

FLORIDA BUILDING COMMISSION

GREEN BUILDING WORKGROUP
REPORT AND RECOMMENDATIONS
TO THE FLORIDA BUILDING COMMISSION

January 16, 2008

Orlando, Florida

Meeting Design & Facilitation By



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**FLORIDA BUILDING COMMISSION
GREEN BUILDING FORUM REPORT**

January 16, 2008S

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FLORIDA BUILDING COMMISSION

GREEN BUILDING FORUM REPORT

January 16, 2008

OVERVIEW

The Green Building Workgroup is working with FSEC to develop recommendations for a model efficiency ordinance for residential development. FSEC is providing additional research and support by identifying and soliciting input from local governments and other organizations with current and developing initiatives for energy conservation, green building and sustainable development, including but not limited to, energy and water conservation and hurricane resistant buildings and communities.

The Green Building Workgroup is working with FSEC to develop recommendations for developing and implementing a public awareness campaign that promotes energy efficiency and the benefits of building green and implement the components deemed feasible within the funds available through this contract. The public awareness campaign includes website, trade show, print media and television strategies. FSEC is providing additional research and support by identifying strategies for using print advertising, press releases, and television advertising to promote voluntary utilization of energy efficiency and green building practices and to present recommendations to the Commission at the January 2008 meeting for approval. The campaign is focusing on the benefits of promoting energy efficiency to the purchasers of new homes, the various green building ratings and labels available, and the promotion of various energy-efficient products through existing trade shows.

DCA Staff Present

Rick Dixon and Jim Richmond.

Meeting Facilitation

The meeting was facilitated by Jeff Blair and Hal Beardall from the Florida Conflict Resolution Consortium at Florida State University. Information at: <http://consensus.fsu.edu/>

Project Webpage

Information on the project, including agenda packets, meeting reports, and related documents may be found in downloadable formats at the project webpage below:

<http://consensus.fsu.edu/FBC/GBW.html>

Meeting Objectives

The facilitators reviewed the following objectives with the workgroup members:

- ✓ To Approve Regular Procedural Topics (Agenda and Meeting Report)
- ✓ To Review Compiled Written Public Comments
- ✓ To Review, Discuss and Adopt Recommendations Regarding a Model Efficiency Ordinance for Residential Development
- ✓ To Review, Discuss and Adopt Recommendations Regarding a Public Awareness Campaign that Promotes Energy Efficiency and the Benefits of Building Green

- ✓ To Consider Public Comment
- ✓ To Adopt Package of Recommendations for Submittal to Commission

Development of Issues and Options for Model Ordinance – Acceptability Ranking Exercise

A list of key topical options for possible inclusion in a model ordinance were offered through public comment during the October 1, 2007 Green Building Forum in Tampa. At the October 31 meeting workgroup members were asked to propose any additional option(s) they would like the Workgroup to evaluate and to develop and rank the initial acceptability of options. At this meeting members were offered the opportunity to discuss and revise any of the issue and options statements further.

After noting that all but one of the statements received the 75% level of support to be considered consensus draft recommendations (the lone exception received 72% support), the members chose to redirect and utilize their time to review the initial draft model ordinance and public awareness workplan.

Review and Discussion of the Draft Model Ordinance

At the November meeting, Rob Vieira with the Florida Solar Energy Center (FSEC) offered an overview and reviewed the components of the initial draft model ordinance for workgroup members to review, discuss and refine. He said the staff reviewed and relied on several different examples from various cities and counties while using the ordinance from Gainesville as a template.

The workgroup members discussed and suggested revisions to the drafts, taking each section of the draft up one. The FSEC staff revised the initial drafts and offered updated drafts for workgroup members to review several weeks prior to the meeting on January 16, 2008

Below is the revised draft model ordinance with the relevant discussion from January 16 following each section. Member discussion is capture in bullets following each relevant section. Notes for clarification and actions taken by the workgroup are included within the member discussions in italics and/or in bold..

Sample Green Building Ordinance - Draft for Jan. 16 Meeting

The draft document is a template for a green building ordinance for a Florida city or County to complete, edit and adopt. This draft was created by the Florida Solar Energy Center under a contract with the Florida Department of Community Affairs. It borrows extensively on ordinances passed by other communities and attempts to create an extensive list of measures that local governments may adopt for their in-house and community programs.

Embedded in the draft document is annotated language in italics that is intended to provide the rationale for the specified provisions, alternative language options, and examples from community ordinances that have implemented similar provisions. Therefore, the language in italics is not necessarily intended to be taken in its entirety as language that would be adopted if the ordinance were enacted.

MODEL GREEN BUILDING ORDINANCE

(Draft – with noted revisions and member comments from Jan. 16)

ORDINANCE NO. _____

BE IT ENACTED BY THE PEOPLE OF THE _____ OF _____:

PREAMBLE.

We, the people of the _____ of _____, consistent with our goals to:

Usually a green building program is part of an overall sustainability or resource efficiency effort, so state that here. Potential phrases that may fit some jurisdictions:

(1) Promote a sustainable future that meets today's needs of a stable, diverse and equitable economy without compromising the ability of future generations to meet their needs by –

- a) Protecting the quality of the air, water, land and other natural resources*
- b) Conserving native vegetation, fish, wildlife habitat and other ecosystems*
- c) Minimizing human impacts on local and worldwide ecosystems*
- d) Reducing green house gas emissions*

(2) Become a leader in setting policies and practicing service delivery innovations that promote environmental sustainability.

(3) Create a sustainable jurisdiction by delivering renewable energy and energy efficiency projects, alternatively-fueled vehicles, developing green buildings and water-thrifty landscapes, resource education, and utilizing recycling and environmentally sound solid waste services.

(4) Establish a green building program to:

- (a) Improve the economic and environmental health of the jurisdiction through measurable objectives*
- (b) Track and analyze key indices to measure performance*
- (c) Commit the jurisdiction to achieve green designations*
- (d) Provide incentives for voluntary compliance*
- (e) Provide green building educational opportunities for the community*

(5) Execute a green building program to measurably reduce

- (a) CO₂ emissions by ___ %,*
- (b) NO_x emissions by ___ %,*
- (c) Energy consumption per capita by ___ %,*
- (d) Water consumption per capita by ___ %.*

Member Comments, 1/16:

- Move preamble to or incorporate into section 2 “Purpose and Intent”
- **Support? Yes 8, (1 abstained)**
- Start with “promote a sustainable ...” then continue
- Remove paragraph five of “preamble” above entirely?

- Suggest we change it to make it part of larger strategy “execute green building program to help local govt. meet its overall goals of reducing emissions, reducing energy needs, water consumption, etc.
- Agree with goal of reducing but do not want to set a specific goal on each item
- Leave it as is; it gives a local government a guide on how to set goals
- Local government can add it in but may need to leave in here with emphasis that this is a model that jurisdictions can tailor to their needs
- Use the language in the draft then offer the items above as guides for how jurisdictions could choose to measure specific items- “which could be measured as” (then list a-d in 5 above)
- **Support? Unanimous**
-

Findings Definitions.

The following words, terms and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning.

jurisdiction means the _____ of _____, Florida.

commission means the _____ Commission of the _____, Florida.

Member Comments, 1/16:

- Change findings to definitions
- **Support? Yes 9 to 0**

(1) ASHRAE: acronym for the American Society of Heating, Refrigeration and Air Conditioning Engineers.

(2) ASHRAE 90.1 Appendix G: the Standard developed by the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) to provide specific guidance on the rules and procedures used to simulate building energy use when the objective is to substantially exceed the requirements of ASHRAE Standard 90.1-2004, “Energy Standard for Buildings Except Low-Rise Residential Structures.”

(3) Conserve Florida: name of a statewide water conservation effort by water management districts and Florida DEP to develop and implement an accountable and measurable program to allow public water supply utilities to tailor cost-effective conservation programs to reflect their individual circumstances to achieve greater water use efficiency.

(4) Construction: any project associated with the creation, development, or erection of any building eligible for the program.

(5) Current: the standard in place at the time a program participant submits a project application form with the jurisdiction:

(6) FGBC: acronym for the Florida Green Building Coalition, Inc., a Florida 501(c) 3 not-for-profit corporation whose mission is to establish and maintain a Florida system of statewide green building standards and third party certification programs ~~create a statewide green building program~~ with environmental and economic benefits.

