

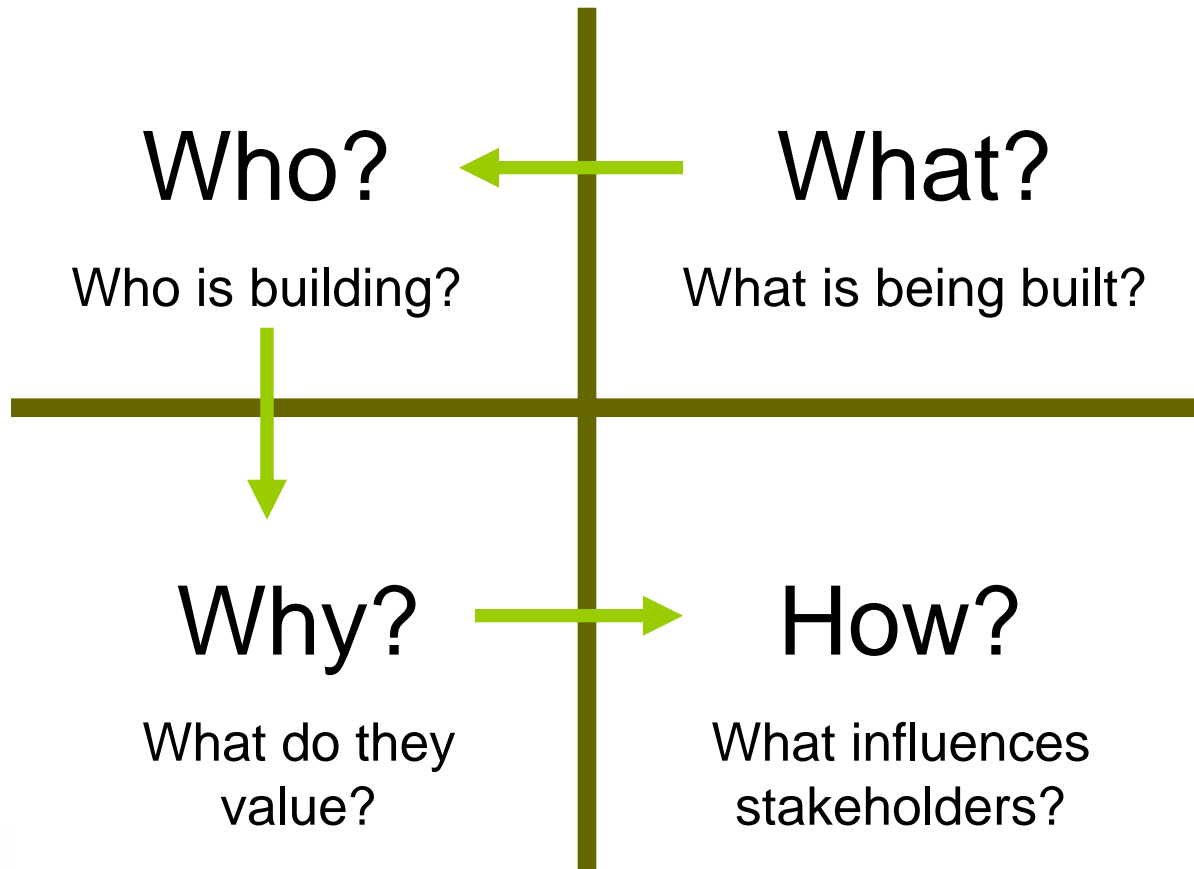
Tips for Setting Up Your Green Building Program

