can be spent in a discretionary way on building modernization.

PROCESS

The process on these funding opportunities is at the state level. MCA members should join with other building and construction industry groups as well as education advocates to push for applying these funds to school modernization, renovation and construction.

The federal government provides guidance to the states on these programs, but each state has the final word on establishing priorities within that framework. Therefore, MCA members need to position themselves to provide input at the state level.

Because the stimulus money must be spent in ways that create energy efficiencies, green jobs and environmental sustainability, MCA members must also clearly show the benefits of their metal products in fulfilling these needs. Although the school construction bonds may not have green or energy requirements, these factors will still be important and still should be stressed. In approaching the states, members should also keep in mind that jobs are most important to governors.

\$8.8 Billion High Priority Needs

- Decisions on this will ultimately be political ones, so networking is key.
- Work with your local state officials or officials in states where you want to bid on contracts.
- Meet with local state legislators to discuss your company's interest in the program, and explain benefits of the projects to state and local community.
- Ask the legislator for advice on setting up a meeting with the state Dept of Education to explain benefits of metal in this project and for the environment.
- Seek out local school board members in communities where you want to build.
- Be prepared to show how metal products save energy and help produce green jobs.

\$22 Billion School Construction Bonds

- States must decide whether to use funds.
- Governor is key decision maker, but some states may have to submit to a vote by constituents.
- Advocate for these bonds at the state level.
- Coordinate efforts with like minded interests such as educator and contractor groups.

GOVERNMENT RESOURCES

Approaching State Governments

The Federal Department of Education has provided some guidance to the states on how to spend the stimulus money. Use this site as a guide before starting your approach at the state level. <http://www.ed.gov/policy/gen/leg/recovery/factsheet/stabilization-fund.html>

Other Web sites that offer information on the status of programs and ideas on how to approach them include:

- **www.staterecovery.org**
This is a service of The Council of State Governments designed to help states decipher potential funding opportunities and share best practices by tracking how the executive, legislative, and judicial branches of state government are responding to the stimulus package. Links at top of home page lead to current information about state funding and status of decisions.
- **www.recovery.gov**
Explains the American Recovery and Reinvestment Act; shows how, when, and where the money is spent; provides data that to allow citizens to evaluate the act's progress and provide feedback.
- **www.fbo.gov**
This is labeled as the U.S. government's one-stop virtual marketplace for business opportunities with it. Click on "recovery" in right-hand column for latest opportunities in stimulus package.

Getting with the General Services Administration

The GSA recently stated that their share of the stimulus money would be spent on:

- New federal construction: \$1billion on 17 projects
- Building modernization: \$3.2 billion on 43 projects
- Green buildings \$807 million on 194 projects.

The GSA indicated that such improvements could include replacing flat roofs with Energy Star membranes, integrated photovoltaic panels bonded to the membrane, or vegetative roofs, because these options offer benefits that increase the life of the roof, produce energy and reduce heat island effect.

To tap into these opportunities, your company would need to become an approved GSA vendor. GSA's website provides information and steps as to how to get listed as a vendor as well as its list of approved products and companies. www.gsa.gov

AFFILIATE AND CUSTOMER GROUPS

Getting work related to the stimulus package is primarily a state and regional effort for MCA member companies. However, some national groups have information and suggestions to help understand the process. MCA member companies can also seek out local members of these organizations to join forces with them on the program.

AIA, American Institute of Architects, www.aia.org

- Find architects whose work focuses on the education market.
- Determine potential for affiliation with regional and local groups.
- Access information from AIA Website regarding stimulus package.

AGC, Associated General Contractors, www.agc.org

- Economic Stimulus/Rebuild America's Future page:
www.agc.org/cs/rebuild_americas_future
It includes tables of the designation of funding and distribution methods; Tax Provisions; Policy Impact: "AGC: Working for you"

NAHB, National Association of Home Builders, www.nahb.org

- Provides general talking points on stimulus package

INDUSTRY RESOURCES

AISI, American Iron and Steel Institute, www.steel.org

- Provides a great deal of program facts and fact sheets about the package.

CMRC, Cool Metal Roofing Coalition, www.coolmetalroofing.org

- www.coolmetalroofing.org/content/incentives/ and www.energytaxincentives.org/
Contain links to government sites that outline tax incentives, which can be used to show the benefits of using metal in certain projects.

USGBC, www.usgbc.org

- Green Economic Recovery Resources:
www.usgbc.org/DisplayPage.aspx?CMSPageID=1962
- Highlights of provisions in the Stimulus Bill:
www.usgbc.org/ShowFile.aspx?DocumentID=5458
- McGraw Hill offers online stimulus program update at:
<http://www.construction.com/stimulus>

SOURCES FOR REACHING DECISION MAKERS

- **Association of State School Boards, www.nasbe.org**

www.nasbe.org/index.php/web-links/2-state-boards
Provides links to state boards of education in each state and contains links to other resources.
- **School Planning and Management Magazine www.peterli.com/spm**
Reaches school district administrators, architects, planners, facility and business managers in the K to 12 market. Distributes a buyer's guide of products and services each September.

Produces an annual construction report; 2009 report is available at <http://www.peterli.com/spm/resources/rptsspm.shtm>
- **Council of Great City Schools, www.cgcs.org**
A coalition of 67 of the nation's largest urban public school systems. Primarily focused on education, not construction, but could be influencers. Finance committee works to improve district funding. Site has links to other educational groups.
- **Rebuild America's Schools, <http://rebuildamericasschools.org>**
A coalition of national organizations and school districts seeking federal support to help local communities build, renovate and modernize schools. Site links to other sources. Tom Coleman is connected to this group.
- **National Governors Association, www.nga.org**
Hosts the National Governors Conference and has related groups among the Republican or Democratic organizations. Web site has state by state governors' contacts list.
- **U.S. Dept of Education, www.ed.gov**
www.ed.gov/policy/gen/leg/recovery/factsheet/stabilization-fund.html

www.ed.gov/policy/gen/leg/recovery/modernization/index.html
School modernization page of the US Dept of Education site.
- **National Clearinghouse for Educational Facilities, www.ncef.org**
NCEF has selective list of links to facilities-related professional organizations, federal, state and local agencies and organizations, and academic research centers. Specific, subject-oriented links are provided in each NCEF Resource List.