

February 6, 2014

## PROJECT SPOTLIGHT: Marc Rutenberg Homes The Castaway III - Who Wouldn't Want One?



*The Castaway III is a 4,552-square-foot model home that boasts a Florida-Friendly landscape where 90 percent of the plants are drought tolerant. With a HERS of -15, it also qualifies as a Net Zero Energy home.*

**Marc Rutenberg Homes** prides itself on being a green builder. The Castaway III, a 4,552-square-foot model home in Palm Harbor, is not only drop-dead gorgeous, it's efficient in many areas, smart and powerful. It produces its own energy with solar panels, shuts down power-consuming devices when not needed, and provides feedback to the homeowner in real time. Many of the products used in construction were made from recycled or renewable materials.

The Castaway III model home was the company's first No Electric Bill home. It received a platinum-level certification from the Florida Green Building Coalition (FGBC) under the "Florida Green" Home Standard. With a HERS of -15, it also qualifies as a Net Zero Energy home. FGBC Certifying Agent Drew Smith of Two Trails, Inc. in Sarasota thinks the Castaway III may be one of the most efficient and green homes in the Tampa area.



But Rutenberg didn't stop with energy efficiency. Proving you don't have to sacrifice beauty for efficiency, the Castaway III earned the Florida Water Star<sup>SM</sup> certification for water efficiency. The home boasts a Florida-Friendly



### In This Issue

[PROJECT SPOTLIGHT: Marc Rutenberg Homes...The Castaway III](#)

[SJRWMD Accepting Applications for Cost-Share Projects](#)

[FHFC Seeks Energy Auditors For Retrofit Loan Program](#)

[Water & Land Conservation Amendment Qualifies for November 2014 Ballot](#)

[Do Green Homes Really Deliver?...New Study Shows Likes & Dislikes](#)

[Broward, Tallahassee/Leon County...Take APA National Honors](#)

[Research Shows 'Trust' is Critical to Success in Home Building](#)

[Report: Solar Panels Increase Home Values](#)

[MiaGreen Expo Connects Florida To the South America Green Market](#)

[Net Zero Symposium Invites Collaboration Join the Conversation March 6-7, Gainesville](#)

[Ford Debuts Solar Energy Concept Car](#)

[Duke Energy Named in Top 100 Most Sustainable Corporations in World](#)

[Greenest Vehicles for 2014](#)

[Biomass in Florida - Evil Riches?](#)

[U.S. Senate Approves Delay in Flood Insurance Rate Hikes](#)

[Education Opportunities](#)

[Funding Opportunities](#)

[Calendar of Events](#)

landscape where 90 percent of the plants are drought tolerant. It also has a variety of options for high-efficiency appliances and fixtures that help conserve water inside the home. [Learn more about Florida Water Star](#) and how to incorporate it into your projects.

The home features:

- LED lighting. Although initially more expensive, LED lights are cooler, longer lasting and cost less to operate.
- 60 solar panels generating enough electricity to serve the needs of the home plus return power to the grid
- A solar water heater with an electric backup for cloudy days
- Energy Star windows
- A 5-zone heating and air-conditioning system
- Air venting systems designed to keep the indoor air healthy
- A foundation made of low-carbon footprint cement
- Aerated Autoclaved Concrete block walls
- Synthetic gypsum drywall made from recycled material
- Low-Flow water fixtures, including faucets, toilets and appliances
- Special shower systems for mildew-free showers
- Carpet made from recycled plastic bottles
- Bamboo floors
- Recycled glass tile
- Countertops made from concrete and recycled materials
- Wood treatments made from Goodwin Company's (Micanopy, FL) river-recovered logs
- Smart irrigation system that senses environmental conditions and adjusts the amount of water output
- Electric vehicle charger in the garage

[\[More\]](#)

## SJRWMD Accepting Applications For Cost-Share Projects

The St. Johns River Water Management District (SJRWMD) is accepting applications from Feb. 3 to March 31, 2014, for cost-share funding for projects

[Certification News](#)

[Recent Certifications & Registrations](#)

