

July 20, 2012

Save the Date



Our annual GreenTrends Conference is moving to the Fall, so mark your calendars!

GreenTrends 2012
Sept 12-14, 2012
 PGA National Resort
 Palm Beach Gardens, FL

www.GreenTrends.org

RESERVE A BOOTH

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Project Spotlight: Martin County Fire & Rescue Station #22

Martin County, situated in the "Treasure Coast" area of southeast Florida, has committed to Florida Green Building Coalition certification for all of its new public buildings. This newest project is a 6,543 square foot fire station. As a public and emergency management project, the team focused on items that would improve the health and efficiency of the building while also improving the long term durability of the fire station. The fire station was constructed on a previously disturbed site inside the urban growth area, which helps to conserve open space. Energy efficiency was achieved through improving the building envelope, reflective roofing, efficient equipment and lighting, completing a solar study of the building, and using occupancy sensors. Water conservation measures earned the facility a Florida Water StarSM certification achieved through the use of efficient fixtures, Florida Friendly Landscaping, and rainwater harvesting. Rain barrels provide a passive watering system for foundation plants in lieu of installed irrigation. A healthy interior was achieved through the use of low Volatile Organic Compound paints and adhesives, low off-gassing interior finishes, and a commitment to using healthy cleaning products. The project chose local materials, recycled content materials, and recycling of construction waste to reduce the impacts of the new construction on the community. Priority parking locations were designated for carpooling and hybrid vehicles. The project purchased Green Power equivalent to 75% of their annual energy consumption.



Commercial Retrofit Market Could Reach \$152 Billion

Pike Research recently announced the findings of its "Energy Efficiency Retrofits for Commercial and Public Buildings" report, which estimates that global energy efficient retrofits for commercial buildings will nearly double by 2020. In 2012, the market value was \$80.3 billion, but the clean tech research firm estimates it will be worth \$151.8 billion in 2020.

In particular, North America's revenues from green building retrofits will more than double, reaching \$35.3 billion by

[Florida Has Highest Mortgage Fraud Investigation Rate](#)

[Broward League of Cities Votes to Oppose Nuclear Cost Recovery Law](#)

[PSC Denies Gulf Power Hearing for Escambia County Nuclear Plant](#)

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Quick Links

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CERTIFICATION NEWS

Newest Certifications

Commercial

Martin County Fire & Rescue Station #22
Certified: 7/9/12
Score: 136
Level: Gold

Local Governments

City of Hollywood
Certified: 7/6/12
Score: ????
Level: Silver

Village of Pinecrest

Certified: 5/8/12
Score: 37%
Level: Silver

City of Coral Springs

Certified: 5/8/12
Score: 36%
Level: Silver

"Florida Green" Certifications to Date

Homes

2020. However, Western Europe will remain the market leader, with Asia Pacific as a close second.

The market drivers for energy efficient retrofits in commercial buildings are varied, according to Pike Research. They may include environmental concerns, reduction in operational costs, social responsibility, and/or an increase in property value. [[More](#)]

Builder Survey: Buyers Will Pay Up to 25 Percent More for Green

A new poll of 250 residential builders reveals that homebuyers are willing to pay a premium for more environmentally friendly, green-built homes. More than half of the homebuilders said buyers would pay 11 to 25 percent for such a home. The survey also revealed that the average green buyer is between the ages of 35 and 50. [[More](#)]

Award Bids Based on Greatest Energy Savings New Jersey Goes for Value, Not Lowest Bid

New Jersey recently passed Bill A-2313, which allows contracts to be awarded based on which bids provide the greatest energy savings, and allows energy service companies to choose among a list of prequalified vendors. Among other things, the bill would eliminate a requirement that state contracts be awarded to the lowest bidder. Instead, it would allow contracts to be awarded on a basis of best value, a standard that would permit New Jersey to award deals based on which bids provide the greatest energy savings. Sounds like a great idea! [[More](#)]

Will the plastics industry kill LEED?

The latest skirmish in a decade-old battle broke out this week, as 20 trade groups announced a new coalition to challenge the U.S. Green Building Council's LEED rating system as the dominant standard for buildings.