Member Comments, 1/16:

- Support changes indicated by strikethrough/underlines? **Unanimous**

(7) FGBC Local Government designation: A designation given by FGBC to a City or County that achieves the requirement of their local government rating system that examines environmental best practices for all local government functions. Levels of platinum, gold, silver and certified can be achieved. *(As of the end of 2007, one county (Pinellas) and three cities (St. Petersburg, Tallahassee and Dunedin) achieved the designation.)*

Member Comments, 1/16:

- Support striking language in italics? **Unanimous**

[\(New\) Federal tax credit for energy efficient homes: refers to the tax credit recognized by the United States Internal Revenue Service for the construction of a home. That is 50% more energy efficient than the 2004 Supplement to the 2003 International Energy Conservation Code.](#)

Member Comments, 1/16:

- Affects the duration of how long this model is good for. The federal tax credit can be changed and are scheduled to expire at the end of the year. I would rather see a less specific definition. It is a fine concept but we need to put in more general language
- Simply strike the last line.
- **Unanimous support**

[\(New\) Federal tax credit for solar energy systems: refers to the tax credit recognized by the United States Internal Revenue Service for the installation of qualified residential solar water heating or photovoltaic systems.](#)

Member Comments, 1/16:

- Support including? **Unanimous**

(8) Florida Friendly Landscaping: Nine principles to guide Florida Yard and Neighborhood programs. The nine principles are to locate the right plant in the right place, water efficiently, fertilize appropriately, mulch, attract wildlife, manage pests responsibly, recycle, reduce stormwater runoff and protect the waterfront.

(9) Florida Green Lodging: A program by the Florida Department of Environmental Protection to designate lodging establishments as “green” for following environmentally sensitive operating procedures.

(10) Florida Solar Energy Center (FSEC): As the state of Florida’s energy research institute, FSEC conducts research in Building Science, Photovoltaics, Solar Thermal, Hydrogen and Alternative Fuels, Fuel Cells and other advanced energy technologies.

[\(New\) Florida Solar Energy System Incentives Program: A program of state law providing for rebates for the installation of qualified solar energy systems, codified at section 377.806, Florida Statutes.](#)

Member Comments, 1/16:

- Support including? **Unanimous**

(11) Florida Water Star Program: A third party certification program offered by water management districts to encourage water efficiency in household appliances, plumbing fixtures, irrigation systems and landscapes.

- Add third party certification
- Support? Unanimous
-

(12) Florida Yard and Neighborhoods: A University of Florida Extension Service program that encourages homeowners and professionals to create and maintain Florida-friendly landscapes that protect the natural environment for future generations.

(13) GBI: Acronym for the Green Building Initiative, a not-for-profit organization whose mission is to accelerate the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings by promoting credible and practical green building approaches for residential and commercial construction.

(14) GHDS: acronym for the Green Home Designation Standard of the Florida Green Building Coalition, Inc.

(15) Green Building: A designation given to buildings achieving that have achieved the requirements of the green building rating system defined in this green building program.

Member Comments, 1/16:

- Minor grammatical change (indicated with strikethrough/underline)

(16) Green Building Program: The program outlined in this ordinance for obtaining incentives for green buildings and developments.

(17) Green Globes: the U.S. commercial/institutional building rating system of the Green Building Initiative.

(18) HERS® Index: the Home Energy Rating System Index used as part of Florida's Home Energy Rating system in which a home with a HERS Index of 100 represents the energy use of the "American Standard Home" and an Index of 0 (zero) indicates that the rated home uses no net purchased energy.

(19) Independent or Independent of the jurisdiction: not employed by, or acting as agents of, the jurisdiction.

(20) IBHS (Institute for Business and Home Safety) is an insurance and reinsurance organization whose mission is to reduce the social and economic effects of natural disasters and other property losses by conducting research and advocating improved construction, maintenance and preparation practices..

(21) LEED: the Leadership in Energy and Environmental Design Rating System of the U.S. Green Building Council.

(22) NAHB: Acronym for the National Association of Home Builders, a Washington-based trade association whose mission is to enhance the climate for housing and the building industry.

(23) Positively Green Project: a building project that generates more energy on-site through renewable sources than it uses on an annual basis while providing for its water needs through typical annual rainfall (*water rating tool may be forthcoming*), and meets all of the requirements of this jurisdiction's green building program. To meet energy qualifications, residential applicants must achieve a HERS index of 0 or less, and non-residential must achieve 100% energy reduction from non-renewables using procedures in ASHRAE 90.1 Appendix G. rating procedure.

(24) Private: property not owned by the jurisdiction.

(25) Program: the jurisdiction's green building program.

(26) Program Certification: the final designation awarded to a program participant for satisfying all requirements associated with the program for a particular project.

(27) Program Participant: any person or entity seeking program certification for a particular project.

(28) Project: any construction associated with the creation, development, or erection of any building eligible for the program.

(29) Project Application Form: the form submitted to the jurisdiction indicating that a program participant is interested in participating in the program for a particular project.

(30) Sub-program: means any area of construction covered by the program.

(31) Sustainable Construction: the process of environmentally sensitive, resource efficient site selection, preparation, design, construction, and operation of buildings.

(32) Unit: A residence permitted according to the Florida building code.

Member Comments, 1/16:

- Should we note different types of housing such as low rise multi-unit or single family?
- Suggest we do not elaborate and let the building code set the definition
- Explain why “unit” is being used and cite the building code for definition
- Residence permitted according to the building code
- Support citing the building code for definition? **Unanimous**
- Should we eliminate “unit” since it is only use one place
- Leave in as noted and supported above or put definition in at the point the term is used

(33) USGBC: acronym for the United States Green Building Council, a non-profit organization whose mission is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.

The editor may choose to replace all instances of jurisdiction with the word “city” or “county.”

Member Comments, 1/16:

- Strike the line in italics above
- Is there somewhere we put instructions?
- Could put in Section 1 below in the blank space
- We should provide the model with commentary explaining how sections should be included if they choose to

Should we separate the actual model and the commentary? (below is the member discussion of this questions)

- I find it easier to read the footnote in the same document rather than referring to separate documents, so I prefer keeping them together
- Suggest we create separate model, then support with separate commentary
- The goal is to provide a model for uniformity thus create an ordinance that you could use uniformly around the state by filling in the blanks
- To date the workgroup has said we need four pages of definitions with the rest being suggestions. If we separate the model and the commentary then it loses all its effectiveness

- As a policy maker at the local level, I would like to see actual ordinance in black with commentary right there in a different color ink that jumps out. I suggest keeping both in the same packet and note “ordinance” is in black
- Different colors does not work unless everything is copied on color copier. Separating the two is consistent with the building code. It also gives jurisdiction more flexibility
- I like both ideas. To that end I suggest separating but put in specific references in the model to specific part of commentary (i.e., “see section 3 of commentary for guidance”)
- As a local government commissioner sitting there reading the document, I will get confused going back and forth between two documents. From experience, different colors works well with our commission
- Local governments can do that as needed
- Ordinance by itself without the explanation readily available will create confusion and opportunity to confuse intent. I prefer keeping them together to assist commissions and avoid potential confusion
- Recognize different audiences
- Suggest leaving together, then offer just the ordinance separately in the appendix
- Produce it both ways. The local government can produce it in the way best for their “audience”
- Suggest calling the combined document the “report” (model with commentary) and the appendix the “model ordinance”
- Again what we have is a template; call it a model template. What we will have left if we separate is not an ordinance but a template or tool for local government to use
- Call it an annotated model ordinance with commentary and include the striped down model as an appendix
- Support the report with commentary and include stripped down ordinance (the model ordinance without commentary) as an appendix? **Unanimous**

Sec. 1.0. TITLE.

The provisions of Section 1.0 through Section 15 inclusive shall be known as the City or County of _____ “green building ordinance.” (Ord. xxxxx § x, Date)

Sec. 2.0. PURPOSE AND INTENT.

The purpose is to establish goals, programs and procedures that will help the jurisdiction become a more sustainable community. This program shall establish new environmental goals for the jurisdiction, define a certification-based “green building” program with incentives, and define new measurement parameters and reporting criteria to track the jurisdiction’s performance towards its environmental goals. This program will promote economic and environmental health in the jurisdiction, through the design, construction, operations and deconstruction of its own facilities and provide leadership to both the private and public sectors in the arena of green building practices including resource efficiency and disaster mitigation.