[FGBC Committee Meetings](#)

[Job Opportunities](#)

[FGBC Welcomes New Members](#)

### Quick Links

[Join FGBC](#)

[GreenTrends](#)

[Join Our Mailing List!](#)

### Articles of Interest

[Ford Debuts Solar Energy Concept Car](#)

[Duke Energy Named in Top 100 Most Sustainable Corporations in World](#)

[Greenest Vehicles for 2014](#)

[Biomass in Florida - Evil Riches?](#)

[U.S. Senate Approves Delay in Flood Insurance Rate Hikes](#)

### Education Opportunities

**March 6-7, 2014 Net Zero Built Environment 2014 Symposium**

University of Florida  
Gainesville, FL

[\[More\]](#)

### Funding Opportunities

**FHFC Multifamily Energy Retrofit Program (MERP)**

[\[More\]](#)

[St. Johns River WMD](#)

[South Florida WMD Water Programs](#)

[Southwest Florida WMD Water Programs](#)

that will provide:

- Nutrient-loading reduction in springsheds, the Indian River Lagoon and other water bodies
- Water conservation that reduces demands through irrigation efficiency or automated tracking of customer water use
- Water resource development that increases the source of available water
- Alternative water supply development that replaces existing or planned groundwater use

Funded projects must benefit one or more of the following District strategic initiatives:

1. Springs Protection
2. North Florida Water Supply
3. Central Florida Water Initiative
4. Minimum Flows and Levels Prevention and Recovery
5. Indian River Lagoon Protection
6. Middle and Lower St. Johns Water Quality Improvement
7. Northern Coastal Basin

The District anticipates making at least \$13 million available for cooperative funding in fiscal year 2014-2015 that begins Oct. 1, 2014. Application forms, evaluation criteria and other details are available on the [District's website](#).

## FHFC Seeks Energy Auditors For Retrofit Loan Program

The Florida Housing Finance Corporation (FHFC) has issued a Request for Qualifications (RFQ) to establish a pool of qualified energy auditors to perform energy audits on properties seeking loans through the Multifamily Energy Retrofit Program (MERP). Properties funding through MERP must show a projected energy savings of at least 15 percent in order to proceed with the retrofit. Properties are eligible for a maximum loan amount of \$5,000 per unit, not including soft costs such as cost of energy audit, credit underwriting fees, and loan servicing fees.

The following items are eligible within the scope of a MERP retrofit: air infiltration sealing (envelope, ducts, weather stripping); appliances, lighting, faucets, showerheads, HVAC systems, programmable thermostats, water heaters, insulation and window

## Calendar of Events

### February 3-5, 2014 The Packaging Conference

Rosen Shingle Creek  
Orlando, FL  
[\[More\]](#)

### February 4-6, 2014 International Builders Show

Las Vegas Convention Center  
Las Vegas, NV  
[\[More\]](#)

### February 20, 2014 (8 a.m. - 3 p.m.) CAI Suncoast Chapter Tradeshow

Tampa Convention Center  
Tampa, FL  
[\[More\]](#)

### February 24-26, 2014 RESNET Building Performance Conference

Sheraton Atlanta Hotel  
Atlanta, GA  
[\[Register\]](#)

### February 27-28, 2014 MiaGreen Expo

Miami Beach Convention Center  
Miami Beach, FL  
[\[Register\]](#)

## Certification News

### Commercial

Registered: 27  
Certified: 8

### High Rise

Registered: 12  
Certified: 2

### Homes

Registered: 6914  
Certified: 6703

Single-Family: 5842  
Multi-Family: 861

### Land Developments

Registered: 53  
Certified: 13

### Local Government

Registered: 68  
Certified: 46

film. [\[More\]](#)

## Water & Land Conservation Amendment Qualifies for November 2014 Ballot

The Water and Land Conservation Legacy Amendment, now classified as Amendment 1, received enough support from Floridians to be placed on the November 2014 ballot. If passed, the amendment would earmark one-third of the state's documentary stamp tax dollars, drawn from real-estate transactions, for conservation, management and restoration of Florida's water and land for 20 years, beginning in July 2015. Although the amendment drew large support from conservation groups, the housing industry steered clear since the proposed tax dollars would be pulled away from affordable housing funding programs, also supported through real estate documentary stamps.

