

GreenTrends 2013  
Save the Date!

Member Spotlight:  
Conn Receives RESNET Best Idea Award

## Bridging the Divide



August 20-23, 2013  
Ritz-Carlton  
Sarasota  
Sarasota, FL

[www.GreenTrends.org](http://www.GreenTrends.org)

RESERVE A BOOTH



*David Bean, Insulate America; Jane Conn, ES Green & Company; and Steve Baden, RESNET*

A new feature of the 2013 RESNET Building Performance Conference was the Insulate America/RESNET Best Idea Contest. The rating industry was solicited to submit their program innovations. Three winners were selected from all the submissions. **Jane Conn**, principal of Tallahassee-based **ES Green and Company** was recognized for a "Best Idea Award" in marketing. Read the story of how ES Green & Company went from a fledgling start-up to the leading provider of certification services in north Florida. [[More](#)]

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## Making the Case for Energy Efficiency Retrofits

How often have you been asked by a client what the payback period is for an energy upgrade you are trying to convince them to undertake? A research study by DB Climate Change Advisors (DBCCA) and The Rockefeller Foundation examines the potential size and investment opportunity of upgrading and replacing energy-consuming equipment in U.S. residential, commercial and industrial real estate.

The chart below details some of the key technology upgrades that are likely to be used in a commercial building or multifamily retrofit. Although these are not universally applicable across all of the building segments, it provides a picture of the types of technology used in an upgrade. [[View the full report](#)]

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## Articles of Interest

**FGBC In the News**  
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**Retrofitting the Southeast: The Orlando Cool Energy House Case Study**  
[\[More\]](#)

**Federal Government May Abandon LEED Endorsement**  
[\[More\]](#)

## Quick Links

[Join FGBC](#)

[Linkedin Group](#)

[Facebook Blog](#)

## Certification Counts

### "Florida Green" Certifications To Date

#### Homes

136 Homes in 2013  
5,557 total as of 2/28/13

#### Commercial Buildings

Registered: 20  
Certified: 7

#### Hi-Rise

Registered: 4  
Certified: 1

## Energy Conservation Measures (ECMs) Payback Periods

Controls	Payback (yrs.)
Controls retrofits and control strategies	3-4
Demand controlled ventilation	2-5
<b>Mechanical</b>	
Variable flow primary/secondary systems with controls, VFDs	2-4
<b>HVAC</b>	
Constant speed air handlers to variable air volume	2-4
VAV boxes, control setpoints, box flow minimums	5+
Boiler conversions from steam to hot water	5-8
High efficiency fully condensing boilers	6-8
High efficiency VFD chiller system	8-12
<b>Lighting</b>	
Install controls to schedule and interior systems	2-4
Convert incandescent to CFL	1-3
Replace exit signs with LED kits	<2
Convert T12 to high efficiency T8s with electronic ballasts	2-5
Reported in the "United States Building Energy Efficiency Retrofits: Market Sizing and Financing Models" report by the DB Climate Change Advisors (DBCCA) and The Rockefeller Foundation.	

Buildings account for approximately one-half (49%) of all energy consumed in the United States, 75 percent of all electricity, and are responsible for 40 percent of global carbon emissions.

The report summarized the market potential as:

- Scaling building energy efficiency retrofits in the United States offers a \$279 billion dollar investment opportunity. The energy savings over 10 years could total more than \$1 trillion.
- Investments in residential energy efficiency upgrades offer \$182 billion of investment potential, much of it in single-family residential properties.
- Commercial real estate sectors offer \$72 billion of investment potential, distributed across a variety of sub-segments.
- Institutional real estate sectors offer \$25 billion of investment potential.

## Appraisal Institute Releases Enhanced 'Green' Addendum

The Appraisal Institute (AI) released on March 7 an updated version of its Residential Green and Energy Efficient Addendum. The form is designed to assist in the valuation of energy-efficient home features. AI originally issued its' green addendum in September 2011 as an optional form to Fannie Mae Form 1004.

The addendum allows appraisers to identify and describe a home's green features, from solar panels to energy-saving appliances. Form 1004 devotes limited attention to energy-efficient features, so green data usually doesn't appear in appraisal reports or is included in a lengthy narrative that often is ignored.