The new coalition, the American High-Performance Buildings Coalition, includes the U.S. Chamber of Commerce, the American Chemistry Council, the National Association of Manufacturers, the Vinyl Institute, the Vinyl Siding Institute, the Flexible Vinyl Alliance, the Society of the Plastics Industry and 20 other industry associations. The group is lobbying the U.S. General Services Association, which requires the LEED standard for all federal buildings, to reconsider, opting instead to require the Green Globes standard, considered to be friendlier to industry, including the plastics industry.

The latest skirmish is over the chemical and plastics industries' objection to LEED's proposed fourth-generation standard, known as LEED v4, which originally allowed

884 Homes in 2012
5,013 total as of 7/6/12

Commercial Buildings

Registered: 15
Certified: 6

Hi-Rise

Registered: 4
Certified: 1

Land Development:

Registered: 61
Certified: 16

Local Government

Registered: 56
Certified: 39

Multi-Family

In 2012
26 Buildings
302 Units

Florida Water Star Certifications NFWMD and SRWMD Areas

2 Homes in 2012

Education Opportunities

July 26th 10 a.m. (Webinar)

DEP Workshop -

Development of
Statewide Environmental
Resource Permitting Rule
in Florida

[\[Register\]](#)

July 26th 11 a.m. (Webinar)

Getting to NetZero

This 30 minute program
introduces the Sefaira
Concept.

[\[Register\]](#)

August 14-15, 2012 FGBC Certifying Agent Designation Course

(To become a Certifying
Agent)

Florida Solar Energy
Center
1679 Clearlake Road
Cocoa, FL

[\[Register\]](#)

September 12, 2012 Certifying Agent Annual Active Status Verification Course

PGA National Resort
Palm Beach Gardens, FL

[\[Register\]](#)

buildings to score points for avoiding certain chemicals of concern, such as polyvinyl chloride, or PVC. The chemical-plastics industry coalition complained that these are "arbitrary chemical restrictions" and claims that LEED is "becoming a tool to punish chemical companies." But the draft has since been changed, to provide only credit for using "good" materials, not avoiding "bad" ones. Still, the chemical and plastics industries seem to find this threatening. The industry group also claims that LEED v4 is not "science-based" and does not use a "true consensus approach" to development.

[\[More\]](#)

Research Indicates Florida Ripe for 55+ Communities

A National Association of Home Builders analysis indicates that the share of 55+ households will grow every year through 2019, when the 55+ category will account for nearly 45 percent of all U.S. households.

"As more baby boomers approach retirement and the average age of the U.S. population increases, many businesses - including home builders - are showing increased interest in designing products that appeal to customers 55 and older," said Paul Emrath, NAHB's vice president of survey and housing policy research. "This research shows that 55+ developments should be possible in every state where population density is sufficient to support new communities of a size that can provide a variety of attractive amenities."

The data show 43.9 million households are headed by someone 55 years old or higher, accounting for nearly 38 percent of all U.S. households. Among the 50 states and the District of Columbia, the share of households ranges from 31 to 45 percent. West Virginia tops all states, with 45 percent of its households headed by someone 55 or older, followed by **Florida at 44 percent**, Hawaii and Maine (each at 43 percent) and Pennsylvania and Montana (at 42 percent). At the other end of the scale, Utah and Alaska are the only states where less than one-third of the households are 55+.

For 97 percent of all 3,143 counties, the share of households age 55 or older is more than 30 percent. At the high end, 44 counties have a 55+ household share of over 60 percent. Mineral County, Colo., and **Sumter County, Fla.**, are the highest ranked counties in the U.S. with 77 percent of their households headed by someone 55 or older. Sierra County, N.M., follows closely behind at 74 percent, while both Esmeralda County, Nev., and Wheeler County, Ore., come in at 71 percent each.

Florida Has Highest Mortgage Fraud Investigation Rate

Florida had the most mortgage fraud investigations in 2011 compared to the number of new loans, according to a new report. The [LexisNexis Mortgage Fraud Report](#), released July

Calendar of Events

July 19-22, 2012 AIA-Florida Conference

The Breakers
Palm Beach, FL
[Register](#)

July 26-28, 2012 Southeast Building Conference

Orange County
Convention Center
Orlando, FL
[Register](#)

August 15-17, 2012 Florida Energy Summit

Rosen Shingle Creek
Orlando, FL
[Register](#)

August 17, 2012 8 a.m. - 5 p.m.

