



GREEN BUILDING SCIENCE INSTITUTE

Targeted Community Solutions

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Green Building Science Institute – Targeted Community Solutions Program
Education, Certification, Program Administrator



StalwartBuilt Homes – Stalwart Re-NEW, Stalwart MED



GE - Healthymagination, Ecomagination, City Solutions
(Water, Sewer, Renewable Energy, Electric, Transportation)



Southeast Energy Efficiency Alliance
(Grant Asst. Program Administration)



Development Manager Program (DMP)



Department of Energy – Builders Challenge
Zero Energy Homes Program



Environmental Protection Agency
Energy Star, Water Sense, Indoor Air Plus



Florida Solar Energy Center Solar Education,
Project Certification Provider for the USGBC, EPA, DOE



MASCO Industries – Water Sense Certification Provider
Well Home, Environments For Living



CALL TO ACTION

The Green Building Science Institute – Targeted Community Solutions program was created as a solution to address several major issues that cities are facing today. The program is a solution to putting local community workers in a position to service the needs of their own community while gaining new valuable skills that will allow them to compete for better paying jobs related to sustainability.

The program also empowers the targeted city to create solutions for dealing with an aging building stock by utilizing the RENEW portion of the program. Existing buildings can achieve energy reductions from 20% to 70%, and reduce water consumption by at least 40%. New construction buildings can reduce energy consumption by 50% to near zero energy.

By creating a micro assembly plant in targeted locations, new high performance buildings that have superior indoor air quality, reduced utility consumption, and improved lifecycle of sustainability are produced while creating jobs for all in the community who have an association to the real estate transaction.



What is the Targeted Community Solutions Program

A workforce development program with a strong emphasis on education and training to address the retrofitting of existing buildings and new construction needs. The program is implemented as a holistic community approach to sustainability, and utility savings for energy, and water.

GBSI and its affiliate partners are in the business of performing Residential & Commercial Development Services that includes:

Planning and Design Services, Construction Management and Administration Services, Construction and Operation Management.

The team also provides Building Certification and Finance placement services on a nationwide basis. The team brings its years of experience, controls, systems, procedures, personnel, and associates to apply the successful completion of community based projects.



Each Plant covers a 200 mile radius for the shipment of Market Rate and Blight Replacement houses. *iGreenBuildingFab*



Summary of Potential Direct Jobs 100 Targeted Cities

Rehab	20,400
Building Science	5,200
Manufacturing/Assembling	6,500
Manufactured Product On-site Assembly	20,400
Total Potential Direct Jobs	52,500





Building Solutions

- Residential
- Institutional
- Civic
- Commercial
- Government
- Faith Based Organizations

IGBF - Gulf Coast Assembly Plant



New Construction

Our building solutions program delivers highly energy efficient, healthy, sustainable, storm resistant, long life cycle buildings that are designed to last 100 years.

Housing Solutions

Program funding and management for Blight Replacement, Affordable, Senior, First Responder, Workforce, Special Health needs and Market Rate housing.

Green designated community design services with custom amenities and services to promote the feeling of home and unity. While lowering environmental impacts, utilizing the latest in alternative fuel technologies such as geothermal and solar PV coupled with the high performance housing solution to produce quality carbon credits and maximum CO2 reduction.



Working with the Local Building Community

- Builders attend training and gain certification in systems built construction methods
- Gain continuing education credit
- Advantage of buying at bulk pricing direct from the factory
- Training and support for certified sub-contracted labor
- Community and or project marketing support for chosen mediums of advertising
- Training and marketing support for the realtor(s) working the project
- Builder gains “green designation”

Additional Benefits

Shorter construction cycle

Less call backs

Higher profit margins

Certification and testing to ensure the building is built and functions properly

Assumptions For Manufacturing Job Creation

IGBF Micro Plant Community Facility

- 100 Manufacturing plant direct jobs created
- Plus 160 Onsite Assembly direct jobs created
- Plus 26 Building Science direct jobs created
- Each Targeted Region is assumed to average 200 Homes per year





The Targeted Community Solutions Program will provide **blight replacement** and **market rate** homes with energy upgrades to accomplish one of four levels of home performance.