The Purpose and Intent section increases the legal defensibility of the ordinance by substantiating that the regulations of the ordinance are a warranted exercise of the police power of governments for the protection of the public heath, safety and welfare. Specific

purposes and intent should be custom tailored to the individual municipality with respect to its needs, resources, environmental conditions, and reasons for adopting the ordinance.

Member Comments, 1/16:

- Move preamble to or incorporate into section 2 “Purpose and Intent” – see *discussion above under “Preamble.”*
- Is this to establish another certification program?
- It is a new program for that city when it adopts the model – defining it for that city or county

Sec 3.0. GOVERNMENT LEADERSHIP.

To demonstrate the jurisdiction’s commitment to a green building program, the jurisdiction shall

Member Comments, 1/16:

- Change “shall” to “may”?
- Leave as shall here to indicate shall choose from, then leave may below

The jurisdiction may choose to adopt one or more of a number of leadership items:

(a) become and maintain a ~~Gold level~~ FGBC Local Government designation

Member Comments, 1/16:

- Why “gold level”?
- Staff trying to distinguish different levels
- Strike gold level? **Support unanimous**
- What is the difference between levels?
- Based on scoring system to establish levels. Do all of them then at platinum?
- Currently there are four silver jurisdictions but currently none are at gold level. Let the locals determine their own level.

(b) Comply with the green building programs established herein for all government buildings

(c) Commit to the Architecture 2030 challenge for ~~new~~ government owned buildings to achieve fossil fuel reduction standard of at least:

60% in 2010

70% in 2015

80% in 2020

90% in 2025

Carbon-neutral in 2030 (using no fossil fuel GHG emitting energy to operate).

Member Comments, 1/16:

- Strike “new” from (c) above
- Definition is included so add reference in commentary of Architecture 2030 – add source as commentary “ a program of the ...”

- (d) *Commit to sign the U.S. Mayors Climate Protection Agreement (As endorsed by the 73rd Annual U.S. Conference of Mayors meeting, Chicago, 2005):*
- (e) *Track and report the government's monthly water and energy use (potentially this could be done on a public web site) and*
- (f) *Publish an annual report that outlines the jurisdiction's energy and water use and greenhouse gas emission performance for the prior year and outlines a plan to reduce it for the coming year*

Sec. 4.0. DESIGNATION OF RESPONSIBILITY FOR ADMINISTRATION AND IMPLEMENTATION.

The program shall be administered by the jurisdiction's _____ department, which shall be responsible for:

Member Comments, 1/16:

- Period after "department"?
- Looks more like ordinance style language as presented here. Change format?
- Still a choice
- Leave it here and make clear it is commentary

The implementation of methods to fund, promote, apply for incentives and resolve disputes of the program is left up to the jurisdiction and should be accomplished in consultation with the jurisdiction's legal counsel. Possible ideas are:

- (a) *Funding the program through annual funds budgeted and appropriated by the jurisdiction commission or funds generated through resource conservation fees assessed through local water or energy utility bills;*
- (b) *Marketing the program to the community by any reasonably effective means, including but not limited to press releases, television advertising, or advertising in electronic or print mailers;*
- (c) *Developing any appropriate or necessary application procedures, including but not limited to, the program application form;*
- (d) *Writing policies and procedures for staff implementation of the green building program*
- (e) *Providing the certifications for use in the program*
- (f) *Providing an incentive award to any program participant who has successfully satisfied the requirements associated with that incentive; and*
- (g) *Resolving disputes that may arise from implementing the program.*

Sec. 5.0. GREEN BUILDING PROGRAM APPLICABILITY.

- (a) For all private projects, the program shall be voluntary.
- (b) For any new building owned and constructed by or on behalf of the jurisdiction-owned construction projects ~~the program is mandatory.~~
- Add (c) for any renovation of a government building owned by; the jurisdiction undergoing a level III alteration, per FBC, shall comply with this program providing a positive cost analysis can demonstrate 100% pay back with in ten years

Member Comments, 1/16:

- Revise subsection (b), and add a new subsection (C)

- On (b), is the change affected if it is “contracted out,” and not built directly by the jurisdiction itself
- If just jurisdiction owned, then must be brought up to compliance?
- Intended only for new buildings
- Constructed or purchased?
- I am concerned about buildings constructed on behalf of the jurisdiction
- Include “constructed on behalf of”
- In (c), need to define the payback – 50%? 100%? Wiggle room if we do not add a number
- Commentary would be useful to explain the intent
- Support revisions to (b) and new (c) as indicated by strikethrough/underlines?

Unanimous

Sec. 6.0. GREEN BUILDING COVERAGE.

The program shall be comprised of the following sub-programs:

- (a) New residential construction;
- (b) Residential retrofitting/remodeling;
- (c) New commercial/non-residential construction,
- (d) Existing Commercial/non-residential construction
- (e) Land developments

Ideally the locality has a program for each of the types listed. As a starting point, a jurisdiction may choose to just implement some of the above choices.

Member Comments, 1/16:

- Maintain residential part in the stripped down part in the ordinance in the appendix, with the rest listed in the report that includes the model with commentary
- Definition of “unit” means residential
- Leave just A? Need B through E too
- What is commercial/non-residential?

Sec. 7.0. GREEN BUILDING STANDARDS.

In concert with the Florida Building Code’s minimum standards, The program shall be administered using standards developed by the Florida Green Building Coalition, the U.S. Green Building Council for certification of all other building certifications, the Green Building Initiative, or the National Association of Home Builders. These standards shall apply to each sub-program as follows.

Member Comments, 1/16:

- Add clause to front of first sentence
- Green building initiative? Have certifiers? (Yes, commonly referred to as Green Globes)
- Support adding underlined clause? **Unanimous**

- (a) New residential permitted projects: ~~For any program participant seeking program certification for new residential construction, the program participant must~~ New residential projects shall satisfy all of the requirements associated with either (Support? Unanimous)
 - i) the current Green Home Designation Standard of the FGBC,

- ii) the current USGBC LEED for Homes® program,
- iii) the current National Association of Home Builders National Green Home program,
- or
- iv) the GBI new home designation,

including but not limited to, any monetary or certification requirements.

(b) Remodeling of existing homes: The participant ~~must~~ shall (make consistent through rest) meet requirements of remodeling certification for either

- i) the current Green Home Designation Standard of the FGBC,
- ii) the current LEED for Homes® program, or
- iii) the current NAHB National Green Home program, or
- iv) The GBI

including but not limited to, any monetary or certification requirements. The home must meet the requirements for “remodeling” or “existing home” of the designation.

I New commercial or institutional buildings: The program participant must satisfy all of the requirements associated with the

- i) the current Green Commercial Designation Standard of the FGBC,
- ii) the current LEED for New Construction or derived USGBC LEED rating system (e.g., LEED for Schools, LEED for Health Care) program, or
- iii) the Green Globes environmental assessment system for new designs including

but not limited to any monetary or certification requirements.

(d) Existing commercial and institutional buildings: The program participant must satisfy all of the requirements associated with the

- i) the current Green Commercial Designation Standard of the FGBC,
- ii) the current LEED for existing buildings or derived USGBC LEED rating system (e.g., LEED for Schools, LEED for Health Care) program, or
- iii) the Green Globes environmental assessment system for existing designs, including but not limited to any monetary or certification requirements.

(e) Land Developments: The participant must satisfy all of the requirements associated with the

- i) the current Green Development Designation Standard of the FGBC,
- ii) the current LEED for Neighborhoods and Developments rating system program, or
- iii) the NAHB development designation, including but not limited to any monetary or certification requirements.

(f) Review. For the purpose of this section of the program, a program participant shall be bound by the standard designated for a particular sub-program unless the program participant requests to be certified under a more current version of a designated standard and the request is approved by the jurisdiction responsible for administering the particular program.

(g) Green Practices Supersede Conflicting Covenants and Deed Restrictions: Local developers and homeowner association covenant and deed restrictions shall not limit the adoption of practices encouraged to achieve credit under these green standards.

Member Comments, 1/16:

- Can local ordinances supersede homeowner association covenant?
- Needs to be a specific provision, but can supersede deed restrictions (example, can not restrict based on persons race)

- New developments cannot discriminate against Florida friendly landscapes. But can it be retroactive?
- A super majority of homeowners in an association is required to take a deed restriction out, but local govt. can establish a rule for public policy reasons to supercede deed restrictions. It is a public policy question, though takings claims may appear
- We need to put some emphasis on this issue to get the legislature to extend the solar energy/panels rule to green building (extend it to all green building technologies). It would give the section a stronger stance to withstand challenges
- In a statute, it would be safer to make it prospective rather than retroactive
- It is a recommendation to the legislature. They can decide how best to fight the battle

Issue of which standard applies?