## Do Green Homes Really Deliver? New Study Shows Likes & Dislikes

GuildQuality, a leading provider of customer satisfaction surveying for the residential building industry, recently conducted a national survey of homeowners who purchased a National Green Building Standard (NGBS) certified green home built within the past three years. The study, commissioned by the National Association of Home Builders (NAHB) aimed to uncover how green homeowners feel after purchasing their home; primarily focusing on their overall satisfaction and whether they would recommend purchasing a green home to others.

Key findings of the study reveal:

- 94% would recommend a green home to a friend.
- 92% would purchase another green home.
- 71% of respondents believe that green homes are, overall, of higher quality.
- 55% knew their home may have cost more than a non-green home, but believed the benefits outweighed the cost.
- 90% were satisfied knowing they "did the right thing" in buying a green home.

Homeowners also provided their feedback on what influenced their decision to purchase a green home,

## Recent Certifications & Registrations

### City of Fort Lauderdale

Level: Gold  
Score: 51.1%  
Certified: 12/13/13

### Costa Hollywood

Location: Hollywood  
Type: High-Rise  
Size: 550,000 sf  
Registered: 12/19/13

## FGBC Committee Meetings

### Board of Directors

2nd Wednesday  
Monthly  
3 p.m.

### Commercial

1st Tuesday  
Monthly  
3 p.m.

### Education

1st Thursday  
Monthly  
3:30 p.m.

### High-Rise

3rd Tuesday  
Monthly  
11 a.m.

### Homes and Affordable Housing

(Joint Meeting)  
2nd Tuesday  
Monthly  
2 p.m.

### Land Development

4th Wednesday  
Bi-monthly  
4 p.m.

### Local Government

1st Tuesday  
Monthly  
10:30 a.m.

### Membership and Programs & Promotions

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

and the sustainable features they value most. According to respondents, low utility bills, energy efficiency and better insulation topped the list of the green-related aspects that homeowners were most satisfied with.

What were they least satisfied with? [Read the report](#)]

## Job Opportunities

[APA Florida Job Board](#)

[Green Dream Jobs](#)

## Broward, Tallahassee/Leon County Take APA National Award Honors

This year, among the 18 American Planning Association (APA) Excellence Awards were two winners from Florida. **Broward County** received the National Planning Excellence Award for Environmental Planning for its Climate Change Element. The Broward County Climate Change Element is a county-wide strategy to protect residents, businesses, and infrastructure from climate change impacts and promote energy efficiency and greenhouse gas reductions. The Element identifies climate-vulnerable areas; develops adaptation strategies for the built environment, natural systems, and green infrastructure; establishes intergovernmental coordination mechanisms to address climate change on a local, regional, and federal level; and supports creation of a regional climate change action plan.

The **Tallahassee-Leon County** Planning Department was awarded the National Planning Excellence Award for a Planning Agency. As a partnership between the City of Tallahassee and Leon County, Florida, the Tallahassee-Leon County Planning Department (TLCPD) has created dynamic planning programs that benefit the whole community and encourage coordination with and assistance to stakeholders. TLCPD has produced plans that focus on mobility, placemaking, and greenways. Their plans have converted areas struggling with redevelopment and functionality issues into pleasing public spaces that engage citizens and support local businesses. TLCPD recognizes the value of creating a "culture of community," welcoming and implementing citizen input. The department actively recruits citizens for citizen advisory committees, work groups, and focus groups. TLCPD's newly formed design studio, DesignWorks, offers free of charge, high-level technical assistance on urban design and site design for local property owners. [[View all winners](#)]

## Research Shows 'Trust' is Critical To Success in Home Building

In today's economic marketplace, trust is everything. More than any other factor, it can reduce costs, improve productivity, enhance innovation, improve collaboration, and increase value. Without trust, barriers go up, value goes down, and relationships do not advance.