Status	Maximum Investment Cost (\$)	HERS Rating	Electric Cost per year (\$)	Savings (\$)
Current	0	100	2350	
Stalwart Level 1	4,000	80	1600	792
Stalwart Level 2	10,000	70	1260	1136
Stalwart Level 3	18,000	55	980	1419
Stalwart Level 4	36,000	25	480	1919

Certifications:

- 1) Environments for Living
- 2) Ecomagination
- 3) Energy Star 2 and after April 2.5
- 4) Indoor Air Plus (EPA)
- 5) Water Sense (EPA)
- 6) Builders Challenge
- 7) LEED for Homes
- 8) Near Zero Energy

LEVEL 4

LEVEL 4 expands the BASE program (1 - 4) plus LEVELS 2 & 3, and adds the following:

- Solar PV panels or other alternative fuel methods

Brings HERS Score to 30 or below, enables home to cost effectively accept alternative fuel

Allows access to Tax Credits

Allows access to Federal, State, Utility, Foundation Grant Funding where applicable

Estimated energy savings = 77-80%

Estimated water savings = 40% greater

Annual Estimated Savings \$ 1919.00

Including:
 General Contractor Fee
 501(c)(3) Contribution
 Testing & Certification
 Development Management Fee
 Stalwart Science Integration Fee



GREEN BUILDING SCIENCE INSTITUTE



Sustainability Guidelines Checklist



New & Rehabilitation Construction Standards

This is a 76 point check list designed to ensure program compliance with all certifications and inspections required to meet the performance standards of StalwartBuilt high performance buildings both residential and commercial.

Check List Requirements		Manufacturer Documentation & Verification Requirement	Third Party Verification Requirement	BC	WS	IAP	LH	ES	EFL	BSG
1	Construction/Design Documentation	✓	✓	✓	N/A	N/A	✓	N/A	N/A	✓
2	Building Envelope Moisture Management	✓	✓	✓	N/A	✓	✓	✓	✓	✓
3	Space Conditioning Design Based on ACCA Manual J,D, and S	✓	✓	✓	N/A	✓	✓	✓	✓	✓
4	All Hot Water Pipe Shall Be Have R-4 Insulation	N/A	✓	N/A	N/A	N/A	✓	N/A	✓	✓
5	Windows Shall Be Qualified Energy Star Southern Climate Zone	✓	✓	✓	N/A	N/A	✓	✓	✓	✓
6	Whole Building Mechanical Ventilation	✓	✓	✓	N/A	✓	✓	N/A	✓	✓
7	There Shall Be Continuous Air Barrier Separating attached garages from living space	✓	✓	✓	N/A	✓	✓	N/A	✓	✓
8	Blower Door Testing Shall be Performed @ 0.25 cfm/ft ² @ 50 Pascals	N/A	✓	✓	N/A	N/A	N/A	N/A	✓	✓
9	Blower Door Testing shall be performed @ .15 ACH	N/A	✓	✓	N/A	N/A	N/A	N/A	N/A	✓
10	Kitchen Exhaust Fan @ 100cfm	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
11	Bathroom Exhaust Fan @ 50cfm (intermittent use) or a 20 cfm (continuous use)	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
12	Clothes Dryer Vented Directly To Outdoors	✓	✓	✓	N/A	N/A	N/A	N/A	✓	✓
13	All Duct Connections Shall Be Sealed with An Underwriters Laboratories Listed Mastic Product	N/A	✓	✓	N/A	N/A	✓	N/A	✓	✓
14	Total Duct Leakage < 7%	N/A	✓	✓	N/A	N/A	✓	N/A	✓	✓
15	Complete Energy Star Thermal Bypass Inspection	✓	✓	✓	N/A	✓	N/A	✓	✓	✓
16	Use Central Air Handler With a Filter & MERV 10	✓	✓	✓	N/A	✓	✓	N/A	✓	✓
17	Combustion Safety	N/A	N/A	✓	N/A	N/A	N/A	N/A	N/A	N/A
18	Central Air Handler Isolated From The Garage by Thermal and Air Barrier	N/A	✓	✓	N/A	✓	✓	✓	✓	✓
19	The Static Water Service Pressure ≤ 80 psi	✓	✓	✓	N/A	✓	N/A	N/A	N/A	✓
20	All Toilets Shall Be Comply with a 1.1 gpf	✓	✓	✓	N/A	✓	N/A	✓	N/A	✓
21	Bathroom and Kitchen Sink Faucets Shall Comply with Max Flow Rate Of 1.5 gpm	✓	✓	✓	N/A	✓	N/A	✓	N/A	✓
22	Showerheads Shall Comply with Max Flow Rate Of 1.75 gpm	✓	✓	✓	N/A	✓	N/A	✓	N/A	✓