- Are we asking jurisdictions to pick one of the standards?
- If the goal is to reach a level, then let jurisdictions choose how to get there
- Choice needs to be there for builders and developers. Need to be clear you can not mix and match, but must choose one

If only covering some of the programs in section 6, select only those items (a) – (e) here.

Sec. 8.0. INCENTIVES.

The program shall include incentives designed to encourage the use of the program.

Select incentives that are appropriate for the goals, implementation, budget and legal requirements of your community.

(a) All sub-programs. For any voluntary program participant seeking a program certification, the jurisdiction's general government shall provide the following fast-track permitting incentives (following example based on Sarasota County Resolution 2006-174):

- i. Site and Development plans for a proposed "Green Development" shall be processed in ~~ten (10)~~ ___ working days. All such applications shall be accompanied by the appropriate green building program application form.*
- ii. Building permit applications for residential green buildings shall be processed within ~~three (3)~~ ___ working days. All such applications shall be accompanied by the appropriate green building program application form.*
- iii. Building permit applications for commercial green buildings shall be processed in ~~five (5)~~ fifteen (15) ___ working days. All such applications shall be accompanied by the appropriate green building program application form.*

Member Comments, 1/16:

- Strike specific number of days and put in blanks to let jurisdictions put in appropriate number of days?
- Support? Unanimous

(b). For all projects other than one and two-family residential projects, there shall be a reduced development plan review fee, which shall equal ~~80~~ ___ percent of the fee required for a non-program participant.

Member Comments, 1/16:

- Same thing regarding numbers in subsections b, d, etc. Anyplace specific numbers appear throughout, insert blanks.
- Support? **Unanimous**

~~(c). Reduced permitting fee (the City of Gainesville first instituted a 50% fee reduction with Ord. No. 001835, § 1, 10-14-02), which shall equal 50 percent of the fee required for a non-program participants, for projects that meet all of the requirements of the program and reduce energy and water consumption by 50% and meet the minimum requirements of the Institute for Business and Home Safety. Reductions in energy shall be calculated using the HERS® Index for residences and the ASHRAE 90.1 Appendix G rating procedure for commercial buildings. Water use shall be calculated in accordance with jurisdiction requirements.~~

Member Comments, 1/16:

- Can not legally provide reduction of building fees. If you give a discount then others will have to pay the difference
- Strike all of (c)?
- Still doing the same amount of work, still need the fee to do the work
- Keep portion from “which shall...” on?
- Is this more generic than just the building permit fee?
- Reduce development review but leave in bold that fees are exempt
- That is covered elsewhere, the fee here is the building fee
- Support striking all of (c)? **Unanimous**

~~(d). Shall refund an organization’s registration fees on projects deemed “Positively Green Projects.”~~

~~(e). Shall provide 25% increase in density for projects that meet the requirements of the green land development designation and permanently preserve 20% of land that would otherwise be deemed buildable under current codes and laws.~~

~~(f). Shall provide \$100 annual rebates for businesses operating in a building certified as green under this program.~~

Member Comments, 1/16:

- How and when would you do this?
- Local government would give a rebate every year? From what pot of money? Tenant in a green building gets \$100 each year for being there?
- Has this been used anywhere?
- Need to add purpose in commentary – to explain and clarify the purpose and intent of this section

[\(New\) Shall provide for waiver or mitigation of a 15% discount on local impact fees for builders or developers or home buyer of homes that qualify for and implement \(clarify in commentary regarding certification\) this program as described in Section 7 and one of the following: 1\) federal tax credit for energy efficient homes, 2\) the federal tax credit for solar energy systems, or 3\) the rebate for solar photovoltaic or thermal systems under the Florida Solar Energy System Incentives Program.](#)

Member Comments, 1/16:

- Adds additional incentive
- Define impact fee? Any or all?
- May run into problems since impact fees must be tied to impacts. You may get a proportional discount for reduced impact on infrastructure but not broad across the board reduction
- Homebuyers pay the fee not the builder
- Who gets the rebate? Builders pay the fee but put the fee into the cost
- Describe issue in commentary; describe a rational nexus
- Want incentives to tie back to section 7 standards. This creates new standards that may muddy the waters. Same for (g) below. Recommend striking altogether since it does not tie back to standards in section 7. If built to LEEDs then would qualify.
- Dump reference to federal tax and tie back to standards, then drop additions above to federal tax codes
- Leave federal tax
- Disagree with but it is a choice – you qualify for program not actually do it to get reduction
- Support new provisions with indicated strikethroughs? **Consensus: 9-Yes and 1-No**

(g). Shall provide \$100 annual rebates for businesses supplying 10% or more of their annual energy needs through on-site solar energy.

(h) Marketing for all sub-programs. For any program participant seeking program certification for new residential construction, residential retrofitting/remodeling, new commercial/non-municipal construction, or new jurisdiction owned civic or office construction projects, the jurisdiction's general government shall provide the following marketing incentives, including but not limited to:

- Provide an outdoor sign that the builder may use to promote a project being designated under this program;*
- The inclusion of program participants on a webpage dedicated to the program;*
- The creation of promotional packages such as a program logo for a program participant's advertisements or brochures;*
- Press releases; and*
- Information about available financial programs, including but not limited to, those associated with Fannie Mae/Freddie Mac.*
- Provision of website links to local sustainable businesses and green building materials.*
- Cooperation with local banking, Realtors, and insurance companies to make green building more affordable*

(i) Green building award. For the purpose of publicly recognizing outstanding commitment to "green building," the program shall provide for an award called the "green building award" to be awarded annually by the jurisdiction's general government to one program participant in each sub-program.

(j) Special green contribution award. The jurisdiction shall annually provide a special recognition award to those contractors that donate significant reusable building materials to non-profit local building organizations.

Sec. 9.0. CERTIFICATION.

The program shall be subject to certification by a qualified third party who has been trained and certified as a green building certifier. For the purpose of this section of the program, "third party" means any person or entity authorized according to the requirements of the standard in section ~~8-0.7.0~~ for a particular project.

Sec. 10.0. EDUCATION AND TRAINING.

(a) ~~The building inspection department~~ jurisdiction in conjunction with FSEC, FGBC, Green Globes, NAHB or USGBC shall conduct at least one training workshop per year for the purpose of educating potential or current program participants about the program.

Member Comments, 1/16:

- Change "building inspection department" to "jurisdiction" here and in the rest of document
- Support? **Unanimous**

It is recommended that the jurisdiction's website include information about the program, frequently asked questions and answers, and guidance for participation.

(b) The jurisdiction shall attempt to make available a meeting space at a government facility when available for green building programs offered by organizations that are of a general nature (not product specific). Organizations shall contact the facilities staff to make arrangements.

(c) Jurisdiction building and planning department staff shall be encouraged to attend at least ___ hours of green building training a year.

Local governments should encourage training as needed or required to learn the requirements and encourage staff to learn more about new resource efficient building practices. Some training may help staff maintain licenses. You may choose to make continuing education in green building criteria in their annual review.

Sec. 11.0. INDEX AND REPORT.

The goals and objectives of the program and their status as outlined in the Preamble shall be recorded, analyzed and reported to the commission. The jurisdiction administrator/manager shall be responsible for this indexing and reporting.

An additional recommendation is to display the goals and objectives of the program and their status as outlined ~~in the Preamble~~ in Section 2 and make publicly available on a public website or library.

Member Comments, 1/16:

- Moved to section 2.
- Support? **Unanimous**

- I am still concerned about counties that do not have websites.
- Put into commentary based on discussion at our last meeting
- Add “or library”
- Support? **Unanimous**

Sec. 12.0. PROGRAM REVIEW.

(a) *Staff review.* The jurisdiction shall provide for a review of the program to determine the need for changes in the program to increase its effectiveness.

(b) *Frequency.* The program shall be subject to review one year after the effective date of this ordinance and thereafter at a frequency of not more than once per year.

(c) *Purpose.* The purpose of reviewing the program includes but is not limited to updating program incentives, recommending program or marketing changes to the jurisdiction, reviewing suggestions made by program participants, and annually awarding the green building awards of the program.

Sec. 13.0. CONFLICTING REGULATIONS REPEALED.

