

TO: LISA CAPUTO
FR: JOE CERRELL - OVP
BRIAN JOHNSON - CEQ
RE: GREENING OF THE WHITE HOUSE PROPOSAL
DT: 4/4/95
CC: NEEL LATTIMORE
LORRAINE VOLES

EVENT:

This is a request for the First Lady's participation in a 15 minute interview with ABC's Good Morning America to highlight the President's Greening of the White House initiative. The interview could be TAPED and aired during the week preceeding Earth Day (4/17-21). In addition, we would like to allow ABC and NBC to document progress of the greening initiative during a controlled tour through parts of the White House complex.

BACKGROUND:

On Earth Day 1993, the President announced the "greening" of the White House -- energy and environmental renovations that will improve energy efficiency, reduce environmental impact, and minimize waste and pollutants. Some of the improvements include the installation of energy-efficient lighting, heating and cooling systems, increased recycling, and reduced use of pesticides on the grounds.

The greening effort follows through on the President's goal for the White House to be seen, "not only as a symbol of clean government, but also a clean environment".

The Message: Here are practical measures that all Americans can take in their own home or business -- not only because they are better for the environment, but because they save money, and improve comfort and productivity.

PROPOSALS:

ABC -- Good Morning America has a long-standing request to produce a story on environmental upgrades in the White House. They have requested access to parts of the complex where these improvements could be filmed and we believe that there are a number of good actions that we can film [see below].

As part of this story, they would also like to interview the First Lady on the importance of this "greening" effort and how other Americans can make their homes more environmentally efficient and save money. An interview with the First Lady would considerably raise awareness on this historical initiative and give the administration an opportunity to highlight a success story.

NBC -- In addition, Bob Vila, the popular home improver, has a weekly segment on the Today Show. He would like White House greening to be a subject for an upcoming segment and has asked for footage of White House greening improvements in the residence. However, he has not asked for, nor will we suggest to him, an interview with the First Lady. We would like to provide NBC an opportunity to document some of the changes on the complex.

White House Complex Tour:

We propose offering to ABC and NBC a tour through the OEOB, the East and West Wings, and a very limited part of the Executive Mansion. The tour would be led by White House usher Gary Walters, possibly with Katie McGinty. It is during this tour that footage could be obtained.

The following is a outline of the proposed tour stops in the East and West Wings and the Executive Mansion for your review:

Stop 1- East Wing Visitor's Lobby

Energy efficient ceiling lighting

Stop 2- First Lady's Garden

Composting operation and runoff control as well as the introduction of native plants

Stop 3- White House Recycling Operation

Recycling bins outside the East Wing (glass, paper, newspaper, aluminum cans, batteries, plastic, polystyrene, fluorescent and high intensity lamps)

Stop 4- Store Room (Golden Carrot Refrigerator)

This super-efficient refrigerator also contains no ozone-depleting CFCs. The President has the first model to come off the assembly line (which is in Arkansas)

Stop 5- Executive Residence (Main Floor)

A new highly energy-efficient and non-CFC central air conditioning system

Stop 6- OEOB

Water conservation devices, energy efficient window installment, enviro friendly air conditioning systems, increased natural lighting, computers that go to sleep when the are not being used in order to save energy

FL Garden -

- low maintenance for native plants*
- clips from trees here to arboretum to compost and then return to gardens*
- runoff control - keeps runoff on site rather than odor*
- * Bug killer - non toxic pesticide*

Compact fluorescent lights in residence-table lamps

Dip room - Incandescent lighting

MONDAY, MARCH 14, 1994

THE NATION'S NEWSPAPER

USA TODAY [®]

NO. 1 IN THE USA . . . FIRST IN DAILY READERS

White House turns a shade of 'green'

By Mary Smaragdis
USA TODAY

The White House is on its way to living up to President Clinton's Earth Day promise that it will become "a model for efficiency and waste reduction."

Under a just-released plan, the White House and Old Executive Office Building should be redone by 2000 — with lower energy and water use, better air and less trash.

Improvements have started: placing recycling bins throughout, using mulching mowers, using improved paper shredders that keep dust from escaping into the air, and installing the most energy-efficient, chlorofluorocarbon-free refrigerator available in the Clintons' quarters.

The changes will cut the Old Executive Office Building's \$1.6 million-a-year energy bill, but officials say they don't know by how much. And that's the bottom line: The changes must pay for themselves in energy savings, says Cathy Zoi of the White House Office of Environmental Policy.