GREEN BUILDING SCIENCE INSTITUTE

CERTIFICATE of COMPLIANCE

IT'S OFFICIAL. THIS HOME IS GREEN.

Your builder has committed to construct your home according to the *Environments for Living*® Certified Green program standards. Homes built under this program offer unique green advantages of quality, durability, health, comfort, water conservation, and energy efficiency.

As an added benefit of your builder's decision to participate in the program, you will receive a three-year Comfort and Heating/Cooling Energy Use Limited Guarantee* for your home.

EMISSIONS STATEMENT

This home is located at:

exceeds the minimum reduction

Equal to:

lbs annually

Enjoy!

HEATING AND COOLING ENERGY & COMFORT LIMITED GUARANTEE

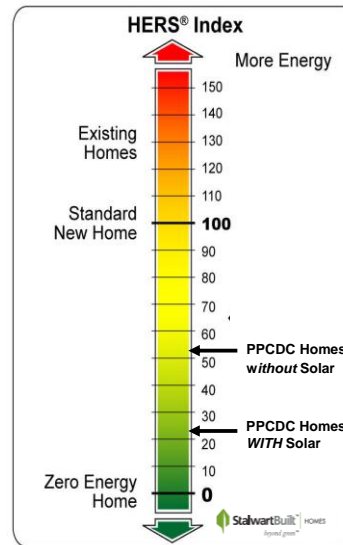
ENVIRONMENTS for Living
A program of ecomagination

THE ENERGY USED FOR HEATING AND COOLING YOUR HOME (HOME*) IS LOCATED AT:

IS GUARANTEED NOT TO EXCEED AN ANNUAL GUARANTEED USAGE ("GUARANTEED USAGE") OF:

WE ESTIMATE THAT YOUR HEATING AND COOLING COST WILL NOT EXCEED AN AVERAGE OF _____ MONTH-BASED UPON UTILITY RATES OBTAINED FROM _____

THIS COST IS STRICTLY AN ESTIMATE AND WILL VARY WITH YOUR ACTUAL COST OF ENERGY. THIS HEATING AND COOLING COST IS BASED ONLY ON THE UTILITY RATES ABOVE AND DOES NOT INCLUDE TAXES, SURCHARGES OR OTHER FEES CHARGED BY YOUR UTILITY PROVIDER. SEE REVERSE SIDE FOR FURTHER DETAILS.



BUILDING ENERGY RATING GUIDE

5652 Press Drive
New Orleans, LA 70126

Title: Place Residence 7-8-10 TMH NEW_ORLEANS_INTL_ARPT, LA

Design: NEW_ORLEANS_INTL_ARPT, LA

Reference \$2314

\$695*

0 MBtu 21.6 MBtu 72 MBtu

Proposed Home Savings = \$1619

Cost Break:
Energy Electric: \$0.110 /kWh
Energy Gas: \$1.720 /Therm
Energy LP Gas: \$1.439/gal

This Home may Qualify for EPA's Energy Star Label
This Home Qualifies for an Energy Efficient Mortgage (EEM)

Cooking	\$248
Heating	\$47
Hot Water	\$154
Cool. Fan	\$20
Stalwart	\$18
Dryer	\$68
Lighting	\$110
Net	\$461
Pumps	
Range	\$40
Refr.	\$140
PV (9051)	

HERS Index²: 26

NOTES:
*The home builder must have signed a Memorandum of Understanding with EPA as an Energy Star Homes partner.
²HERS Index calculated in accordance with 2009 RESNET standard. (Index 30.3 performance score = 100. Zero energy use = 0).
*PV production assumes net metering.