Greening Infill
December 6, 2007

Karen Kho

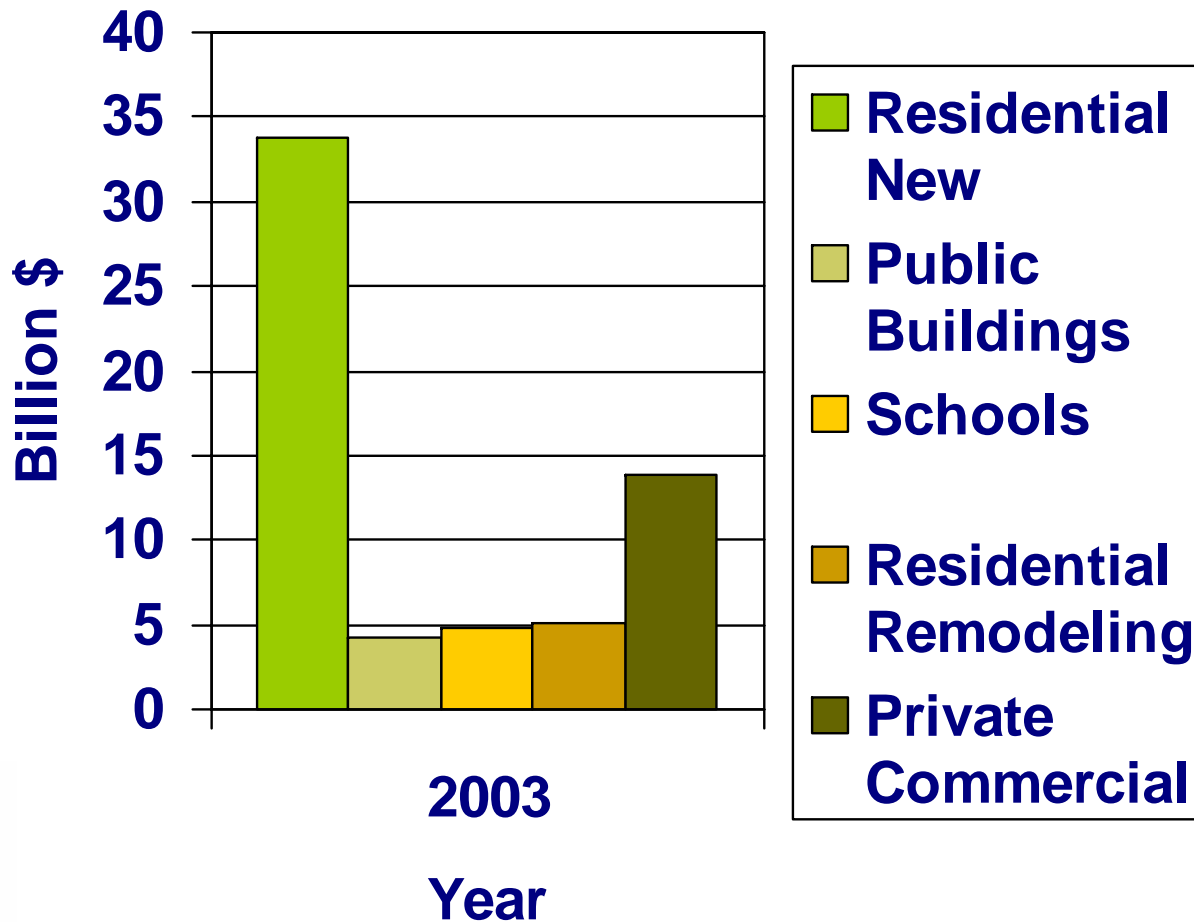


Know Your Audience



Construction by Sector

Construction Investment in CA



Residential Sector Analysis

WHAT	WHO	WHY	HOW
Mass-Produced Homes & Apartments	Homebuilders, Developers, Contractors	Profit, Predictability	Standards Financial Incentives Education
Custom Homes & Remodels	Custom Builders, Architects	Status, Performance	Awards, Ratings, Education
Affordable Housing	Non-Profit Developers, Architects	Social Equity, Environment	Incentives, Education
Eco-housing	Green Builders	Environment, Affiliation	Education

Typical Program Elements

Elements	Purpose	Ease*
Policies & Contracts	Establish standards	Low
Guidelines/Standards	Promote best practices	High
Professional Education	How-to Information	High
Technical Assistance	How-to information	Low
Incentives & Grants	Reward excellence Promote competition	Low
Consumer Outreach	Increase demand	Med