The plans include:

- ▶ Installing more efficient light bulbs and fixtures and re-opening eight painted-over skylights.
- ▶ Using energy-efficient computers, copiers and fax machines that cut electricity use by more than half.
- ▶ Upgrading to energy-efficient windows.
- ▶ Renovating the Old Executive Office Building's heating, ventilation and air-conditioning system and replacing its 1,000 window air conditioners with more efficient models.
- ▶ Setting up "cascading" water use — watering lawns with wastewater from drinking fountains, for example. Water-saving devices are going into all faucets.

And an educational computer program is being developed by the American Institute of Architects so improvements made in the White House can be copied.

But the Clintons won't need to huddle under blankets. "We're going to show you don't have to sacrifice comfort to save energy," Zoi says. "We're going to demonstrate the options are limitless."

THE FEDERAL PAGE

The Greening of the President's House

Clinton Administration Assembles Team to Design Environmentally Friendly Renovation

By Boyce Rensberger
Washington Post Staff Writer

The White House is turning green.

In what would be the most comprehensive renovation of the presidential residence since it was gutted and rebuilt in Harry S. Truman's day, a team of 90 architects, environmental engineers, scientists and others is planning to make the White House a model of energy efficiency and ecological responsibility.

The work, which has begun and which participants said may continue for years, is to cover practically everything in the building from inefficient heating and cooling systems to water-wasting toilets, from heat-leaking windows in the Oval Office to pesticides in the Rose Garden. Experts involved in the project predict the White House will be able to cut its energy bills by 30 percent to 50 percent.

"For as long as I live and work in the White House," President Clinton said when he launched the effort last Earth Day, April 21, "I

want Americans to see it not only as a symbol of clean government, but also a clean environment. . . . We're going to identify what it takes to make the White House a model for efficiency and waste reduction. And then we're going to get the job done."

Clinton said he wanted to make the White House an example for other federal agencies, for state and local governments, for businesses and for private homes. "Before I ask you to do the best you can in your house," he said, "I ought to make sure I'm doing the best I can in my house."

Some parts of the project are planned for completion by Earth Day this year.

The effort is being led by the White House Office of Environmental Policy in coordination with the Energy Department and the Environmental Protection Agency. Collaborating are outside groups such as the American Institute of Architects and the Rocky Mountain Institute, a Colorado-based research center that has pioneered new technologies aimed at sustainable use of natural resources.

The planning and the work underway is being done within existing budgets plus donated services of nongovernmental groups but eventually, officials said, Clinton must seek a congressional appropriation for the major work. Included in the plans are the East and West wings, the 18-acre grounds and the Old Executive Office Building.

One of the criteria of the "retrofit" is that changes must save more money than they cost. In 1979, President Jimmy Carter ordered a solar paneled hot water heating system that critics charged cost more than it saved.

"We're working under tight payback criteria," said Bill Browning, head of "green development services" at the Rocky Mountain Institute. The total cost has not been determined, but "whatever it is, this has to pay for itself in savings. If it doesn't do that, there's no point in doing it."

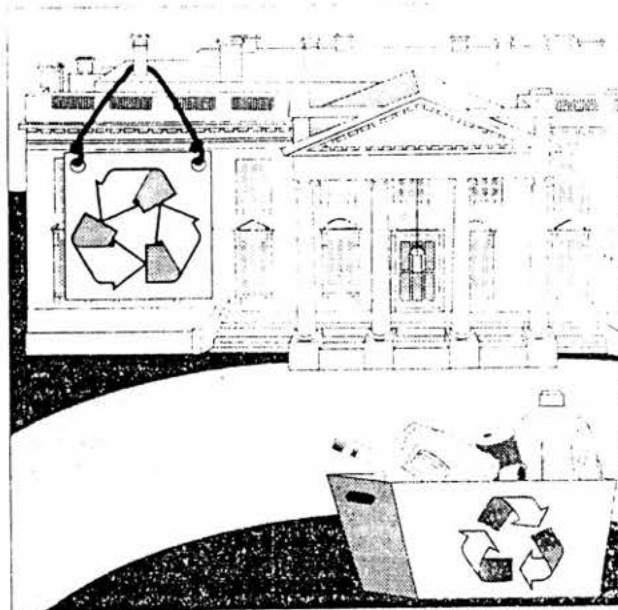
Browning said he would like to see the retrofit program extended to all government facilities, which together pay about \$10 billion a year for energy.