7/16/2010 12:58:26 PM EnergyGauge® / USRRP6 v2.8 Page 1/1



LEED FOR HOMES

5652 PRESS DRIVE
NEW ORLEANS, LOUISIANA
New Orleans, Louisiana

HE HAS SUCCESSFULLY ACHIEVED THE FOLLOWING LEVEL OF CERTIFICATION AS ENDORSED BY THE U.S. GREEN BUILDING COUNCIL:
IN THE GREEN BUILDING SCIENCE INSTITUTE'S CHALLENGE FOR AN IMPROVED HOME OWNER.

PLATINUM

December 2010

U.S. Department of Energy EnergySmart Home Scale™

Estimated annual energy usage: Electric (kWh): 12233 Estimated average bill: Annual: \$695

6662 Press Drive, New Orleans, LA 70126
Rated by Green Building Science Institute
Rating conducted July 16, 2010

Conditioned floor area (sq. ft.): 2600

Meets The Builders Challenge

Your Home: **26** Best Energy Performance

150 140 130 120 110 100 90 80 70 60 50 40 30 20 10 0

Typical existing home Typical new home Builders Challenge (70 or lower) Net Zero Energy Home

ENERGY **StalwartBuilt® HOMES**

ENERGY STAR

An ENERGY STAR® Qualified Home

This certifies that the home built at
5652 Press Drive, New Orleans, LA
is a lower than average
and verified by Ryan Oxley

meets ENERGY STAR guidelines for energy efficiency as established by the U.S. Environmental Protection Agency

ENERGY STAR qualified homes protect the environment by using less energy.

Home Energy Rating Index: 26

July 16, 2010

David Lee
Director
ENERGY STAR Residential Programs

San Paulin
Director
ENERGY STAR for New Homes





Assumptions for Rehab Job Creation Stalwart-Renew Program

- 51 Jobs Created for every 120 Rehab Projects
- 240 Projects Per City Per Year is Estimated
- 102 Jobs Created Per City Per year
- Plus 26 Supplemental Building Science Jobs Created





Building Solutions

Stalwart Renew Program - Rehab & Retrofit – All Building Types

- Audit
- Solution
- Retrofit
- Commissioning
- Quality Assurance



Workforce development engine implemented as Adult Education through the local community college to provide green jobs training in a variety of fields. Locally qualified, certified companies utilize the trained certified workforce to implement the program solution. Program management provided by GBSI, GREE, FSEC, Masco and GE. Works in unison with the 501(c)(3), Housing Authority, local workforce training programs.



Building Solutions

Rehab & Retrofit – All Building Types

- 30-75% efficiency gain per structure
- 30-50% market penetration
- 5-7 year performance period
- Public-private partnership
- Self-sustaining approach
- Replicable model

Managed by the Nonprofit organization: energy and water efficiency program, implementer for the local community.

- Outreach and marketing on the advantages of efficiency
- Financing source for energy and water related improvements provided by GE – City Solutions, DOE, EPA, SEEA, JCI, Public Institutional Sources and Private Foundations.
- MASCO – Well Home Program is the Quality Assurance provider for property owners and occupants
- Certified Carbon Credits



The Targeted Community Solutions Program will assess the targeted homes for energy upgrades to accomplish one of four levels of home performance.

Status	Maximum Investment Cost (\$)	HERS Rating	Electric Cost per year (\$)	Savings (\$)
Current	0	150	2350	
Stalwart Level 1	10,000	100	1600	792
Stalwart Level 2	25,000	70	1260	1136
Stalwart Level 3	60,000	55	980	1419
Stalwart Level 4	30,000	25	480	1919

Not to exceed - \$10,000

- * Model will include Federal, State and local rebates and tax credits
- * Includes verification testing to be at or below Code 100 HERS - existing 150 HERS

LEVEL 1

LEVEL 1 is a program that will focus on a 'BASE' upgrade of:

- ➊ Additional attic insulation & air sealing
- ➋ Enhanced HVAC system
- ➌ 100% CFL Light Bulbs
- ➍ Low flow water fixtures
- ➎ Performance and certification audits

Bring HERS Score below code rating of 100

Estimated energy savings = 32-35%

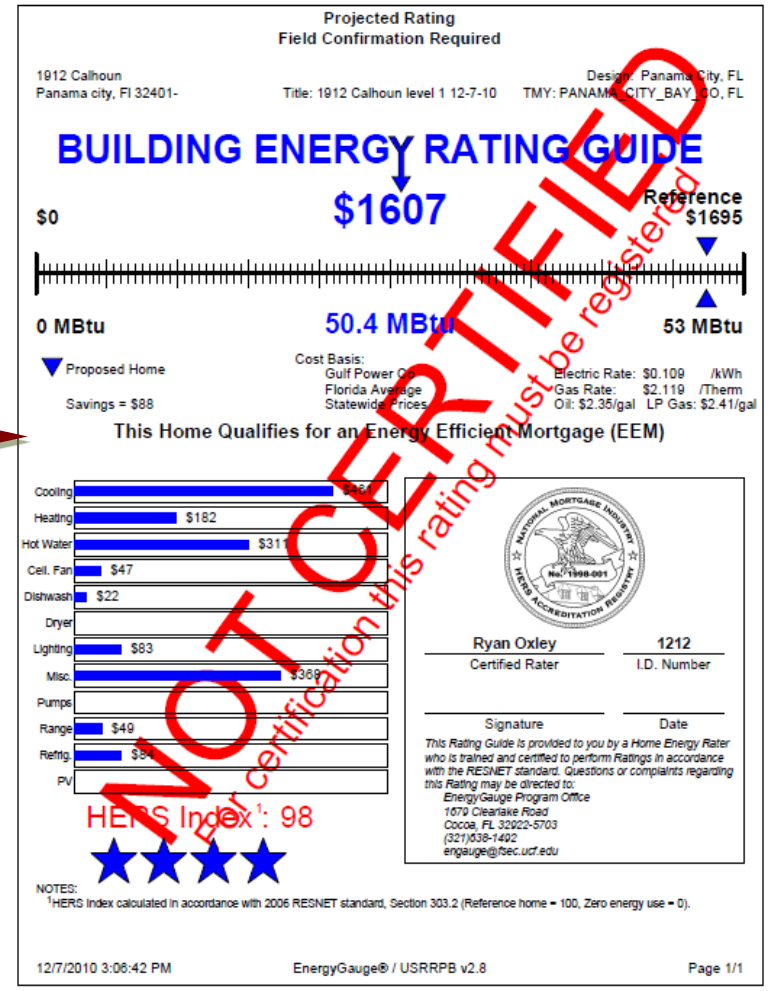
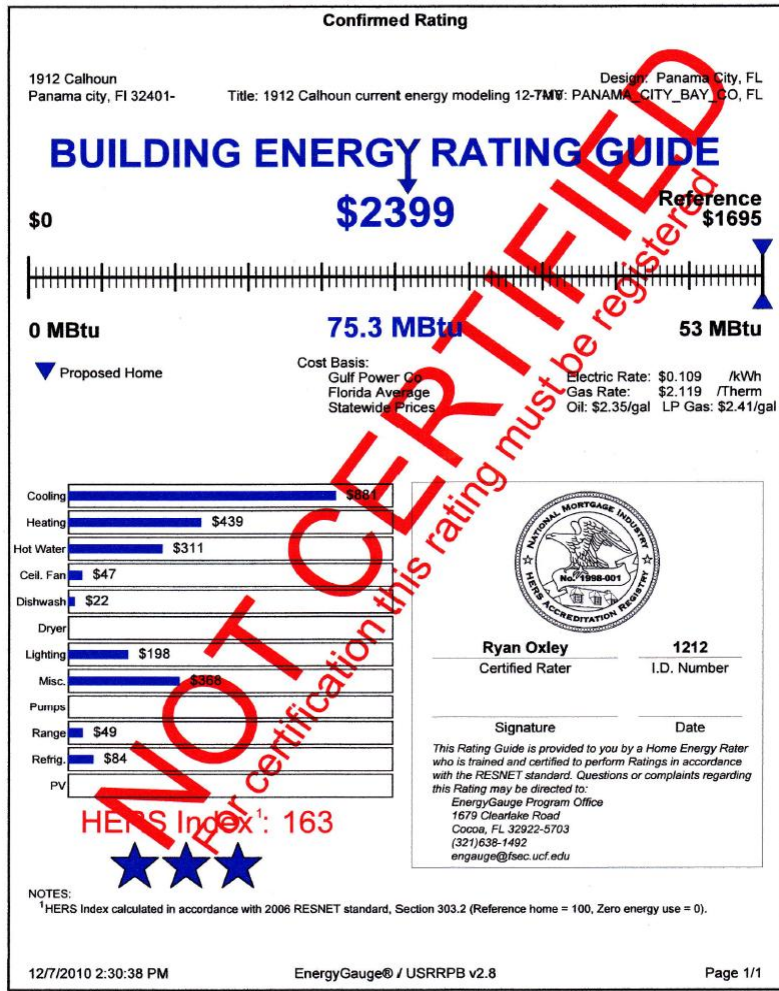
Estimated water savings = 40% or greater

