

From: Jamie Wine <jamie@greenbuilt.org>
Subject: Fwd: PRESS RELEASE: Blue Horizons Project Unveils Strategic Plan to Move Buncombe County to 100% Renewable Energy
To: Summer Winkler <summer@bluehorizonsproject.com>
Bcc: kbulan@ashevillenc.gov <kbulan@ashevillenc.gov>
Sent: September 6, 2023 3:18 PM (UTC-04:00)
Attached: 100% Renewable Energy Strategic Plan Press Release.pdf, 100% Renewable Energy Strategic Plan Press Release.docx, Energy Savers Network client and solar recipient pose with Kelvin Bonilla, ESN Manager (Photo credit_ Pat Barcas).jpg, Isaac Dickson Elementary solar install, funded by Appalachian Offsets (Photo credit_ Sundance Power).jpg, Neighbor to Neighbor Solar Install, program of BHP (Photo credit_ Sugar Hollow Solar).JPEG, BHPCC Community Engagement Subcommittee (Photo credit_ Summer Winkler).jpg, Neighbor to Neighbor Solar Install, program of BHP (Photo credit_ Sugar Hollow Solar).jpg

See the press release about the 100% Plan below, it went out today.

----- Forwarded message -----

From: Annie McGehrin <annie@greenbuilt.org>
Date: Wed, Sep 6, 2023 at 12:50 PM
Subject: PRESS RELEASE: Blue Horizons Project Unveils Strategic Plan to Move Buncombe County to 100% Renewable Energy
To:

Good afternoon,

Please see attached for a press release about the release of the 100% Renewable Strategic Plan for Buncombe County led by the Blue Horizons Project, a program of Green Built Alliance. The plan aims to address the current climate crisis by leading our community toward its renewable energy goal of transitioning to 100% renewable energy in a just and equitable way by 2042.

I've attached five images for consideration with details and photo credits in the file name.

Leaders within Green Built Alliance and Blue Horizons Project are happy to speak with members of the media for interviews, and we are glad to coordinate opportunities for photo and video footage.

We appreciate your support in spreading the word about this milestone. I look forward to hearing back on coverage you can offer, and please don't hesitate to reach out if I can do anything else to help.

Thanks in advance for your consideration!

Annie McGehrin

Development & Marketing Manager
Green Built Alliance

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Jamie Wine

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It can take me up to a week to respond to email. If you need a quicker response, please call or text my cell phone.



Media Contact:

Jamie Wine

Clean Energy Program Manager

Green Built Alliance

(828) 254-1995 / jamie@greenbuilt.org

FOR IMMEDIATE RELEASE

Sept. 6, 2023

**Blue Horizons Project Unveils Strategic Plan to Move
Buncombe County to 100% Renewable Energy**

Asheville, N.C.: The Blue Horizons Project (BHP), a program of the nonprofit Green Built Alliance proudly announces the release of the [Strategic Plan for Transitioning Buncombe County to 100% Renewable Energy by 2042](#) to address the urgent need for a rapid energy transition away from fossil fuels to address the climate crisis. This comprehensive plan defines the community's current energy use and details how Buncombe County can achieve its ambitious clean energy goal to increase cost savings, cleaner air and water, cost savings, workforce development, climate resiliency and more.

"Today marks a significant milestone for our community as we unveil a forward thinking plan that showcases our shared commitment to a sustainable and equitable future," said Brownie Newman, Buncombe County Council Chairman. "By embracing local, clean energy sources, going electric and saving energy, we're taking essential steps toward combating the climate crisis while ensuring a just transition for all residents."

The strategic plan was developed by the Blue Horizons Project Community Council and Green Built Alliance with invaluable input and strong support from the local community, external organizations, clean energy experts, Black, Indigenous, and people of color (BIPOC) focus groups and Buncombe County and City of Asheville leadership. Key findings from the plan show Buncombe County's current energy use is dominated by transportation fuels (around half), with electricity and natural gas representing about one fourth of energy demand each. While much more local renewable energy production is needed for the transition, electrification and efficiency improvements can reduce this requirement by about 50%.

With a strong emphasis on local policies and advocacy for state and federal policy changes, the plan identifies three main technical pathways to be implemented through a series of initiatives, policy changes, and community engagement, including:

- Energy efficiency - Using less while living more comfortably
- Electrification - Swap fossil fuels for electricity
- Greening the grid - Add renewable energy, make the grid smarter

The remainder of the goal can be met by a combination of Duke's green energy efforts and local renewable energy production.

“This plan is not the ending, but the beginning of something beautiful for the whole community,” said J Hackett, Equity Task Force founder. “With an eye towards inclusive development, our community is fortunate to have so many clean energy experts collaborating with local people who are experts on the lived experience. Together nothing is impossible. 100% renewable energy is a reality for us all.”

The BHPCC is committed to holding itself accountable and working with the community to ensure successful execution of the strategic plan in a just and equitable way. To allow for continuous improvement and fine-tuning, regular evaluations and reviews will take place every 2 years to assess progress and address challenges as they arise.

The plan is available to the public and Buncombe County residents are encouraged to actively participate and contribute to its successful implementation. Learn more about how to get involved and view the strategic plan at bluehorizonsproject.com/renewableplan.

Special thanks to the Kendeda Fund for financial support to write the plan. To implement the plan we will be reaching out to private donors for support as well as writing grants to help fund specific initiatives.

ABOUT BLUE HORIZONS PROJECT:

The Blue Horizons Project, a program of the nonprofit Green Built Alliance, was developed to enlist public support and provide easy access to resources that allow everyone to be a part of creating a clean energy future. Members include representatives from local government, businesses and institutions along with environmental and clean energy advocates. The project aims to address the current climate crisis by leading Buncombe County in achieving its community-wide renewable energy goal of transitioning to 100% renewable energy in a just and equitable way by 2042 through community engagement and collaboration with Buncombe County, the City of Asheville, and Duke Energy.

ABOUT GREEN BUILT ALLIANCE:

Green Built Alliance strives everyday to be in service to our community and environment through a holistic set of programs and resources designed to help you and your neighbors make sustainable building and clean energy choices that save money, help the environment and boost equity and inclusion. The nonprofit has a 22-year history of advancing sustainable living, green building and climate justice through inspired action, community education and collaborative partnerships in Western North Carolina and beyond. The membership-based nonprofit makes sustainability more accessible to the community through its efforts distributing 30,000 copies of the annual *Green Home & Living Guide* (formerly known as the *Green Building Directory*); coordinating the Appalachian Offsets carbon-offsetting program; managing the Blue Horizons Project community campaign to help create our region’s clean energy future; and administering green-building certifications through the Green Built Homes program. Learn more or get involved by becoming a member or making a tax-deductible donation at greenbuilt.org.

Media Contact:

Jamie Wine

Clean Energy Program Manager

Green Built Alliance

(828) 254-1995 / jamie@greenbuilt.org

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