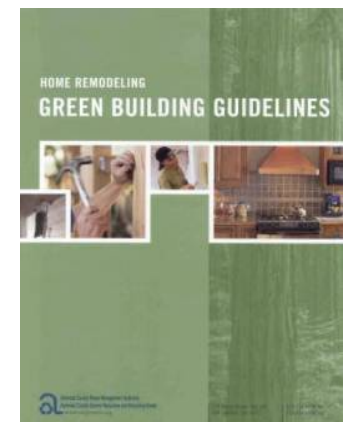
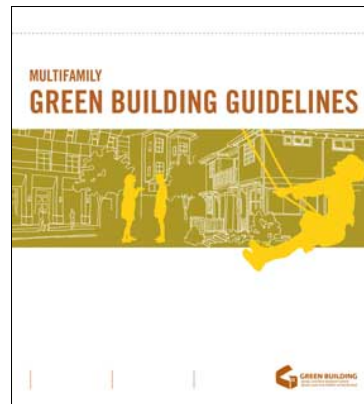
* Relative ease of implementation

Educate, Educate, Educate

- Staff and elected officials
 - Public Works
 - Planning
 - Building
- Building professionals – target the mainstream
- Homeowners

Don't Reinvent the Wheel

- Partner with neighboring cities, nonprofits and local building professionals
- Use existing green building guidelines and standards



Policy Consistency

- Internal Green Team
 - Elected Officials
 - Senior Management
 - Staff
- Compatible city policies
- Clear message to building industry and community
- Interdepartmental coordination

Lead by Example

- ❑ Green a project before adopting a policy
- ❑ Use LEED as a standard or guide
- ❑ Require green building and sustainable landscaping in civic buildings
- ❑ Develop a policy compatible with city's project approval and budgeting process

Private Sector Projects

Implementation Options:

- ❑ Require checklist
- ❑ Require consultation
- ❑ Include green building in staff analysis
- ❑ Include in conditions of approval
- ❑ "Beauty contest"



Single-Family GreenPoint Checklist

date: _____



The GreenPoint Checklist is based on the various green features incorporated into the home and is the basis for the GreenPoint Rated program. A home can be considered green if it fulfills the prerequisites, earns at least 50 points, and meets the minimum points per category: Energy (30), Indoor Air Quality/Health (5), Resources (6), and Water (9). Please contact Build It Green for a list of qualified GreenPoint Raters if you are interested in pursuing third-party verification. The green building practices listed below are described in the New Home Construction Green Building Guidelines, available at www.builditgreen.org.