Annual Estimated Energy Savings \$ 792.00

Including:
 General Contractor Fee
 501(c)(3) Contribution
 Testing & Certification
 Development Management Fee
 Stalwart Science Integration Fee



LEVEL 1





**GREEN BUILDING
SCIENCE INSTITUTE**



BUILDING
WELCOME TO THE FUTURE
SCIENCE



A better system for a Beyond Green home. The building science used in a StalwartBuilt home incorporates high performance green technology within a system-built process. All aspects of the home are designed as an integrated system, with components working together to create a building that maximizes performance within any given climate. The result is a healthier, energy-efficient living environment that not only meets the high “green” standards of national and federal government certification standards, but also includes other high performance attributes that make StalwartBuilt homes...Beyond Green.

STANDARDS & CERTIFICATIONS - STALWARTBUILT HOMES



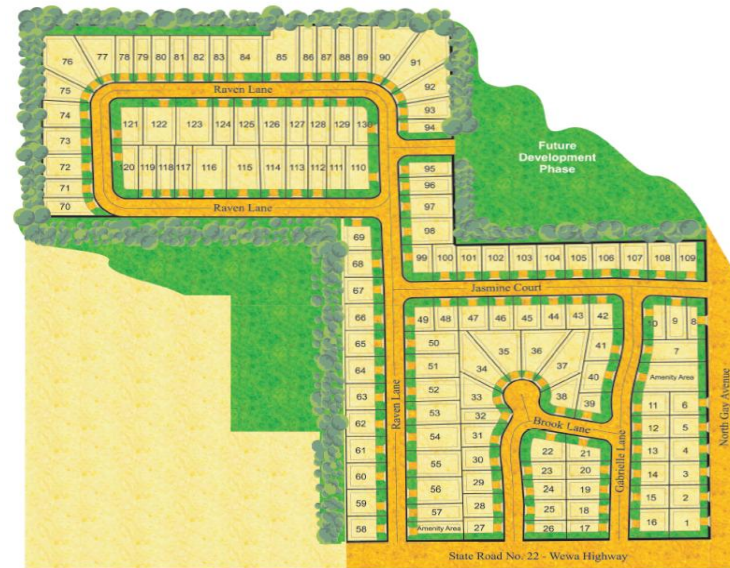
FROM GE.COM



Building Solutions



CALLAWAY CORNERS site plan StalwartBuilt HOMES beyond green



Location: Callaway, Florida

Inner city mobile home park converted to a high performance green single family community.

First LEED Platinum Certified House in the State of Florida.