Updates to the addendum include new fields for energy

### Land Development

Registered: 61  
Certified: 12

### Local Government

Registered: 56  
Certified: 44

### Multi-Family

In 2012  
26 Buildings  
302 Units

### Florida Water Star Certifications NFWFMD and SRWMD Areas

3 Homes in 2012

## Education Opportunities

**March 18, 2013**  
**DOE Webinar**  
**Alternative Fuel Laws and  
Incentives**

[\[More\]](#)

**March 19, 2013**  
**DOE Webinar**  
**Commercial PACE Model**

[\[More\]](#)

**March 19, 2013**  
**ARCSA Webinar**  
**Time: 4 - 5 p.m. EST**  
**Condensate Collection  
Systems**

[\[Register\]](#)

Sponsored by: [ARCSA](#)

**April 24-25, 2013**  
**FGBC Certifying Agent  
Designation Course**  
Florida Solar Energy Center  
Cocoa, FL

[\[Register\]](#)

**June 6, 2013**  
**FGBC Certifying Agent  
Annual Verification  
Course**

Fort Lauderdale, FL

[\[Register\]](#)

**August 21-22, 2013**  
**FGBC Certifying Agent  
Designation Course**

Florida Solar Energy Center  
Cocoa, FL

[\[Register\]](#)

**August 23, 2013**  
**FGBC Certifying Agent  
Annual Verification  
Course**

categories and revisions to the way solar photovoltaic energy features are noted so as to make the category more relevant to the market. The form also includes references to aid appraisers in completing the solar section and a helpful glossary.

[\[More\]](#)

[\[Addendum\]](#)

[\[What Builders Can Do to Help the Appraisal Process\]](#)

## Jacksonville Study Explores Efficiency Of Encapsulated Ducts

There are almost 3.9 million houses in Florida alone (U.S. Department of Commerce 2003), most with ducts located in vented attics. A feasible and cost-effective retrofit strategy is needed to reduce duct losses in existing homes in hot-humid climates. Through past research, the Consortium for Advanced Residential Buildings (CARB) has demonstrated the benefits of buried ducts and buried and encapsulated ducts in new construction applications.

The buried and encapsulated duct strategy, which utilizes ccSPF to address condensation concerns, was developed specifically for hot-humid climates. Buried and encapsulated ducts have the potential to substantially improve the thermal performance of existing ductwork and reduce duct air leakage rates. To evaluate the buried duct concept in a retrofit scenario for a hot-humid climate, encapsulated and buried and encapsulated ducts were installed and their performance was monitored in three Jacksonville homes. [\[More\]](#)

## US GSA Analyzes Green Rating Systems

Section 436(h) of the Energy Independence and Security Act (EISA) requires the U.S. General Services Administration (GSA) to evaluate green building certification systems every five years to identify a system and certification level "deem(ed) to be most likely to encourage a comprehensive and environmentally sound approach to certification of green buildings".

GSA completed its most recent evaluation of green building certification systems in March 2012. This evaluation includes certification systems for new construction, major renovations and existing buildings (ongoing operations). View the most recent [\[Green Building Certification System Review\]](#) [\[More\]](#)

## PACE Webinar Highlights Recent Trends

The Energy Department will present a live webcast titled "Commercial PACE-Updates from the Field and New Resources for

Sarasota, FL  
(In conjunction with  
GreenTrends)  
[\[Register\]](#)

**November 15, 2013  
FGBC Certifying Agent  
Annual Verification  
Course**

Gainesville, FL  
[\[Register\]](#)

## Calendar of Events

**March 19-21, 2013  
Power-Up Energy Expo**  
Emerald Coast Convention  
Center  
Fort Walton Beach, FL  
[Register](#)

**March 20, 2013  
(5 - 8:30 p.m.)  
CSI Suncoast Chapter  
Tradeshaw**  
The Sahib Shrine Temple  
600 N. Beneva Road  
Sarasota, FL  
[More](#)

**April 11-13, 2013  
Reclaim + Remake  
Symposium**  
Crough Center for  
Architectural Studies School  
of Architecture and Planning,  
The Catholic University of  
America  
Washington, DC  
[More](#)

**April 12, 2013 8:30 a.m. -  
5:30 p.m. EST  
Water Conservation Expo  
& Vendor Fair**  
West Palm Beach, FL  
[More](#)

**April 16-17, 2013  
FHBA Legislative  
Conference**  
Tallahassee, FL  
[More](#)

**April 25-26, 2013  
Florida Green Business  
Expo**  
Indian River State College  
Fort Pierce, FL  
[More](#)

**April 26, 2013  
Green Symposium**  
Stetson University  
Deland, FL  
[More](#)

Program Design and Implementation" on Tuesday, March 19,  
from 2:00 p.m. to 3:30 p.m. Eastern Daylight Time.

The commercial property-assessed clean energy (PACE) model offers governments an innovative way to support clean energy projects in the private sector. This webinar will provide an update on commercial PACE trends and introduce a new Energy Department resource, as well as feature experiences from the field. Register to attend the webinar. [\[More\]](#)

## Price, Proximity to Work and Design are Key Concerns for Home Buyers

Price and proximity to work are key concerns for first-time home buyers, while trade-up buyers tend to be most focused on the design of the home and the neighborhood, according to "Characteristics of Home Buyers", an analysis of the recently released 2011 American Housing Survey (AHS) by the National Association of Home Builders (NAHB).