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ENTER PROJECT NAME					
	Community	Energy	IAQ/Health	Resources	Water
A. SITE					
					Available Points Per Measure
1. Protect Native Soil and Minimize Disruption of Existing Plants & Trees					
<input type="checkbox"/>	a. Protect Native Topsoil from Erosion and Reuse after Construction	1			1
<input type="checkbox"/>	b. Limit and Delineate Construction Footprint for Maximum Protection				1
2. Deconstruct Instead of Demolishing Existing Buildings On Site					
<input type="checkbox"/>				3	
3. Recycle Job Site Construction Waste (Including Green Waste)					
<input type="checkbox"/>	a. Minimum 50% Waste Diversion by Weight (Recycling or Reuse) - Required			P	
<input type="checkbox"/>	b. Minimum 65% Diversion by Weight (Recycling or Reuse) (total 2 points)			2	
<input type="checkbox"/>	c. Minimum 80% Diversion by Weight (Recycling or Reuse) (total 4 points)			2	
4. Use Recycled Content Aggregate (Minimum 25%)					
<input type="checkbox"/>	a. Walkway and Driveway				1
<input type="checkbox"/>	b. Roadway Base				1
Total Points Available in Site = 12					
B. FOUNDATION					
					Available Points Per Measure
1. Replace Portland Cement in Concrete with Recycled Flyash or Slag					
<input type="checkbox"/>	a. Minimum 20% Flyash or Slag (total 1 point)				1
<input type="checkbox"/>	b. Minimum 25% Flyash or Slag (total 2 points)				1
2. Use Frost-Protected Shallow Foundation in Cold Areas (C.E.C. Climate Zone 16)					
<input type="checkbox"/>				3	
3. Use Radon Resistant Construction (In At-Risk Locations Only)					
<input type="checkbox"/>			1		
4. Design and Build Structural Pest Controls					
<input type="checkbox"/>	a. Install Termite Shields & Separate All Exterior Wood-to-Concrete Connections by Metal or Plastic Fasteners/Dividers				1
<input type="checkbox"/>	b. All New Plants Have Trunk, Base, or Stem Located At Least 36 Inches from Foundation				1
Total Points Available in Foundation = 8					
C. LANDSCAPING					
					Available Points Per Measure
1. Construct Resource-Efficient Landscapes					
<input type="checkbox"/>	a. No Invasive Species Listed by Cal-IPC Are Planted				1
<input type="checkbox"/>	b. No Plant Species Will Require Hedging			1	
<input type="checkbox"/>	c. 75% of Plants Are California Natives or Mediterranean Species				3
2. Use Fire-Safe Landscaping Techniques					
<input type="checkbox"/>				1	
3. Minimize Turf Areas in Landscape Installed by Builder					
<input type="checkbox"/>	a. All Turf Will Have a Water Requirement Less than or Equal to Tall Fescue				2
<input type="checkbox"/>	b. Turf Shall Not Be Installed on Slopes Exceeding 10% or in Areas Less than 8 Feet Wide				2
<input type="checkbox"/>	c. Turf is ≤33% of Landscaped Area (total 2 points)				2
<input type="checkbox"/>	d. Turf is ≤10% of Landscaped Area (total 4 points)				2
4. Plant Shade Trees					
<input type="checkbox"/>					3
5. Group Plants by Water Needs (Hydrozoning)					
<input type="checkbox"/>					2
6. Install High-Efficiency Irrigation Systems					
<input type="checkbox"/>	a. System Uses Only Low-Flow Drip, Bubblers, or Low-flow Sprinklers				2
<input type="checkbox"/>	b. System Has Smart (Weather-Based) Controllers				3
7. Apply Two Inches of Compost in the Top 6 to 12 Inches of Soil					
<input type="checkbox"/>					3
8. Mulch All Planting Beds to the Greater of 2 Inches or Local Water Ordinance Requirement					
<input type="checkbox"/>					2
9. Use 50% Salvaged or Recycled-Content Materials for 50% of Non-Plant Landscape Elements					
<input type="checkbox"/>				1	
10. Reduce Light Pollution by Shielding Fixtures and/or Directing Light Downward					
<input type="checkbox"/>				1	

Encourage 3rd Party Ratings

- Third party-programs:
 - Offer credibility and rigor
 - Typically points-based options
 - Provide quantification of benefits

- Most-requested Incentives:
 - “Fast-Track” Permitting
 - Density Bonuses
 - Reduced Parking
 - Rebates or Special Financing



Know Your Capacity

- Staff & industry knowledge
- Quantity and type of construction activity
- Mandatory policies require:
 - Legal review and findings
 - Additional staff time
 - Additional funding
 - Specialized technical training
 - Community outreach

Communicate Your Successes

- Showcase green projects
- Home Tours & Awards Ceremonies
- Seek opportunities for free advertising
 - Bill inserts
 - Community newsletters

Alameda County Policies

Jurisdiction	Civic		Commercial			Residential		
Alameda Cty	LEED Silver	R	USGBC					
Albany	LEED Gold	R	USGBC	LEED Certified	R	USGBC	50 GreenPoints	R City
Alameda								
Berkeley	LEED Silver	R	USGBC	LEED			GreenPoint checklist	R Build It Green
Dublin	LEED Silver	R	USGBC	LEED			Residential GB Guidelines	
Emeryville				LEED			MF GreenPoint Checklist	
Fremont	LEED Silver	R	USGBC					
Hayward	LEED Silver	R	USGBC				MF GreenPoint Checklist	
Livermore	LEED Silver	R	USGBC	20 LEED credits	R	City	50 GreenPoints	R City
Newark	LEED Silver	R	USGBC					
Oakland	LEED Silver	R	USGBC	LEED			Residential GB Guidelines	
Piedmont								
Pleasanton	LEED Silver	R	USGBC	LEED "equivalent"	R	City	50 GreenPoints	R City
San Leandro				LEED			Residential GB Guidelines	
Union City	LEED Cert.	R	USGBC	LEED			Residential GB Guidelines	

R = requirement



Contact Information

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