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# ***Partnering for Environmental Sustainability***

## **JEA 2006 Green Home Program:**

### ***Market Transformation in the Works***

**September 8, 2006**

**Bruce Doueck, Manager Conservation Programs**



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# Green Built Homes of Florida

## Market transformation is about change management

- Expect resistance to change
- Manage that resistance
- Seek first to understand
- Find common ground/benefits
- Answering ‘WIIFM’



**Green Built Homes**  
of Florida

*Save money. Save energy. Save resources.*



CHANGE FOR THE  
BETTER WITH  
ENERGY STAR





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# Green Built Homes of Florida

## **Demands on Utilities**

- Florida population 2000 ~16 million; by 2030 ~28 million
- Housing Starts up 11% from last year
- JEA service area annual demand growth:
  - Energy 100 MW
  - Water 2,000,000 gallons/day
  - Sewer 1,300,000 gallons/day
- Combined capital impact over \$100 million per year
- Puts pressure on utility rates



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# Partnering with Builders

## Builder orientation & incentives

- Incentive for home certification
- The value proposition
- The partnership/contract
- Joint promotion/access
- Training



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# Green Built Homes of Florida

## Changing, evolving standards

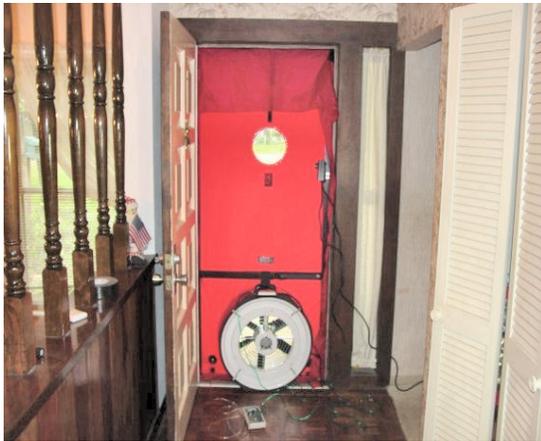
- Energy Star - HERS INDEX
- Builder tax credit
- Florida Water Star - SJRWMD
- FGBC Green Home Designation
- LEED for Homes
- Environments for Living



# Green Built Homes of Florida

## Energy Star in our hot, humid climate

- Building envelope
- Ductwork
- HVAC & IAQ
- Appliances & lighting



# Green Built Homes of Florida

## Water Star in northeast Florida

- Irrigation
  - High efficiency irrigation
- Landscape
  - Reduced turf, native plants
- Indoors
  - Toilets, appliances



# Green Built Homes of Florida

## Florida Green Building Coalition (FGBC)

- Energy: Building Envelope (Energy Star)
- Energy: Appliances, lights, amenities (Energy Star 2006)
- Water (Water Star)
- Site (new construction only)
- Health
- Materials
- Disaster mitigation
- General





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# Partnering with Builder Trade Allies

## Technology transfer - top down training

- Builder
- Subcontractor
- Field forces
- Trade ally orientation/training
  - Raters
  - Sales agents
  - Realtor
  - Financial institutions



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# Top Down Training

- Builder plan review and consulting, 1:1
- Builder – FGBC: Oct 18<sup>th</sup>, Exec class: Jan 24<sup>th</sup>
- Subcontractor – HVAC Load Calcs Nov 6-9<sup>th</sup>
- Field forces – on request ‘tailgate classes’
- Trade ally orientation/training
  - Rater orientation meeting
  - Sales agents – on request
  - Realtor – CEU class
  - Financial institutions – 1 on 1 meetings



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# Partnering with Consumers

- Consumer education
  - Public kickoff was ribbon cutting on – June 1<sup>st</sup>
  - Yard sign, banners, plaques...
  - Ask for Green building practices
  - Look for Energy Star
  - All channels – print, electronic, bill insert...
- “The Main Event”, March 1- 4, 2007
  - The central exhibit at the Spring Home & Patio Show – 2500 sq ft

# ***Status Report***

- *Certified or under construction*
  - Beazer Homes
  - Hovis Custom Builders
  - Partnership Custom Homes
  - Golfair Estates, Paul Tutwiler
  - Built Right Homes
- *Under development*
  - Collins Builders
  - Morrison Homes
  - SEDA
  - Centex
  - SRG
  - Toll Brothers
  - Ryland Homes
  - D.S. Killian General Contractors

# Future Partnerships to be Developed

Armed with more data (results) on the benefits to these stakeholders we need to find ways to develop win-wins with:

- Developers
- Suppliers



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# Next Steps for Related Initiatives

- Conservation Center
- DSM research to grt new programs
- New commercial buildings



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# Summary

- All stakeholders benefit from Green Homes
- Working together to promote principles we can make a difference!
- Use the consumer brochure as an educational tool