

The Green Energy Newsletter,

Written by Architects and Engineers - for Architects, Builders, Developers & Real Estate Professionals.

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ARCHITECT'S MARKETING FORUM: *an ongoing dialog on marketing. If you have an idea you are willing to share, send it and we'll share it here.*

As I mentioned last month, a smart client who hired us, knowing the financial benefits for him relative to builder fees and architectural fees, was gung ho to proceed. We've been sprinting to get drawings done for an initial review with the Los Altos planning department, which is coincidentally begging for work. I've had another request from a former client to "go look for land" as he recognizes that this may be a once in a lifetime chance.

Good luck to us and to all of you!.....Mark English

2030 Challenge Stimulus Plan Presented on Capitol Hill

President-elect Obama has committed to economic recovery, energy independence, carbon-neutral buildings by 2030 and an 80% reduction in US greenhouse gas emissions by 2050. In response the folks at **Architecture 2030** have developed a groundbreaking economic stimulus plan that, with a single investment, simultaneously addresses all of these issues. Last week Edward Mazria and Kristina Kershner presented this 2030 Challenge Stimulus Plan policymakers and industry leaders in the Nation's Capitol where the Plan is now gathering steam.

The 2030 Challenge Stimulus Plan strategically inserts scarce investment dollars into the economy, so as to get the widest range of benefits, and with a federal investment of \$85.56 billion each year for two years, the plan will:

- create at least 8.445 million new jobs and
- create a new \$1.6 trillion renovation market and in just five years,
- save consumers \$142.33 to 200.88 billion,
- reduce CO2 emissions by 481.13 Million Metric Tons,
- reduce energy consumption by 6.17 Quadrillion Btu,
- save 1.83 trillion cubic feet of natural gas and
- save 83.35 million barrels of oil.

The Plan accomplishes all of this and more using a simple, equitable approach that integrates a mortgage buy-down program for residential buildings and an accelerated-depreciation program for commercial buildings with the energy efficiency targets of the 2030 Challenge. By tying stimulus funding to the 2030 Challenge targets, the Plan both revitalizes the US economy and incentivizes the necessary shift to an energy-efficient, clean-energy economy.

The new demand for energy efficiency upgrades and infusion of capital will create over 8 million new jobs, including a new \$1.6 trillion renovation market that will put the construction industry back to work immediately. Due to the large number of products and services involved, the investment in the Building Sector would be spread across the entire US and across all industries (from steel, insulation and caulking to mechanical, electrical and solar equipment, glass, wood, metals, tile, fabrics and paint) and all sectors (from design, engineering, banking and development to manufacturing, construction, wholesale, retail and distribution).

In addition, the \$142.33 to 200.88 billion in consumer mortgage and energy savings will provide much-needed disposable income to fuel economic growth. Also, the reductions in energy consumption, CO2 emissions, natural gas and oil will put the country on the path to energy independence and signal our commitment to addressing climate change. The 'icing on the cake' is that the cost of the Plan will be paid back each year through the new tax base created by the new jobs.

Separately, Architecture 2030 has also called for updating the National Model Building Energy Codes to achieve overall energy savings, compared to the 2006 IECC for residential buildings and ASHRAE Standard 90.1-2004 for commercial buildings, of at least: 30% by 2010, 50% by 2016 and 75% by 2022, reaching carbon neutral in 2030. The 2030 Challenge Stimulus Plan bridges the gap between 2009 and the implementation of the updated National Codes in 2011. While addressing the country's immediate needs, it

builds a foundation of experience and momentum that will ease the transition to the updated Codes that will transform the US Building Sector by 2030. Investing in the Building Sector is the only investment that can accomplish all of these objectives.

The simplicity of the 2030 Challenge Stimulus Plan, and its ability to have such a wide-ranging positive and immediate impact, has garnered a lot of attention on the Hill. The Plan is now being reviewed by the Transition Team. A PDF copy of the [2030 Challenge Stimulus Plan](#) is attached.

For further information, contact: Kristina Kershner, Director Architecture 2030 (505.988.5309) kershner@architecture2030.org

OBAMA'S TRANSITION TEAM IS WEIGHING BLOCKBUSTER HOUSING AND STIMULUS PROPOSAL: Excerpted from article by David Sassoon – Dec 12th, 2008 <http://solveclimate.com/blog/20081212/transition-team-weighing-blockbuster-housing-and-stimulus-proposal>

Homeowners can bring their mortgage rate down 2 or 3 or 4 points, with Uncle Sam picking up the difference, simply by improving the energy efficiency of their homes. Really, it's an offer you can't refuse, because it means you can save hundreds of dollars on a typical monthly mortgage, plus hundreds more in reduced energy bills. Those savings can immediately get spent by the homeowners stimulating the economy. At the same time, the demand for energy efficiency upgrades creates jobs. The government recoups its investment in the mortgage buy-down from the income tax collected from the newly employed. Sounds like win-win. Also, greenhouse gas emissions go down dramatically.

HERE'S HOW IT WORKS: Suppose a homeowner with a \$272,000 mortgage at 5.55%, paying about \$1,550 a month decides they want their mortgage rate to drop to 2.5%. To qualify for the reduction, they have to improve the energy efficiency of their home to 75% below code. That is going to cost about \$40,000. Now, existing tax credits would take care of about \$10,000 of that cost. But, the rest would get tacked on to the existing mortgage, bringing it up to \$302,000.

Now, at 3%, you'd be paying only about \$1,280, which means they would be saving almost \$300 a month on the mortgage alone. Adding in another \$150 in reduced energy costs, plus the value of your home rises. They have about \$450 per month more disposable income and you've reduced your carbon footprint.

NOTICE OF PUBLIC HEARING: Alameda County Planning Department will hold a public meeting to review the [Draft Green Building Ordinance](#), at 6 pm **TONIGHT**, Monday Jan. 5, 2009 at 6 pm, in the Public Hearing Room, 224 W. Winton Ave. Hayward. For more information contact Howard Lee (510-670-5400, howard.lee@acgov.org).

DESIGNS THAT USE CERTIFIED TITLE 24 AUTHORS (CEPE,s) QUALIFY FOR GREEN POINTS: One of the easiest ways to pick up extra Green Points, under **Section J - Building Performance**, of the Green Point-Rating (GPR) Checklist, is to have your Title 24 documentation authored by Mark English Architects where Alan Huguenot, is a *Certified Energy Plans Examiner* (CEPE).

Many Northern California building departments are now specifically requiring that all Title 24 documentation is to be authored by a CEPE. We can also to review the home's design for maximum efficiency and interaction of the building elements, to identify specific opportunities where measures that exceed Title 24 can be cost effective by modeling the home and by identifying additional green building opportunities for the project. Homes that exceed Title 24 by 15% or more may also be eligible for ENERGY STAR® certification.

KNOWLEDGE IS POWER: Making sure that particular green measures work within the overall design concept and that the combination will satisfy Title 24 energy compliance, while also keeping you apprised of new developments in GREEN DESIGN is a full time job....which we do for you at GREEN COMPLIANCE PLUS...as your own, on call (24/7), Title 24, Green Energy Compliance Experts.

Once we computer model your project for Title 24 compliance (during your preliminary design), our project specific energy analysis based on that model can be tweaked as the design changes and we can point the way to that *Brighter Shade of Green* your clients are seeking.

Give Alan or Mark a call at *Green Compliance Plus* (415 391-0186) to discuss your Title 24 documentation needs or any Green Energy Subject.