Where conflicts occur this ordinance shall supercede. ~~All regulations that are in conflict with this ordinance, in whole or in part, are hereby repealed to the extent that they are in conflict.~~

Member Comments, 1/16:

- This shall supercede, let local government figure out how.
- Support striking the second sentence? **Unanimous**

Sec. 14.0. SEVERABILITY.

If any portion of this ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate provision and shall not affect the validity of the remaining portions of the ordinance.

Sec. 15.0. EFFECTIVE DATE.

This ordinance shall take effect on the date on which it is enacted by the jurisdiction.

Other Member Comments, 1/16:

- Cite Section 163.04(2) in the Florida Statutes to support the language on deed restrictions

Appendix A. U.S. Mayors Climate Protection Agreement as endorsed by the 73rd Annual U.S. Conference of Mayors meeting, Chicago, 2005 (see online version of draft for full text)

Member Comments, 1/16:

- *No comments or suggestions were offered*

Appendix B. Florida examples of local green building programs

Member Comments, 1/16:

- Strike appendix B altogether
- I object to striking Appendix B. The locals want to see who else has done this. It is a service to include. It will be the first question local governments ask. It is an important part of commentary. It is important to include examples
- Put examples into the report, but not the ordinance. Will the list will grow as more adopt?
- Put examples on the public awareness website
- Why is it a problem to include in the report and not the model? Local governments look for other examples. This document gives examples now, but does not need to “keep up” by adding more
- This is just suggesting what has been done up to now. May want to put in citation for activity outside of Florida too
- As a local government we mailed our example out to 100’s of others. It is the first question asked and is important information
- Support including in the report, not in the model?
- Re-title this appendix as “Florida Examples” and direct to links to other examples on myflorida green building site. Support? **Unanimous**

Introduction to Green Building Public Awareness Campaign Plan

At the meeting on November 28, 2007, Sherri shields with the Florida Solar Energy center (FSEC) offered an overview and review of the components of the initial draft public awareness campaign plan. The initial draft relied on comments and suggestions offered by the public and workgroup members at previous meetings.

The following is a revised draft plan with the relevant discussion and suggestions by workgroup members following each section. Any notes for further clarification and actions are included as bullets under member discussion with any additional explanatory notes or decisions indicated in italics and/or in bold.

Public Comment

The general public was given an opportunity to offer any comments or suggestions for the members to consider before the workgroup reviewed the draft plan. The following comments and suggestions were offered by one person:

- The goals and objectives are not very specific.
- There are no objectives to target audiences; others are missing.
- The plan lacks communication to the industry.
- Market research needs to be more in depth than indicated. Talk more about focus groups.
- Strategies for each audience are needed. Training and education should be under tactics.
- There are no budget totals, and is under funded given the cost of media buys. Put out an RFP to experienced median groups.
- You will need more than four months to implement.

Draft Green Building Public Awareness Campaign Plan

Focus

Florida's per-household consumption of electricity is among the highest in the United States, largely because the State's hot and humid weather drives up electricity demand for air-conditioning. Florida builds an average of 160,000 new homes each year, and housing currently totals 7.3 million. Census Bureau data reveals that Florida will rank third in terms of population in 2010. With these growing numbers, the construction of energy-efficient buildings alone would significantly reduce Florida's energy consumption. Energy efficient improvements to existing homes would have an even greater impact.

"Green" building programs seek to maximize performance rather than comply with minimum codes. Beyond-code programs such as these also tend to address the number one obstacle to energy-efficient homes – quality control of installed energy components. While it is true that codes impact the largest number of new buildings, some of the voluntary programs are gaining market share because consumers and builders are interested in "doing what's right."

There clearly is a surge in consumer appetite for information about energy efficiency. According to the National Association of Business Journalists, the number of news reports about 'green business practices' more than doubled in the last year, and has grown by almost 800 percent in the last five years in the country's top 10 newspapers.

At the same time, it is generally recognized that consumers have difficulty:

- Deciphering what “works” and what “doesn’t work” in terms of how to implement an energy-efficient strategy for a new home.
- Figuring out the rate of return on costs for energy-efficient products and appliances.
- Understanding in simple terms how their decisions to save energy add up to overall savings that benefit the community.
- People do not generally understand ways to conserve water. How much water normal activities require.
- People do not understand where their water comes from

Member Comment, 1/16:

- Green building is more than just efficiency and needs to include the water side too. Add water efficiency wherever you have energy efficiency
- Can we amend to be resource efficient instead of energy efficient
- Prefer to have both
- Support including “energy, water and material”? **Unanimous**
- Green goes beyond energy efficiency. This program concentrates on energy efficiency and needs to be more generalized to building.
- Ultimately emphasis should be on sustainability. Throughout document expand to broader spectrum. Support? **Unanimous**

Goals

Increase public awareness of energy efficiency strategies.

Increase public awareness of the benefits of green building practices, which includes new and remodeled.

Increase public awareness of the Cost benefit of green building practices and the understanding of green building rating systems.

Increase public awareness of how individual decisions to be energy efficient contribute to overall savings by communities.

Member Comment, 1/16:

- Reorder by switching the first and second bullets
- Including energy, water, etc. – six items commonly used
- Reword third goal. Support as revised? **Unanimous**

Objectives

- Determine the public’s and building community’s awareness level on green buildings and sustainability
- Define “green” in consumer-friendly “brand” terminology.
- Define in simple terms how consumers can adopt energy and water-efficient strategies.
- Increase the number of green buildings in Florida by 50% by 2010.
- Increase consumer awareness of home energy ratings in Florida by 50% by 2010.

- Create brand recognition of the term “green buildings” and increase market awareness of brand to 25% by 2010.

Member Comment, 1/16:

- Change 50% to 25% of if you talking about the total number of all buildings. If you are talking about increasing by 50% above existing number of green buildings then that may not be much
- When the consumer wants it then builders will provide. Public awareness is key.
- The objectives do not address developers. Need to “coerce” developer and industry to do it. Amazed at how low the numbers are for current buildings when Florida should be leading the nation
- Unless consumer is convinced of the benefit then the cost difference will keep sales down on green homes.
- I think it is both homeowner awareness and offerings by the builder. Consumers need a choice.
- Builders are marketing green with more awareness of global warming
- Add “sustainability” to the first bullet and “water efficiency” to the second. Support?

Unanimous

Audiences

Target audiences:

- Home buyers
 - “First-time,” or starter-home buyers
 - “Move-up” buyers
 - Upscale or luxury-home buyers
- Homeowners
- Home builders
- Designers
- Developers
- Realtors®
- Lenders
- Appraisers, Real Estate Attorneys and other facets of the home-building industry
- Media
- Building Material Suppliers
- Local governments
 - Elected officials
 - Senior appointed officials

Member Comment, 1/16:

- Add media to the audiences
- Include respective trade associations for each group
- Why distinguish between homebuyers?
- Different marketing approach for each set of homebuyers – three different messages

Key Messages

The foundation of any public awareness campaign is a set of “Key Messages.” These are the core statements that the campaign repeats over and over to ensure that the public hears and understands the campaign’s purpose. Key messages are repeated throughout all outreach efforts.

The green building and energy efficiency messages conveyed will be informative and expressed in layman’s terms. It will answer the following:

- What’s in it for me?
- What’s in it for Florida?
- What’s in it for the environment?
- How does my “small part” contribute to the whole?

How the messages are conveyed – the words and images that are used – will be determined as part of the creative process and should be tested with focus groups to make certain they are effective.

Member Comment, 1/16:

- *None offered*

Market Research

Market research should be conducted to determine a baseline of the public’s awareness of green buildings and energy efficiency strategies and also what motivates people to participate in green building programs. A post-campaign survey should be conducted to determine the campaign’s effectiveness.

A telephone survey is the most appropriate tool to obtain wide representation of the state of Florida.

Sample questions may include:

- What does the Energy Star label mean?
- Have you purchased any Energy Star appliances or products in the last year?
- What does “green” mean to you?
- Are “green” features important in your next home purchase?
- If so, what “green” features are important?
- How much more would you be willing to pay for a “green” home?
- Do you know of any tools available to help you learn about “green” homes in Florida or energy efficiency?
- Do you know how to determine the energy efficiency of your home?

Opinion research should also be used to guide development of ideas and messages. During development of logos, taglines, advertising and messages, focus group discussions will ensure effectiveness.