The marketing research firm Lifestory Research in Newport Beach, CA., undertook an extensive study on the nature of trust within the home building marketplace in order to identify how business is influenced by the trust that prevails between a builder and home shopper.

Findings show that the trust of a consumer is critical to the business success of any company. However, when consumers are faced with conditions of uncertainty and the high risk decision of purchasing a home in today's market, the trust of a builder is even more pressing than ever before. Having trust in a builder provides consumers with the confidence in making a purchase decision. Moreover, builders that garner a high trust brand perception are also able to generate higher profit margins through higher pricing for equivalent offerings as compared to their less trusted competitors.

Rely on the [Florida Green Building Coalition green certification standards](#) to help your business build trust and integrity. [[Lifestory Report](#)]

## Report: Solar Panels Increase Home Values

A study from Lawrence Berkeley National Laboratory found that each kilowatt of solar capacity could add about \$6,000 in value to a home - at least in California, Fast Company reported Jan. 3. A typical residential installation consists of a 5KW array, which could increase a home's value by \$30,000.

The study compared the value of 1,894 California homes with solar panels against 70,425 homes without a solar installation. All the homes were sold between 2000 and 2009, and had systems purchased outright rather than leased (leasing is more common).

The study noted that "solar premiums" fell sharply as



arrays got older, dropping about 9 percent per year across the homes studied. However, the solar premiums fell at a rate significantly higher than the rate of panel performance, which the research showed only dropped about 0.5 percent per year, Fast Company reported.

"[The panels] might be perceived as older technology, even if they're still producing electricity at the expected rate," lead author Ben Hoen explained, Fast Company reported.

The findings mirrored those reported October 31, 2013 by the Appraisal Institute, which partnered with the Colorado Energy Office and found that solar arrays increased market value and almost always decreased marketing time of single-family homes in the Denver metropolitan area. [[Read the Study](#)]

Sam Rashkin is hosting an expert meeting titled, "Communicating the Value of High-Performance Homes: Translating Building Science Terms into Power Words." The meeting is being held on February 23, 2014, prior to the RESNET Conference at the Sheraton Hotel in Atlanta, GA. The goal of this facilitated meeting is to bring together industry leaders to develop a "Building America Building Science Translator" glossary based on 'Power Words.' These terms will represent the consumer experience and better communicate the benefits of home performance. For more information, contact Lindsey Parker.

## MiaGreen Expo Connects Florida To the South America Green Market

The 6th edition of the MiaGreen Expo & Conference is set for February 27 & 28, 2014 at the Miami Beach Convention Center in Miami. The extensive educational programs, combined with the networking events, create optimal opportunities for those wanting to develop business with the Latin American and Caribbean markets.

In the opening keynote, nationally renowned architect, author and speaker, Eric Freed, will present "Designing for the Post-Carbon Economy: It's Zero or Nothing," which focuses on the need to make all buildings (including existing ones) net zero energy, water, and carbon.

Freed was named one of the 25 "Best Green Architecture Firms" in the US, and one of the "Top 10 Most Influential Green Architects" in 2012. For more information: [www.MiaGreen.com](http://www.MiaGreen.com)

## Net Zero Symposium Invites Collaboration Join the Conversation March 6-7, Gainesville

The iiSBE nZBE 2014 Symposium is an opportunity for design professionals, researchers, industry, and government to exchange information on research, case studies, and emerging best practices centered on the net zero built environment concept strategy. Although net zero energy is the major theme, the working group also invites collaboration on other net zero concepts such as net zero water, net zero carbon, net zero emissions, and others.

The Florida Net Zero Energy Schools Initiative (FNZESI) is being organized as part of the Symposium to stimulate the development of Net Zero Energy Schools in Florida. We are inviting architects, engineers, school board districts, state officials, and solar developers from around the US who have experience with Net Zero Energy Schools to share case studies and lessons learned with their Florida counterparts. [\[More\]](#)

## FGBC Welcomes New Members & Certifying Agents

**Joseph Deal**, [MobileOfficePros.com](http://MobileOfficePros.com), with local offices in Orlando and Tampa.