2012 UNF / EPB Environmental Symposium

UNF University Center
Jacksonville, FL
[Register](#)

August 23-25, 2012 FL League of Cities Annual Conference

Westin Diplomat
Hollywood, FL
[Register](#)

Sept. 12-14, 2012

GreenTrends Conference & Tradeshaw

PGA National Resort
Palm Beach Gardens, FL
Keynote: Jerry Yudleson
[Register](#)

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Articles of Interest

Green Certification Saves Money

[\[More\]](#)

Spray Foam Insulation - Open or Closed Cell?

[\[More\]](#)

The Business Case for Green Marketing

If you've ever wondered
if weaving sustainability
into your business model

11, reveals the competition wasn't close. Florida's mortgage fraud index (MFI) was 766 last year, meaning the state had 7.6 times the amount of ongoing investigations expected given its amount of loan starts. The state with the second-highest MFI was Nevada, with a score of 290.

But there is good news for Florida. New investigations - cases begun last year - dropped. When only new investigations are considered, Florida's MFI score dips to 227 - third in the nation, its lowest score since the onset of the mortgage crisis in 2007. Florida accounted for 8.74 percent of the total reported investigations, but only 3.85 percent of total new loans, resulting in a score of 227.

There's some more good news for Florida -- the state is not on the list of top 10 states for mortgage fraud collusion, where buyers and sellers team up to misrepresent financial or property data. The report shows that collusion rates jumped to 9.7 percent in 2009, nearly double the previous year, but have dipped back down to 6.8 percent in 2011.

Broward League of Cities Votes to Oppose Nuclear Cost Recovery Law

The Broward League of Cities voted recently to oppose a state law allowing utilities to charge customers for nuclear power plants that may never be built, said Rep. Michelle Rehwinkel Vasilinda, who urged the group to approve the resolution.

The Broward League, representing 31 cities and municipalities, joins the Miami-Dade County League of Cities in seeking a repeal of the nuclear cost recovery law, which is the subject of a Florida Supreme Court challenge filed by the Southern Alliance for Clean Energy. Rehwinkel Vasilinda, D-Tallahassee, and three other legislators have filed briefs in support of the environmental group.

Florida Power & Light Co. and Progress Energy Corp. together have charged customers more than \$1.1 billion since 2008 for nuclear plants.

The Legislature in 2006 passed the nuclear recovery law to encourage energy diversity and the development of new nuclear plants. But critics point out that the plants may never be built and say safer sources of renewable energy should be pursued instead.

PSC Denies Gulf Power Rehearing For Escambia County Nuclear Plant

The Public Service Commission denied a rehearing request by Gulf Power Co. regarding a previous decision in February not to allow a northern Escambia County 4,000-acre proposed nuclear plant site to be figured in as part of a requested rate increase. Gulf Power indicated it may be forced to sell the site

is worth the effort, read on to find out where the ROI is - even if you think your customers don't care.

[\[More\]](#)

Funding Opportunities **USDA Offers \$2.37** **Million for Rural** **Economic Development**

The U.S. Department of Agriculture (USDA) has announced approximately \$2.37 million is available for its Rural Business Opportunity Grant program. USDA is providing grants up to \$50,000 to help communities, non-profits, Indian tribes, rural cooperatives and higher education institutions promote sustainable economic development in rural communities with exceptional needs. Grant funds can support community economic development, feasibility studies, leadership and entrepreneur training, rural business incubators, and long-term business strategic planning. Applications due by August 6, 2012. [\[More\]](#)

FGBC Committee **Meetings**

Affordable Housing

3rd Thursday-monthly
10 a.m.

Board of Directors

2nd Wednesday-monthly
3 p.m.

Commercial

1st Tuesday-monthly
3 p.m.

Education

1st Thursday-monthly
2 p.m.

GreenTrends

4th Tuesday-monthly
2 p.m. **(New Time)**

Hi-Rise Residential

3rd Tuesday-monthly
11 a.m.