Member Comment, 1/16:

- Are you trying to determine the level of understanding? Then add products
- Focus groups? Needs to be a bigger part of research and not just a mention
- Proposing a phone survey to establish awareness. Then test potential messages with focus groups.
- Support moving the last suggestion to strategies? **Unanimous**

Strategies

Advertising frequency research shows that it takes people being exposed to a message multiple times before it becomes effective. And although the actual number to be effective is debated, it's clear that at least three exposures are necessary. In addition, a multi-faceted program is required to reach multiple audiences.

Advances in technology have created additional avenues to deliver and receive information. For example, one-third of home buyers go online first to look for properties, according to National Association of Realtors' 2007 Profile of Home Buyers and Sellers. One-fifth of all buyers contact a real estate agent first. At least half of all home buyers reported using a combination of sources to gather information about their upcoming home purchase – real estate professionals, the Internet, yard signs and print newspaper advertisements.

Conventional media – television, radio and print outlets – are still how the majority of the public gets its information. A multi-faceted strategy of using paid media, public service announcements and earned media (public relations) will be employed to reach the largest number of consumers.

Additionally, direct outreach to consumers via trade shows, festivals and other public events are a powerful way to raise public awareness.

Podcasts and blogs have also become a prominent avenue for information delivery and should be explored as delivery vehicles that may have significant potential.

While attention to “green” seems more prominent now than ever, it's a perfect time to implement a strong public awareness campaign. In order to continue to keep “green” and energy efficiency strategies in the forefront of people's minds, however, an on-going campaign is necessary.

Member Comment, 1/16:

- Specifically define the strategies for each audience. Support? **Unanimous**

Outreach, Training and Partnerships

- Leverage Florida Home Builders Association Sales and Marketing Council to spread message to home builders
- Provide training – with continuing education credits – ~~to Realtors~~
- Leverage existing outreach resources at ~~Florida-based~~ utilities focused on energy efficiency

Member Comment, 1/16:

- Strike “realtors” from the second bullet and “Florida-based” from the third. Need to broaden the outreach. Support? **Unanimous**
- Add the following to the list:
 - Local governments
 - BASF
 - Associations
 - Trade and building schools

Media Plan

Member Comment, 1/16:

- Consider hiring outside media expertise
- Already undertaking this approach

Notable Date

- Earth Day – April 22, 2008

Print Advertising

Newspapers Ads – daily and weekly (*major newspapers*)

- Parade of Homes (multiple locations throughout the state)

Magazines

- Fine Homebuilding
- Southern Living
- Florida Coast Living
- Florida Trend
- Trade publications

Internet Ads

Real estate Web sites

Member Comment, 1/16:

- Add Newspaper websites

Broadcast

Broadcast Television

Cable Television

Radio

- 30-second Public Service Announcement
- Interviews with experts

News Releases

- Notable events, such as a Campaign Kick-off, sent to major newspapers in Florida
 - Florida Times Union
 - Miami Herald
 - Orlando Sentinel
 - Palm Beach Post
 - Sarasota Herald Tribune
 - South Florida Sun Sentinel
 - St. Petersburg Times
 - Tampa Tribune

Tradeshows

– For Consumers

- Living Green Expo
May 3-4, 2008
St. Petersburg, FL
<http://www.pinellaslivinggreenexpo.org/>
\$100
- Florida Keys Green Living Energy Expo
May 9 - 11, 2008
Marathon, FL 33050
http://www.keysglee.com/html/08_expo/2008expo.htm
- Green Earth Expo 2008
May 15-18, 2008
Orlando, FL
<http://www.globalgreenalliance.com/>
\$2500
“The World’s Largest Sustainable Commerce & Lifestyle Trade Show Event!”
- Tampa Bay Home Expo (Tropicana Field)
June 6, 7 & 8
A Grand Event is designed to help you meet your sales goals this summer. Tropicana Field offers the perfect setting and the St. Petersburg Times is your partner who will deliver home enthusiasts by the thousands.
- Suburban Orlando Fall Home Show
September 5, 2008 - September 7, 2008
Osceola Heritage Park Kissimmee, Florida 34744
- 2008 Campus & Community Sustainability Conference
October (Dates TBD)
University of Central Florida, Orlando
- Renewable Energy Expo
November 2008
Downtown Orlando
Sponsored and organized by the Orlando Utilities Commission
<http://www.floridareexpo.com>

– For Builders

- Southeast Builders Conference & Green Trends Conference and Trade Show
July 30 - August 2, 2008
Orange County Convention Center
Orlando, Florida

Web Site

<http://www.myfloridagreenbuilding.info/>

Phase One – Completed January 1, 2008

Phase Two – June 20, 2008

- Develop Florida-specific energy calculation tools
- Showcase Florida green buildings
- Provide testimonials of green building owners
- Provide case studies of high efficiency and green homes and buildings
- Provide green maintenance and operation practices for building owners
- Develop database of local and state green ordinances
- Develop database of financial incentives, including rebates and energy-efficient mortgages

Measuring Results

The success of the campaign will be measured by:

- a post campaign survey of the public's awareness
- the increased number of ENERGY STAR homes in Florida
- the increased number of building energy ratings
- the number of Web site hits
- the number of media impressions generated by the campaign
 - Measuring against what?
 - Post campaign survey versus pre-campaign survey to indicate rise in awareness

Member Comment, 1/16:

- *None offered*

Budget/Timeline

In the first year, the campaign plan is for a 4-month period.

Market Research

Completed telephone surveys will be collected from a random sample of sufficient (~500 – 700) Florida residents to achieve a 5% margin of error.

Estimated Completion Time: 8 weeks

Cost: \$ 14,000 – \$28,000

Member Comment, 1/16:

- How and who will prioritize the various methods?

Broadcast Advertising

Target: primary-Adults 25-54; secondary-Adults 18+

Tier I TV Markets:

- Tampa/St Pete/Sarasota (DMA* rank #13)
- Miami/Ft Lauderdale (DMA rank #16)
- Orlando/Daytona/Melbourne (DMA rank #19)
- West Palm Bch/Ft Pierce (DMA rank #38)

- Jacksonville (DMA rank #48)
- Ft Myers/Naples (DMA rank #63)

Tier II TV Markets:

- Pensacola/Mobile (DMA rank #61)
- Tallahassee/Thomasville (DMA rank #108)
- Panama City (DMA rank #154)
- Gainesville (DMA rank #162)

(TV & Local Cable) Proposed schedule

- Mar 10 - 2 weeks paid
- Mar 24 - 2 weeks PSA**
- Apr 7 - 2 weeks paid
- Apr 21 - 3 weeks PSA
- May 26 - 2 weeks paid
- Jun 9 - 3 weeks PSA
- Jun 30 - 2 weeks paid
- Jul 14 - 2 weeks PSA

The political window starts July 26 and goes thru Nov 4. Network TV will be very expensive – use Cable and Radio during this period.

For the Jul 28 - 11/2 flight (using hiatus weeks to stretch the budget)

Radio - look at Traffic Pulse and Total Traffic radio networks. These two networks seem to have the top stations in most of the Florida markets (plus they're very good at running PSA's when there is unsold inventory available).

Cable - concentrate on higher rated networks (the cable news programming may get hit with political advertising also which will push up those rates), concentrating on HGTV, ESPN and networks with first run Prime (TNT, TBS, Bravo, FX)

- The cost to buy 8 weeks of Tier I television at a minimum of 150 GRPs***/wk = \$1,240,000
- The cost to buy 8 weeks of Tier II television at a minimum of 150 GRPs/wk = \$318,000
- The cost to buy 8-12 weeks on both Radio Network weeks in the Tier I markets = \$300,000
- The cost to buy 8-12 weeks of Cable in the Tier I markets = \$240,000

**DMA (Designated Market Area)*

*** PSA (Public Service Announcement)*

**** GRP (Gross Rating Point) is the sum of ratings achieved by a specific media vehicle or schedule. It represents the percentage of the target audience reached by an advertisement. If the advertisement appears more than once, the GRP figure represents the sum of each individual GRP. In the case of a TV advertisement that is aired 5 times reaching 50% of the target audience, it would have 250 GRP = 5 x 50% -- ie, GRPs = frequency x % reach.*

Options for Production of a 30-second TV Spot

- Low Budget - \$3,000 - \$8,000
Includes: Graphics, animation, stock and existing footage, and voiceover artist.