The biennial survey, which is conducted in odd-numbered years by the Census Bureau, covers about 6.8 million home sales that occurred in 2009 and 2010. NAHB's analysis additionally compares the homes that buyers purchased with what they say they want using results from "What Home Buyers Really Want", a new consumer preference survey published by the association.

"Among first-time home buyers, price was the most frequently cited reason for selecting a particular house, with a 38 percent share. At 30 percent, proximity to work was the most frequently cited reason for choosing a specific neighborhood", said David Crowe, NAHB's chief economist.

"The majority of trade-up buyers (36 percent) cited the design of the home as the primary reason for selecting a particular house, with 28 percent citing the looks and design of the community as the reason for choosing a specific neighborhood." [\[View Report\]](#)

## Florida Ranked No. 3 in Clean Energy Jobs

Florida ranked third in 2012 in clean energy jobs, with more than 8,600 jobs created through more than 500 projects, according to a new report by Environmental Entrepreneurs. Environmental Entrepreneurs is a nationwide network of business leaders who advocate for policies that benefit the economy and environment.

The Southeast led the nation in manufacturing-related clean energy job announcements, with more than 13,700 jobs announced last year, about 80 percent of the nation's total, according to the report. Solar, advanced vehicles and wind energy were the leading clean energy manufacturing industries in

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## 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.

### Hi-Rise

3rd Tuesday  
Monthly  
11 a.m.

### Homes

2nd Tuesday  
Monthly  
2 p.m.

### Land Development

4th Wednesday  
Quarterly  
4 p.m.

### Local Government

1st Tuesday  
Monthly  
10:30 a.m.

### Membership and Programs & Promotions

(Joint Meeting)  
1st Wednesday  
Monthly  
3 p.m.

the Southeast. [[More](#)]

## Florida's Solar Rebate Program Remains Unpaid

In 2006, the State of Florida offered a solar rebate of up to \$20,000 for homeowners who installed solar systems. Money the homeowners counted on to pay back the loans for installing the equipment. But then state lawmakers voted to cut the rebates in half. Instead of \$20,000, many homeowners received checks for a little over \$10,000. There are 11,000 Floridians still waiting for the state to fulfill \$26 million in solar rebate promises that never came through.

Patrick Sheehan is the director of the state's new Office of Energy. He doesn't see lawmakers taking up the issue this legislative session, as it would cost over \$25 million to fill all those rebate promises. Meanwhile, the 11,000 who were shorted can do little more than pester state lawmakers to reinstate what was originally promised. There are no plans right now to refund the remaining 11,000 consumers the full rebate they were promised. You can make your feelings known to your local lawmaker on this subject. [[More](#)]

## Fannie & Freddie Plan to Form New Company

As recently reported in the Wall Street Journal, the government-controlled mortgage giants Fannie Mae and Freddie Mac announced that they would try to merge some of the operations the two companies currently perform separately. It appears what's happening is a winding-down of sorts. The third company will begin packaging and selling mortgage securities and then the government can decide what it wants to do with the new company.

Edward DeMarco, the director of the Federal Housing Finance Agency, said the agency would begin forming a new company that would consolidate some of the 'back-office' functions currently replicated individually by each firm. The new company will have its own chief executive and board and for now would be jointly owned by Fannie and Freddie, said Mr. DeMarco, in a speech before the National Association of Business Economics in Washington, D.C.

Fannie and Freddie have operated for decades as independent firms in competition with each other, but last year the FHFA began working with the companies to create a single platform in which home loans could be packaged into securities. The companies were taken over by the U.S. Treasury in 2008 and the FHFA was tasked with conserving the firms' assets until Congress and the White House decided what to do with them.

"What we are trying to do...is to ease the transition from where we are today to wherever lawmakers decide the country ought to ultimately go," DeMarco said. [[More](#)]

## Earn Cash Back with FGBC Rewards Program

The Florida Green Building Coalition Membership Committee recently announced a "Cash Back" rewards program. For every new member recruited, the sponsoring FGBC member earns 10 percent of the new member's annual membership fee. Rewards are applied to the sponsor's annual renewal. Check the FGBC website for details and to download.

Certifying Agents this is a no-brainer for you. Every time you contract for certification services, be sure to include an FGBC membership in your contract price. Fill out the membership form and submit with payment to FGBC to earn your rewards. [[More](#)]

## FGBC Welcomes New Members & Certifying Agents

### **New Members:**

- Joe Adams, Adams Quality Homes, Tallahassee, FGBC sponsor: Randy Conn
- John Classe, Crescent Communities, Winter Garden, FGBC sponsor: John Rinehart
- James Richardson, City of Jacksonville, Jacksonville

### **Re-joining Members:**

- John Bobek, Collis Roofing, Inc., Longwood
- Jason Helvenston, Orlando
- Kurt Lutgert, The Lutgert Companies, Naples
- Danielle Pol, K Hovnanian Homes, Tampa