One stipulation of the project, according to a report by the institute, is that all of the work be done while the buildings are occupied and operating normally. Also, it must not interfere with the 1.5 million tourist visits to the White House each year.

At least as challenging as the White House proper is the work to be done on the Old Executive Office Building, said to be the largest granite building in the country. When completed in 1888, it incorporated a passive cooling system that the institute report called "cunningly sophisticated for its day."

The passive system was abandoned long ago in favor of a central air-cooling facility now antiquated and about 900 watt-gobbling window air conditioners. The researchers are examining the feasibility of reactivating the old cooling system.

Among other items to be examined are appliances, office equipment, insulation, paints and other finishes, fixtures and furnishings, landscaping and recycling. Maintenance practices are to be



checked to see whether they give off undesirable vapors, even down to the cleaning chemicals used by janitors.

Once plans are complete, Browning said, efforts will be made to use the program as a demonstration of what others can do. He suggested that the National Park Ser-

vice might erect interpretive displays to be part of the White House public tour.

The architects organization also is preparing a CD-ROM "workshop in a box" that others can use to learn what was done and how to apply the methods and principles elsewhere.

Date: 04/21/94 Time: 13:49

Clinton tells of his environmental wares

WASHINGTON, April 21 (April 21) UPI - President Clinton Thursday visited a Washington park in connection with Friday's Earth Day celebration and recited a number of steps his family has taken to preserve the environment.

The president told the gathering that they have installed recycling bins and do their own sorting. He also revealed that water conservation devices have been installed in the White House and in the sprinkler systems on the grounds.

In addition, old lighting fixtures in the White House and the Old Executive Office Building have been replaced with less energy-consuming models.

Clinton also said the most energy efficient refrigerator in the country, called "Golden Carrot," which is made in Arkansas, has been installed in the White House kitchen.

"We're trying to do our part," he added at a ceremony in restored Meridian Park.

The measures are part of a project designed to decrease energy use in the White House by 30 percent by the year 2005.

The plan also calls for a savings of \$140,000 over the next 3 years on the annual \$1.6 million utility bill for the two buildings in the White House compound.

Stressing his own commitment to the environment, Clinton said:

"The White House is becoming a showcase for energy efficiency and environmental responsibility. Hillary and Chelsea and I have recycling bins in our kitchen. We have a new refrigerator, built in my home state, that uses 50 percent less electricity than most refrigerators and doesn't use gases that deplete the ozone layer. We're using less water on the lawn, fewer pesticides on the ground, and more efficient air conditioners in the big Old Executive Office Building. We're trying to do our part."

In his remarks, Clinton noted that on Earth Day a year ago he had pledged to make the environment "the greenest in history." He said that Vice President Al Gore "has led the charge to make this administration a leader in the global environmental effort, and at the same time to give us a government that works better and costs less."

Former President Jimmy Carter installed collector panels on the roof of the White House to use solar energy in line with environmental progress. But they were removed in the Reagan administration.