- Middle Budget - \$15,000 - \$18,000
Includes: Graphics, animation, 1 day on-location video shoot filmed in High Definition 1080i, 2 cameras, lighting, audio, with makeup.
- High Budget - \$27,000 - \$56,000
Includes: Graphics, animation, 1 day on-location video shoot, 1 day in studio video shoot on green screen or existing in warehouse production set filmed in High Definition 1080i, 2 cameras, lighting, audio, with makeup.

Variables: Complexity of the animation, number of crew necessary, number of hours for special effects, editing and post production.

Prices include: Research, Preproduction Planning, Storyboarding, and Scriptwriting.

Print Advertising

Newspapers Ads – daily and weekly (*major newspapers*)

- Parade of Homes (multiple locations throughout the state)

Magazines

- Southern Living
- Florida Trend
- Florida Coast Living
- Fine Homebuilding

Name	Description	Circulation	Cost Per Insertion (X4)
Southern Living Magazine	Full page 4-color ad	(FL) 260,000	\$29,500
	1/2 page 4-color ad		\$16,900
Florida Trend	Full page 4-color ad	56,000	\$11,070
	1/2 page vertical 4-color ad		\$8,820
Florida Coast Living	Full page 4-color ad	200,000	\$1,605
	1/2 page vertical 4-color ad		\$955
Fine Homebuilding	Full page 4-color ad	315,000	\$21,340
	1/2 page 4-color ad		\$12,380

Member Comment, 1/16:

- None offered

Public Comments

Members of the public were invited to offer their perspectives on both the draft model ordinance and public awareness plan as discussed and revised by the workgroup. No one from the public offered additional comments or suggestions for consideration.

Motion to adopt model ordinance and public awareness as recommendations to send to the building commission

Unanimous 10-0

Adoption of Model Ordinance and Public Awareness Campaign Plan

Without further discussion, workgroup members offered and seconded a motion to adopt the model ordinance and public awareness campaign drafts as presented and revised during discussion today as recommendations to be sent to the Florida Building Code Commission for their consideration. The motion passed unanimously, 10-0.

Following the adoption of the revised model ordinance and public awareness campaign plan, the workgroup members offered and approved a motion to adjourn their final meeting at 1:40 PM.

**APPENDIX A:
FLORIDA BUILDING COMMISSION
GREEN BUILDING WORKGROUP
LOCAL GOVERNMENT ORDINANCES AND PUBLIC AWARENESS**

**January 16, 2008—Orlando, Florida 32819
DoubleTree Hotel; Orlando; 5780 Major Boulevard; 407-351-1000**

Meeting Objectives

- ✓ To Approve Regular Procedural Topics (Agenda and Meeting Report)
- ✓ To Review Compiled Written Public Comments
- ✓ To Review, Discuss and Adopt Recommendations Regarding a Model Efficiency Ordinance for Residential Development
- ✓ To Review, Discuss and Adopt Recommendations Regarding a Public Awareness Campaign that Promotes Energy Efficiency and the Benefits of Building Green
- ✓ To Consider Public Comment
- ✓ To Adopt Package of Recommendations for Submittal to Commission

All Agenda Times—including Public Comment and Adjournment—are Subject to Change

Meeting Agenda

- 9:00 Welcome and Opening**
- 9:05 Agenda Review and Approval**
- 9:10 Approval of November 28, 2007 Facilitator’s Summary Report**
- 9:15 Overview of Compiled Written Comments**
- 9:30 Review, Discussion and Adoption of Model Ordinance**
- 10:30 Break**
- 10:45 Review, Discussion, and Adoption of Model Ordinance—Continued**
- 12:00 Lunch**
- 1:00 Review, Discussion and Adoption of Strategies for a Public Awareness Campaign**
- 2:45 General Public Comment**
- 2:30 Adoption of Package of Recommendations for Submittal to Commission**
- 2:50 Next Steps and Delivery Schedule**
- 3:00 Adjourn**

Contact Information: Jeff Blair; 850.644.6320; jblair@mailier.fsu.edu; <http://consensus.fsu.edu>

Project Webpage: <http://consensus.fsu.edu/FBC/GBW.html>

Green Building Workgroup Members

Representation

Florida Building Commission
Florida Energy Commission
Building Officials Association of Florida
Florida Energy Office (DEP)
Florida Home Builders Association
Association of Counties
League of Cities
Florida Solar Energy Center
My Safe Florida Home/Department of Financial Services
Water Management Districts
Local Government
Legal
Florida Solar Energy Research and Education Foundation
Product Manufacturer

Member

Dale Greiner
Rob Vickers
Jim Schock
Michael Ohlsen
Bob Sisum
Shannon Staub
Jeff Allebach
Rob Vieira
Yvonne Gsteiger
Linda Burnette
Paul Radauskas
Thomas Ankersen
Colleen Kettles
Tom Geriak

Meeting Schedule

Meeting I (Forum)	October 1, 2007	Tampa
Meeting II	October 31, 2007	Gainesville
Meeting III	November 28, 2007	West Palm Beach
Meeting IV	January 16, 2008	Orlando

GREEN BUILDING WORKGROUP PROCEDURAL GUIDELINES

PARTICIPANTS' ROLE

- ✓ The Workgroup process is an opportunity to explore possibilities. Offering or exploring an idea does not necessarily imply support for it.
- ✓ Listen to understand. Seek a shared understanding even if you don't agree.
- ✓ Be focused and concise—balance participation & minimize repetition. Share the airtime.
- ✓ Look to the facilitator(s) to be recognized. Please raise your hand to speak.
- ✓ Speak one person at a time. Please don't interrupt each other.
- ✓ Focus on issues, not personalities. Avoid stereotyping or personal attacks.
- ✓ To the extent possible, offer options to address other's concerns, as well as your own.
- ✓ Represent and communicate with member's constituent group(s).

FACILITATORS' ROLE

- ✓ Design and facilitate a participatory task force process.
- ✓ Assist participants to stay focused and on task.
- ✓ Assure that participants follow ground rules.
- ✓ Prepare agenda packets and provide meeting summary reports.

GUIDELINES FOR BRAINSTORMING

- ✓ Speak when recognized by the Facilitator(s).
- ✓ Offer one idea per person without explanation.
- ✓ No comments, criticism, or discussion of other's ideas.
- ✓ Listen respectfully to other's ideas and opinions.
- ✓ Seek understanding and not agreement at this point in the discussion.

THE NAME STACKING PROCESS

- ✓ Determines the speaking order.
- ✓ Participants raises hand to speak. Facilitator(s) will call on participants in turn.
- ✓ Facilitator(s) may interrupt the stack (change the speaking order) in order to promote discussion on a specific issue or, to balance participation and allow those who have not spoken on a issue an opportunity to do so before others on the list who have already spoken on the issue.

ACCEPTABILITY RANKING SCALE

During the meetings, members will be asked to develop and rank options, and following discussions and refinements, may be asked to do additional rankings of the options if requested by members and staff. Please be prepared to offer specific refinements or changes to address your reservations The following scale will be utilized for the ranking exercises:

Acceptability Ranking Scale	<i>4 = acceptable, I agree</i>	<i>3 = acceptable, I agree with minor reservations</i>	<i>2 = not acceptable, I don't agree unless major reservations addressed</i>	<i>1 = not acceptable</i>
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GREEN BUILDING WORKGROUP CONSENSUS AND DECISION-MAKING PROCESS

The Green Building Workgroup (Workgroup) will seek consensus decisions on its recommendations to the Florida Building Commission. General consensus is a participatory process whereby, on matters of substance, the members strive for agreements which all of the members can accept, support, live with or agree not to oppose. In instances where, after vigorously exploring possible ways to enhance the members' support for the final decision on a recommendation, and the Workgroup finds that 100% acceptance or support is not achievable, final decisions will require at least 75% favorable vote of all members present and voting. This super majority decision rule underscores the importance of actively developing consensus throughout the process on substantive issues with the participation of all members and which all can live with. In instances where the Workgroup finds that even 75% acceptance or support is not achievable, publication of recommendations will include documentation of the differences and the options that were considered for which there is more than 50% support from the Workgroup. In order to conduct formal business, the Workgroup will require a quorum of its appointed members. Eight (8) of Fourteen (14) members must be present to constitute a quorum.

The Workgroup will develop its recommendations using consensus-building techniques with the assistance of the facilitators. Techniques such as brainstorming, ranking and prioritizing approaches will be utilized. Where differences exist that prevent the Workgroup from reaching a final consensus decision (i.e. with support of at least 75% of the members) on a recommendation, the Workgroup will outline the differences in its documentation.

