



# GreenTrends

The electronic newsletter of the FLORIDA GREEN BUILDING COALITION

November 20, 2008

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## Crist Launches 'Accelerate Florida' Initiative

Governor Charlie Crist announced his "Accelerate Florida: Extending Florida's Economic Horizons" economic stimulus plan by charging state agencies to speed up billions of dollars in approved construction and capital outlay projects through expedited approval and contracting. He also directed agencies to promote less intrusive, more effective government by identifying burdensome regulation and barriers to job creation. As part of this overall effort, the Office of Tourism, Trade and Economic Development was charged with creating think tanks that will explore how government can allow entrepreneurialism and innovation to flourish in Florida. These think tanks will cover the topics of: workforce; higher education; transportation; international trade and foreign direct investment; growth management and housing; small business, minority business and manufacturing; and rural economic development. [[More](#)]

## Governor's Action Team Issues Final Report

The Governor's Action Team on Energy and Climate Change delivered its second and final report in October. The Phase 2 report contains 50 separate policy recommendations as well as a separate suite of recommendations as guidance to the Florida Department of Environmental Protection (DEP) in its development of a regulatory, market-based cap-and-trade emissions limiting program. [[More](#)]

## Savage Named to FGBC Board

Paul Savage was recently appointed to the FGBC Board of Directors, replacing Terri Rea as the Florida Home Builders Association appointee. As an environmental attorney with Greenberg Traurig, P.A., in Miami, he assists clients with green building certification requirements and related environmental and land use issues. Mr. Savage also serves as the chair of the Green Building Committee of the Builders Association of South Florida (BASF), and he is an active member of the Florida Home Builder's Association Green Building Council. He has more than 10 years of experience in governmental and environmental law, including building code amendments and challenges, state and local legislation drafting, local government enforcement proceedings and

**November 19-21, 2008**  
**USGBC GreenBuild**  
**Conference**  
 Boston Convention Center  
 Boston, MA

**December 2, 2008**  
**Green Roof**  
**Infrastructure**  
 Design & Installation 201  
 University of South Florida  
 Tampa

**Dec. 12-13, 2008**  
**Sustainable**  
**Communities Workshop**  
 Sarasota, FL

**January 7, 2009**  
**Planning For Your**  
**Community's Affordable**  
**Housing Needs**  
 Sponsor: Florida Housing  
 Finance Corporation  
 Sheraton Suites Plantation  
 311 North University Drive  
 Plantation, FL

**January 19-24, 2009**  
**International Builders**  
**Show**  
 Las Vegas, Nevada  
 Caesar's Palace  
 Florida Host Hotel

**January 27, 2009**  
**Planning, Financing, &**  
**Developing Affordable**  
**Housing For Ownership**  
 Sponsor: Florida Housing  
 Finance Corporation  
 Holiday Inn Hotel & Suites  
 8214 Universal Blvd.  
 Orlando, FL

**February 10, 2009**  
**Incorporating Green**  
**Design Into Affordable**  
**Housing**  
 Sponsor: Florida Housing  
 Finance Corporation  
 Holiday Inn Hotel & Suites  
 8214 Universal Blvd.  
 Orlando, FL

**February 28, 2009**  
**An Introduction to**  
**Valuing Green Buildings**  
 Renaissance Orlando  
 Resort SeaWorld  
 6677 Sea Harbor Drive  
 Orlando, FL  
 Contact: 407-888-9480  
[Register](#)

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appeals, environmental due diligence, indoor air quality issues, and water and sewer requirements.

Congratulations to Paul and his wife on the birth of their son.

## Florida Green Energy Plan Criticized

In a proposal that might decide the future of green power in Florida for decades, the staff of the Public Service Commission recommended that electric utilities be required to provide 20 percent of their power from renewable sources by the year 2041. Environmentalists say the plan is too weak. [[More](#)]

## Tax Credits Heat Up Demand for Solar in Florida

A Florida builder is taking advantage of energy-efficiency tax credit provisions to construct homes that include photovoltaic panels to produce electricity and a solar water heating system - at prices competitive with more traditional homes in his market. **Ronald King Construction** in Brooksville is installing the renewable energy systems on homes in its Deerfield Estates subdivision. When combined with Energy Star-rated appliances, lighting and other features, the homes are built to be at least 60% more energy-efficient than conventional homes.

The recent federal housing rescue package included a number of tax incentives that make the homes competitive in the Florida market, said John Reventas, the builder's sales and marketing director. A 2-kilowatt photovoltaic system costs the builder about \$11,500, but there is an \$8,000 credit available from the state and a \$2,000 credit from the federal government. The solar water heater costs \$2,000, but the builder gets a \$1,500 tax credit.