The Washington Post

THURSDAY, JANUARY 5, 1995

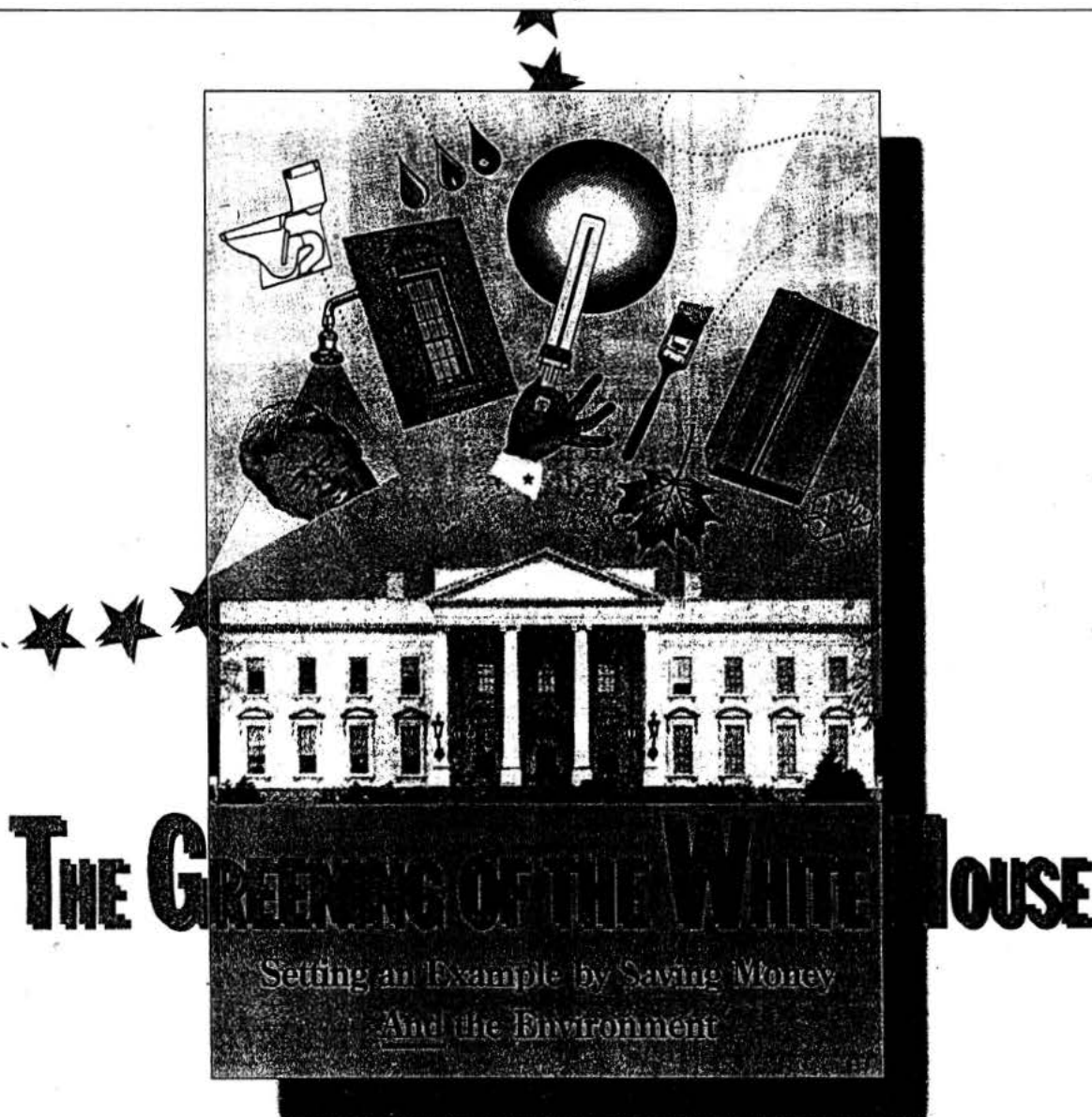
TREASURE TROVES: Washington's golden age of collecting is showcased in the 40th annual antiques show. **PAGE 8**

TREND WATCH: Ideas are a dime a dozen, so we thought we'd just give you five to get the New Year started. **PAGE 10**

WASHINGTON HOME

WINTRY PIZZAZZ: Outstanding plants can jazz up the landscape and gladden the eye. **PAGE 14**

OPTIMISTIC VISIONS: Now is the time to contemplate the perfect garden plan—on paper. **PAGE 15**



C O V E R S T O R Y

An Earth-Friendly Agenda In the White House

Updating the Mansion's Systems Saves Money—and the Environment

By Terri Shaw



URING THE ENERGY CRISIS OF THE LATE 1970s,

President Jimmy Carter addressed the nation sitting in front of a fireplace wearing a cardigan sweater. He made a point of turning off unneeded lights in the White House. A solar panel was installed on the roof of the West Wing.

Fairly or unfairly, these conservation gestures contributed to Carter's reputation as a man preoccupied with details and ineffective in dealing with the big problems—an image the Clinton White House wants to avoid at all costs. (The solar panel did not survive the Reagan administration.)

So the bright young men and women charged with implementing conservation measures in the White House today make sure there is no confusion. "We don't have to sit in the dark wearing sweaters," said Brian Johnson, special assistant for environmental technologies in the White House Office on Environmental Policy. Johnson is the point man for an ambitious undertaking with the eminently marketable title of "The Greening of the White House." The project involves a team of experts from inside and outside government put together by the American Institute of Architects. The experts conducted a thorough assessment of energy use, waste disposal and other environmental concerns in the White House complex. And they stressed the importance of making only changes that would be cost-effective, preferably paying for themselves in a year or less.