The Workgroup's consensus process will be conducted as an open process consistent with applicable law. Workgroup members, staff, and facilitators will be the only participants seated at the table. Only Workgroup members may participate in discussions and vote on proposals and recommendations. The facilitators, or a Workgroup member through the facilitators, may request specific clarification from a member of the public in order to assist the Workgroup in understanding an issue. Observers/members of the public are welcome to speak during the public comment period provided at each meeting, and all comments submitted on the public comment forms provided in the agenda packets will be included in the facilitators' summary reports. The time allocated for an individual to offer a public comment may be limited to no more than five-minutes (5), depending on the number of individuals wishing to address the Workgroup.

Facilitators will work with FSEC and DCA staff and Workgroup members to design agendas that will be both efficient and effective. The FSEC staff will help the Workgroup with information and meeting logistics.

To enhance the possibility of constructive discussions as members educate themselves on the issues and engage in consensus-building, members agree to refrain from public statements that may prejudice the outcome of the Workgroup's consensus process. In discussing the Workgroup process with the media, members agree to be careful to present only their own views and not the views or statements of other participants. In addition, in order to provide balance to the Workgroup process, members agree to represent and consult with their stakeholder interest groups.

GREEN BUILDING WORKGROUP

OVERVIEW OF PROJECT SCOPE

Develop a Model Energy Efficiency Ordinance for Residential Development.

The Green Building Workgroup will work with FSEC to develop recommendations for a model efficiency ordinance for residential development. FSEC will provide additional research and support by identifying and soliciting input from local governments and other organizations with current and developing initiatives for energy conservation, green building and sustainable development, including but not limited to, energy and water conservation and hurricane resistant buildings and communities.

Commission Workplan Task

22. Develop a model energy efficiency ordinance for residential development

Establish work group of stakeholders identified in law	9/07
Work group meetings	9/07 – 11/07
Draft ordinance delivered by work group	12/12/07
Commission public hearings	12/12/07
Recommendation finalized for report to 2008 Legislature	1/30/08
Report to 2008 Legislature	2/08

Develop and Implement a Public Awareness Campaign that Promotes Energy Efficiency and the Benefits of Building Green.

The Green Building Workgroup will work with FSEC to develop recommendations for developing and implementing a public awareness campaign that promotes energy efficiency and the benefits of building green and implement the components deemed feasible within the funds available through this contract. The public awareness campaign shall include website, trade show, print media and television strategies. FSEC will provide additional research and support by identifying strategies for using print advertising, press releases, and television advertising to promote voluntary utilization of energy efficiency and green building practices and to present recommendations to the Commission at the December 2007 meeting for approval. The campaign shall focus on the benefits of promoting energy efficiency to the purchasers of new homes, the various green building ratings and labels available, and the promotion of various energy-efficient products through existing trade shows.

Commission Workplan Task

24. *Develop and implement public awareness campaign on energy efficiency and benefits of Green Buildings*

Establish work group of stakeholders identified in law	9/07
Enter into contract for support services	8/07
Work group meetings	9/07 – 10/07
Plan Phase I approved by Commission	10/10/07
Website enhanced	10/07 – 12/07
Website launched	1/08
Plan Phase II approved by Commission	12/07
Phase II of campaign launched	2/08

Legislation

This section of the legislation relevant to the Commission's Green Building tasks are provided for informational purposes.

SB 2802 Enrolled 2007 Legislature

Section 48. (1) The Florida Building Commission shall convene a workgroup comprised of representatives from the Florida Energy Commission, the Department of Community Affairs, the Building Officials Association of Florida, the Florida Energy Office, the Florida Home Builders Association, the Association of Counties, the League of Cities, and other stakeholders to develop a model residential energy efficiency ordinance that provides incentives to meet energy efficiency standards. The commission must report back to the Legislature with a developed ordinance by March 1, 2008.

(3) The Florida Building Commission, in consultation with the Florida Solar Energy Center, the Florida Energy Commission, the Florida Energy Office, the United States Department of Energy, and the Florida Home Builders Association, shall develop and implement a public awareness campaign that promotes energy efficiency and the benefits of building green by January 1, 2008. The campaign shall include enhancement of an existing web site from which all citizens can obtain information pertaining to green building practices, calculate anticipated savings from use of those options, as well as learn about energy efficiency strategies that may be used in their existing home or when building a home. The campaign shall focus on the benefits of promoting energy efficiency to the purchasers of new homes, the various green building ratings available, and the promotion of various energy-efficient products through existing trade shows. The campaign shall also include strategies for utilizing print advertising, press releases, and television advertising to promote voluntary utilization of green building practices.

PUBLIC COMMENT FORM

The Florida Building Commission and the Green Building Workgroup encourage written comments—All written comments will be included in the meeting summary report.

Name: _____

Organization: _____

Meeting Date: _____

Please make your comment(s) as specific as possible, and offer suggestions to address your concerns.

Please limit comment(s) to topics within the scope of the Workgroup, and refrain from any personal attacks or derogatory language.

The chair and/or facilitator(s) may, at their discretion, limit public comment to a maximum of three-minutes (3) per person, depending on the number of individuals wishing to speak.

COMMENT: _____

Please give completed form(s) to the Facilitator(s) for inclusion in the meeting summary report.

APPENDIX B:

FLORIDA BUILDING COMMISSION
GREEN BUILDING WORKGROUP
January 16, 2008—Orlando, Florida

Meeting Evaluation Feedback for Inclusion in Facilitator's Report

INSTRUCTIONS: Please Use a 0 to 10 Rating Scale Where a 0 Means Totally Disagree and a 10 Means Totally Agree. Please Place Your Numeric Rating in the Space to the Left of Each Question.

1. Please assess the overall meeting.

- 9.63 The background information was very useful.
9.75 The agenda packet was very useful.
9.25 The objectives for the meeting were stated at the outset.
9.13 Overall, the objectives of the meeting were fully achieved.
9.63 Review of Public Comments.
9.13 Discussion and Adoption of Model Efficiency Ordinance Recommendations.
9.0 Discussion and Adoption Awareness Campaign Recommendations.
9.63 Adoption of Package of Consensus Recommendations for Submittal to Commission.

2. Please tell us how well the Facilitator helped the participants engage in the meeting.

- 9.63 The members followed the direction of the Facilitator.
10.0 The Facilitator made sure the concerns of all members were heard.
10.0 The Facilitator helped us arrange our time well.
9.75 Participant input was documented accurately.

3. What is your level of satisfaction with the meeting?

- 9.25 Overall, I am very satisfied with the meeting.
9.88 I was very satisfied with the services provided by the Facilitator.
9.5 I am satisfied with the outcome of the meeting.

4. What progress did you make?

- 9.5 I know what the next steps following this meeting will be.
9.5 I know who is responsible for the next steps.

5. Do you have any other comments that you would like to add? We are very interested in your comments. Please use the back of this page if needed.

- Very interested in being able to follow up the consequences or gains from the legislator using our recommendations to affect improves sustainability.
- Great work – Thanks Jeff & Hal!

APPENDIX C:
Green Building Workgroup Sign-In Sheet
January 16, 2008 – Orlando

Name	Affiliation
Public	
Paul Savage	Florida Homebuilders Assoc.
Don Fuchs	BOAF
Cy Butts	Deltona
Jack Glenn	FHBA
Bert Henderson	AZS Consulting
Mark Reddinger	BASF
Deb Bell	PGT Industries
Robert Kegan	Sumter County
Frank O'Neill	Aarons Staff
Greg Blose	Volusia HBA
Hal Knowles	University of Florida
Jimmy Buckner	C-Blick Engineering
Allen Johnson	C.B. of Maitland
Kari Hebrank	FBMA/FSPA
CW Macomber	APA
Drew Smith	FGBC, TBBA Sarasota HBA
Deborah Green	Water Media Services
Workgroup Members/Alternates/Staff	
Jack Glenn	FHBA
Michael Ohlsen	Florida Energy Office
Colleen Kettles	Fla SEREF
Rob Vieira	FSEC
Jim Richmond	DCA/FBC
Rick Dixon	FBC/DCA
Dale Greiner	FBC
James R. Schock	BOAF
Eileen Tramontana	SJRWMD
Ron Ankersen	UF Law School

APPENDIX D: Public Comment

No additional comments were submitted through a public comment form or by email.