Homes

acquired in 2008 should the commission stick with its decision.

Commissioners in February had sided with opponents, including the Office of Public Counsel, the Florida Industrial Power Users Group and the Florida Retail Federation who said the utility had acquired 2,200 acres near Caryville more than 30 years ago for a new power plant but had not built there.

Gulf Power says the Caryville site is too small for a nuclear plant. The northern Escambia County site is closer to populated areas where additional power may be needed, the utility said. The utility also argued that the commission mistakenly confused costs associated with the northern Escambia County site with nuclear cost recovery as allowed under a contentious 2006 state law. Gulf Power said it instead was seeking recovery through a \$101.6-million rate increase request, which the PSC cut by \$37 million in February.

Getting to Net Zero Begins at Concept **New Web-Based Design Program Launched**

Sefaira, a leader in energy efficiency software for building design, construction and management, recently announced the public launch of Sefaira Concept - a new web application built to revolutionize the design of low and zero energy buildings.

The key features of Sefaira Concept include:

- * Rapid energy modeling: Fast feedback on whole-building energy use, carbon emissions, and utility costs
- * Integrated water analysis: Quickly investigate measures for water reduction, gray water reuse, and rainwater capture
- * Renewable energy calculations: Test a wide range of renewable energy technologies to find the right ones for a building and site
- * Explore the design space: Analyze multiple design options simultaneously, compare options side-by-side, and iterate through a number of variations

Sefaira will host a 30-minute webinar on Thursday, July 26, 2012 at 11 a.m. EDT to introduce Concept. [\[Register\]](#)

Housing Production Hits Highest Level Since 2008 **But Florida Shows A Retreat In Activity**

Nationwide housing production rose by 6.9 percent to a seasonally adjusted annual rate of 760,000 units in June, according to newly released figures from HUD and the U.S. Census Bureau. This is the fastest pace of new-home construction since October of 2008.

Single-family housing starts rose for a fourth consecutive month to a seasonally adjusted annual rate of 539,000 units in June, their fastest pace since April of 2010. Meanwhile,

2nd Tuesday-monthly
2 p.m.

Land Development,
Quarterly
(New schedule)

Local Government
1st Tuesday-monthly
10:30 a.m.

**Membership
Committee**
3rd Thursday-monthly
4 p.m. (New Time)

**Programs &
Promotions**
3rd Thursday-monthly
4 p.m. (New Time)

multifamily starts rose 12.8 percent to 221,000 units, in keeping with the solid pace of demand for rental units.

Regionally, combined single-and multi-family housing starts rose 22.2 percent in the Northeast and 36.9 percent in the West, but fell back 7.3 percent in the Midwest and 4.2 percent in the South in June. However, the declines were entirely due to monthly volatility on the multifamily side, as single-family starts posted gains across every region in June. Permit issuance rose 2.9 percent in the West and held unchanged in the Northeast, but retreated 0.8 percent in the Midwest and 8 percent in the South in June.

Florida Home Sales, Prices Tick Up in June

According to the Florida Realtors®, residential real estate has finally taken some meaningful strides toward recovery, and they've all been self-powered without divine (or governmental) intervention. Pending Sales increased 31.0 percent for single-family homes and 22.5 percent for townhouse-condo properties. The Median Sales Price was up 8.2 percent to \$151,000 for detached homes and 15.8 percent to \$110,000 for attached properties. In June, inventory supply decreased 39.8 percent for single-family units and 39.8 percent for townhouse-condo units. [[Full Report](#)]



**September 12-14, 2012
PGA National Resort & Spa
Palm Beach Gardens, FL**

Surf's Up! The construction economy is recovering and we feel the excitement everywhere. Join us for the annual GreenTrends Conference & Tradeshow hosted this year at the beautiful PGA National Resort & Spa in Palm Beach Gardens, September 12-14, 2012.

Keynote: Jerry Yudelson - the "Godfather of Green"



For more information:

<http://www.floridagreenbuilding.org/greentrends>

Exhibit space is limited so you're encouraged to reserve a booth soon. For more information, download the [exhibitor information brochure](#).

Exhibitor Rates

Member Rate: \$599

Non-Member Rate: \$750