Energy conservation no

longer means "we have to suffer," said Harry Gordon, an engineer who headed a task force subcommittee that studied changes in the heating and cooling system of the White House. New technology, such as low-emissivity glass for windows and improved fluorescent lighting, makes it possible to "design buildings that are far more comfortable than inefficient ones and still save a great deal of energy," Gordon said.

"We can have both more comfort and better efficiency if we do it right," said Gordon, who is a principal in Burt Hill Kosar Rittelmann Associates, a Washington architectural and engineering firm.

The task force of architects, designers, engineers, landscapers and other specialists began Phase One with a report in March. The report contained concrete recommendations on how to make the First Family's home a model for all American houses in conserving scarce water and energy resources and doing as little damage as possible to the environment.

The first stage of changes—those that could be implemented quickly without special appropriations—involves many that are so unobtrusive they may not be noticed by residents or visitors.

"Most people are going to visit and not see anything different," said William Browning, a member of the task force and director of green development services at the Rocky Mountain Institute, a research institution in Colorado. "One of the pieces of

magic about this sort of work is that it can dramatically improve energy and environmental performance, and 90 percent of the measures are invisible."

In addition to the First Family's home, the project covers all the structures and grounds of the 19-acre White House complex, including the Old Executive Office Building and the East and West Wings of the White House, which primarily are offices. The Executive Mansion, where the Clintons live, also is a museum that houses many delicate antiques and works of art. In addition, 1.25 million visitors tour the building each year, which made the task force's job particularly complex.

Some changes actually began in advance of Phase One. One of the easiest things to alter was the lighting. Starting in the Bush administration, bulbs in more than 1,600 hall lights in the Old Executive Office Building were replaced by compact fluorescents, which Johnson said use 80 percent less energy than incandescent bulbs. The new bulbs generally pay for themselves in energy savings within six months, Johnson said.

In the Executive Mansion, the compact fluorescents were installed mostly in table lamps. But many of the rooms used for social events or briefings, where slide shows or other presentations are made, require dimmable lights, according to chief usher Gary Walters. Dimmable fluorescents are just entering the market, and some have been installed in the West Wing in

the White House Mess, which is run by the Navy.

Outdoors, the quartz floodlights illuminating the facade of the White House—32 were 1,500-watt and 10 were 250-watt lights—have been replaced with 26 halogen bulbs at 900-watt strength and 10 at 150-watts without any obvious change in the mansion's appearance. The new bulbs, which cost about \$38,000, should bring a 51 percent saving in energy and pay for themselves in "less than six years," Johnson said.

Another simple energy-saving measure was the installation of the first super-efficient "Golden Carrot" refrigerator developed by Whirlpool Corp. in a national competition sponsored by 24 public and private utilities. The new refrigerator is not in the kitchen of the second-floor family quarters, where the president might go for a midnight snack, but in a storeroom next to the main kitchen. It uses no chlorofluorocarbons (CFCs), the substance that damages the ozone layer of the atmosphere, and uses only half as much energy as an ordinary refrigerator. When the old energy-wasting model was disposed of, the CFC-containing refrigerant was recaptured "according to EPA regulations," Walters said.

When the project began, the structure was already undergoing a major renovation, including an overhaul of heating, ventilating and air conditioning, the first since the Truman administration's

Illustrations

By John Pack

For

The Washington Post

his renovation, the Clintons resided across the street at Blair House. Their absence allowed workers to remove outwork and asbestos from the family quarters before installing air-conditioning equipment that does not rely on CFCs. Heating for the White House complex is provided by steam

"One of the pieces of magic about this sort of work is that ... 90 percent of the measures are invisible."

from a General Services Administration plant, a method that made it difficult to control the amount of heat in a specific room. The innovation will provide new thermostats and dampers so distribution of heat can be proved, Walters said. "We used to call the engineers at 11 p.m. to tell us to turn it down," he said. One major energy-conservation step is to install windows that prevent heat loss in winter and heat gain in summer. All of the windows of the Old Executive Office Building are being replaced with double-pane, low-emissivity glass, which is designed to reduce energy loss through the windows by 50 percent. Plans also are being made to put new energy-saving glass in the atrium on the roof of the new quarters. A somewhat touchier project is bathrooms. The task force recommended installation of faucet aerators, low-flow toilets. Bathroom renovations have begun in the Executive Office Building the "utilitarian areas" of the White House. But still under study are facilities for staff at social events and use in the private quarters. "We have to make sure they meet the needs of the family," Walters said. Recycling may be the most visible aspect of the project, with sorting bins popping up over the building. The White House had been recycling newspapers and junk mail for some time when Barbara Bush suggested

Walters said. Carrying this effort forward, Hillary Rodham Clinton suggested separating the glass into three colors and adding plastics, white paper and cardboard. Outside the main kitchen, recycling bins collect the recyclable materials discarded each day. These are emptied into much larger containers for each category that are stored in a service area under the North Portico. Private trucking companies remove the contents periodically.