Meanwhile, other federal incentives enable the home buyer to get back 30% of the total outlay - and an additional \$450 from the local utility company for the water heater. "When you add it all up, it's almost a wash for us," Reventas said. "Out of pocket, it's \$2,500 to \$4,000 per home, depending on the size of the home." [[More](#)]

## Tallahassee REALTORS Add 'Green' to MLS

Starting in November, the Tallahassee REALTORS Multiple Listing Service (MLS) will include a searchable field for green certifications. It is applicable to new homes only and the drop down menu will list the following options: HERS, Energy Star, **FGBC**, LEED, NAHB, and Green Candidate. The listing agent will be required to include a copy of the actual certificate in the Listing's Associated Documents. For the Green Candidate, the listing agent is to

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## Articles of Interest

### Green Globe Announces Public Comment Period for Proposed Standard

GBCI has announced a second letter ballot and public comment period for its proposed American National Standard.

Interested parties have 45 days - from October 24 to December 8, 2008 - to review changes made to the proposed standard for commercial green buildings, which is based on the Green Globes environmental assessment and rating system. [\[More\]](#)

### Travelers Debuts New Eco-Friendly Insurance

Travelers Insurance is providing eco-friendly coverage to small businesses. The company's Green Endorsement Enhancements became widely available in October to insurance policy holders of a Travelers coverage suite known as Master Pac and to small business owners seeking new coverage under the Master Pac program.

Key to the enhancements are provisions that permit policy holders to pursue eco-friendly alternatives after a covered loss and are designed to help pay for the extra costs associated with building to green standards and buying green appliances and other goods. In most cases, the coverage limit for the extra costs related to each provision is up to \$25,000 in additional expenses or 5 percent of the total loss.

The enhancements include a provision addressing the re-engineering and recertification expense to help small business owners work toward re-attaining the green certification their property held before a covered loss. The

certifying agent or company with whom the builder is working. All builders who have a Certified home, or who are in the process of certifying a home are encouraged to take advantage of this new tool.

Spearheading this effort was FGBC Certifying Agent **Jane Bixler Conn** of the **Green Building Group** in Tallahassee.

Jane noted that once the committee realized green certifications are both quantifiable and verifiable, and that they are both desired by the consumer and required for certain mortgages, they approved the green certification field.

## Gainesville Proposes 'Feed-in-Tariff' Solar Plan

Big names in Florida's solar energy industry met in Gainesville to discuss a proposed incentive program from Gainesville Regional Utilities that is being touted as a revolutionary step in promoting renewable energy.

"Gainesville has the opportunity to be a poster child not only for the county or the state but for the whole nation," said Mike Antheil, executive director of the Florida Alliance for Renewable Energy. "They are at the edge of something that will be historic."

That enthusiasm for a program known in Europe as a "feed-in-tariff," was shared by many who attended the public discussion Monday. The tariff would be a shift from the current rebate program, which provides cash up-front for installation of solar photovoltaic systems that convert sunlight into energy. The energy produced by those systems is used by the owner to offset electric bills. GRU also purchases excess power through a system called net metering. Instead of the rebate and net metering systems, GRU would offer 20-year contracts for solar installations guaranteeing a yet-to-be-set price for every kilowatt hour of electricity produced by a system. [\[More\]](#)

## Deconstruction: One Path to Green Remodeling

Deconstruction, as opposed to demolition, is one path remodelers can follow to become green remodelers. With demolition, a house that is being remodeled is torn down and the materials are discarded, most of them ending up in landfills.

By contract, the deconstruction process involves deliberately taking apart the home and collecting the materials to be resold, reused or recycled. Deconstruction also earns remodelers points on a green remodeling project under the NAHB Model Green Home Building Guidelines, a helpful tool remodelers can use when planning a deconstruction and

enhancements also recognize that sometimes it takes longer to obtain green material, machinery or appliances. A provision helps cover as much as 30 days of lost business income resulting from the extra time it takes to bring in green goods or finish green building after a covered loss. The company's other efforts to encourage energy efficiency and climate change through its products include offering a 10 percent auto insurance discount to hybrid vehicle owners. [\[More\]](#)

#### **Anti-Reflective Coating Boosts Solar Capture**

Researchers at Rensselaer Polytechnic Institute have discovered and demonstrated a new method for overcoming two major hurdles facing solar energy. By developing a new antireflective coating that boosts the amount of sunlight captured by solar panels and allows those panels to absorb the entire solar spectrum from nearly any angle, the research team has moved academia and industry closer to realizing high-efficiency, cost-effective solar power. [\[More\]](#)

#### **Tallahassee Receives EPA Excellence Award**

The City of Tallahassee received the "Excellence in Site Reuse" Award from the U.S. Environmental Protection Agency (EPA) for the City's innovative and environmentally sensitive work to remove contaminants from an area close to downtown so it can be re-developed into a public park. The park has not been available for public use for nearly 20 years due to contaminated soils.