There also are recycling bins in the kitchen in the second-floor family quarters, Walters said. But if Chelsea and her friends have a slumber party, they do not have to sort the soda cans and bottles. The housekeeping staff takes care of that, said Walters.

In every home, paints, cleaning supplies and pesticides can cause indoor air pollution. Unlike the average Washington home, the White House has its own paint shop and two full-time painters. The report recommended that procedures for painting and storing supplies be changed to lessen the amount of volatile organic chemicals in the air. Walters said changes in cleaning supplies are being considered, and the painting facility is being upgraded.

Lawns and gardens also can be harmful to the broader environment, so the task force recommended many changes in the gardening and landscaping procedures. Superintendent of Grounds Irvin Williams, who cares for the lawns and gardens along with the National Park Service, said the White House has been using Integrated Pest Management (an environmentally sound method relying on a minimum of pesticides to control insects) and composting yard waste. Fertilizing is done only in the fall to avoid the chance of spring rains washing the chemicals into Chesapeake Bay.

Watering is generally limited to early morning hours to conserve water, and the staff uses reel mowers most of the time, leaving grass clippings on the lawn to help fertilize it rather than carting them to overflowing landfills. The White House has one mulching mower and will buy more when necessary, Williams said.

But there are no plans to

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Steps You Can Take at Home

Washington area homeowners—and apartment renters as well—can do a "greening" project of their own, taking the White House as a model. Here's how to get started.

■ The first step in the Greening of the White House was a comprehensive energy audit. Local utilities often will do a free audit of your house, and private companies can do a more complete one using what is called a blower door test to identify how much air enters and escapes from a home.

■ When it comes to reducing the

amount of energy used at home, the most effective step is to upgrade the heating and cooling systems. Local utilities offer rebates to customers who invest in high-efficiency furnaces and heat pumps. Less expensive steps to cut down energy use include installing a programmable thermostat and having heating and cooling systems tuned up regularly.

■ New high-efficiency refrigerators on the market, such as Whirlpool's "Golden Carrot," use about half as much energy as older models. This can reduce

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Steps

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energy bills \$300 to \$500 over an appliance's lifetime.

■ The average household spends about \$99 a year on energy used for lighting. Compact fluorescent bulbs use only half as much energy as incandescent bulbs and last about 10 times longer.

■ Water is a scarce resource, as is the energy used to heat water. Faucet aerators and low-flow shower heads reduce the amount of hot water a family uses. Replacing faucets and shower heads can cut an average house's energy bill \$36 a year with a gas water heater and \$86 with electric. They can cut the water bill by \$33 a year.

■ Windows are responsible for about 10 percent to 25 percent of a house's heat loss in the winter and 20 percent to 30 percent of the cooling bill in the summer. This energy loss can be reduced by using curtains, especially insulated ones, adding storm windows, or, as in the White House complex, replacing windows with double-paned, low-emissivity ones.

Many of these suggestions came from a book being prepared by the Rocky Mountain Institute, a nonprofit foundation that does research on sustainable use of resources. Its new book, "The Energy Efficient Home," is scheduled to be published in 1995.

-T.S.

White House

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reduce the size of the 12-acre expanse of lawn by planting native plants that require less water and fertilizer, another recommendation by the task force. Williams said the lawn is important because it frequently is used for special activities, from the annual Easter Egg Roll to picnics and ball-throwing ceremonies.

The plantings in the three special gardens also are still traditional ones. The West, or Rose Garden, for example, has hybrid tea and floribunda roses and bedding plants that require frequent use of pesticides and fungicides.

The White House and its lawn are not likely to turn into a trendy Southern California-type house with solar panels on the roof and native grasses facing Pennsylvania Avenue any time soon. But in small steps, it is evolving into what environmentalists would call a more sustainable living space.