#### **'Schools on Solar' Project Launched**

The City of Tallahassee and Leon County Schools are launching a new partnership, Schools on Solar. This partnership installs solar photovoltaic (PV) and thermal systems

remodeling project. Under the guidelines, points can be earned for:

- Reusing salvaged materials (five points)
- Providing onsite bins to sort or store scrap materials (six points)
- Using recycled content building materials (three points)
- Onsite recycling (five points)
- Recycling construction waste off-site (six points) [\[More\]](#)

### **GBI Launches Online Training**

With its new Learning Management System (LMS) nearing completion, the Green Building Initiative is expanding its network of home builder associations (HBAs) to include educational partnerships. Developed in partnership with Building Media Inc. and green building science expert, Steve Easley, the LMS will feature a variety virtual training modules, which HBAs can make accessible to their own members via their Web sites. Presentations will coincide with the areas of assessment in the National Association of Home Builders' National Green Building Standard. Modules include video presentations, corresponding slide shows, study guides and quizzes that allow participants to test their comprehension of the learned material. Builders simply select a topic and move through the information at their own pace. [\[More\]](#)

### **Drew Smith Appointed to Building Commission**

Governor Charlie Crist appointed eight people to the Florida Building Commission. Among the appointments, which are subject to Senate confirmation, are:

**Drew Smith**, 45, of Parrish, president, Two Trails Inc. and FGBC member. Congratulations Drew!

**Robert "Bob" Boyer**, Palm City, assistant deputy of plans review, Palm Beach County Building Department.

**Kenneth "Ken" Gregory**, Orlando, owner, Holland Commercial Pools and Park Square Pools.

**Anthony "Tony" Grippa**, Daytona Beach, executive vice president, Brown and Brown Insurance of Florida Inc.

**Rafael Palacios**, Miami, engineer, R.P. Technologies Inc.

**James Schock**, St. Augustine, building inspection division manager, City of Jacksonville.

### **Progress Energy to Test Hybrid Power Plants**

Progress Energy will take part in a new study of "hybrid"

on Leon County school campuses to be a source of renewable energy education for the students and community at large. The City funded this initial installation of solar PV and solar thermal systems at Oakridge Elementary School and Montford Middle School. They are equipped with a Data Acquisition System to display their performance over a web portal accessible by the students and the general public. Leon County Schools will utilize the systems to educate their students on renewable energy. The funding for future systems will be from contributions from City of Tallahassee utility customers who choose to make a one time or monthly contribution, of any amount, to be billed on their utility bill. Funds collected for this program will be used to build additional systems, purchase classroom materials and provide teacher training on solar and renewable energy.

**Parks Company Achieves Highest FGBC Certification in Martin County**

Parks Company, Inc. a commercial and residential builder in Stuart, FL recently completed their first Florida Green Building Coalition (FGBC) certified home. The 166 point score is the highest rating to date for a home built in Martin County. The home qualified for the prestigious Energy Star rating for having improved energy efficiency. They are only the second contractor in Martin County to achieve official FGBC designation on a residential home.

The founder of Parks Company, Ralph Parks, explains "we have always tried to build our projects with common sense green features. Now, through FGBC, there is a way to quantify our efforts so clients can understand just how sustainable their homes and buildings are."

power plants that combine solar thermal power with traditional coal and natural gas generation, the Electric Power Research Institute announced. [\[More\]](#)

## Green Jobs Announced in Holmes County

### *GreenCore Earth Products Opens Plant*

Officials in Holmes County (Bonifay), announced the location and start-up of GreenCore Earth Products, Inc., a multi-faceted manufacturer of housing systems. The company is expected to create 95 new manufacturing jobs. Company officials received their Qualified Target Industry (QTI) Tax incentive application approval this week from the Governor's office of Tourism, Trade and Economic Development (OTTED).

GreenCore Earth Products will manufacture housing and housing systems and concentrate on the development of energy efficient construction. Products will include, energy efficient modular housing and structural insulated panel (SIPS) systems. While the company will serve domestic markets, a key target for GreenCore products will be export customers. Company spokesman Dan Frazier indicates that the majority of current orders are scheduled for offshore markets. For more information, contact Jim Brook, Holmes County Development Commission, Ph: 850-547-4682.

**Sincerely,**

*Suzanne B. Cook, CAE*  
Executive Director

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