ZERO ENERGY HOME



U.S. Department of Energy
Energy Efficiency and Renewable Energy
 Bringing you a prosperous future where energy is clean, abundant, reliable, and affordable
Building Technologies Program

Building AMERICA
 U.S. Department of Energy
 Research Leading to Zero Energy Homes

HERS Index = 27

First LEED Platinum Home in FL



**Stalwart Built Homes
 NZEH**

Callaway, FL

Prototype House Peer Review

February 25, 2009

Eric Martin

D. Parker, J. Sherwin, C. Colon



LEED® Facts

**Stalwart Built Homes
 Panama City, FL**

LEED for Homes Program
 Certified on: March 21, 2008

Platinum 86

Locations & Linkages 9

Sustainable Sites 12

Water Efficiency 7

Energy & Atmosphere 34

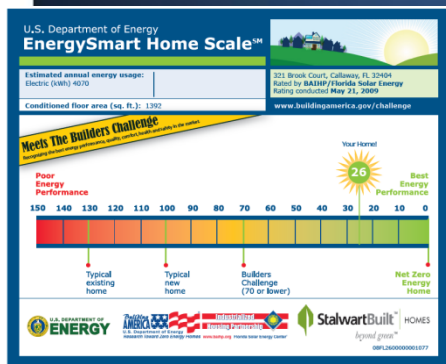
Materials & Resources 7

Indoor Environmental

Quality 10

Innovation & Design 5

Awareness & Education 2

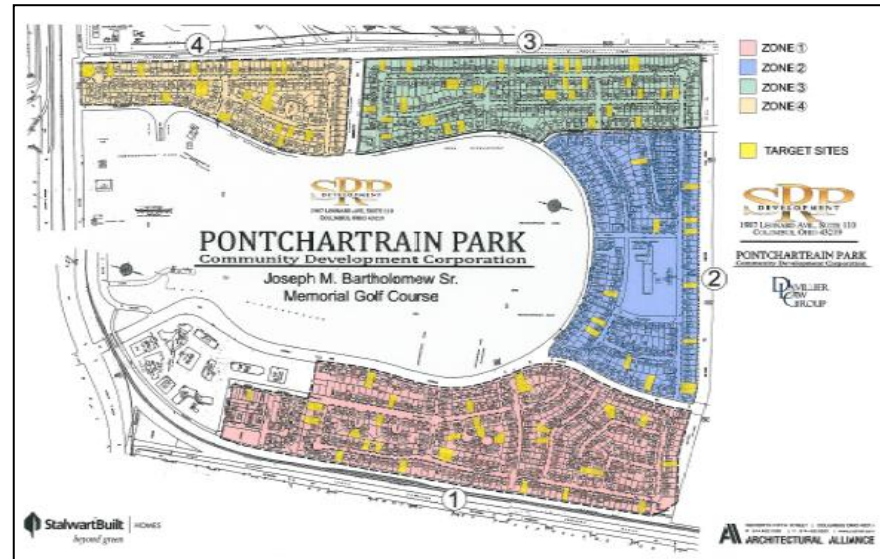


SEE ENCLOSED CASE STUDY





Building Solutions



Location: New Orleans, LA

Community destroyed by Hurricane Katrina. Urban redevelopment infill project. Re-built to Stalwart Beyond Green and LEED certification standards.



Building Solutions



Pierce Home Site:
2,600 square feet
conditioned space

Grade elevated 6 ft. to meet
FEMA requirements.
Garage: site built

One day set and
dry in. Security
system activation.





Building Solutions





Building Solutions





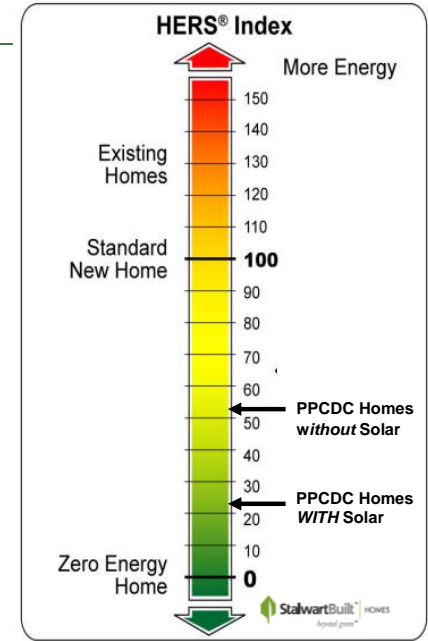
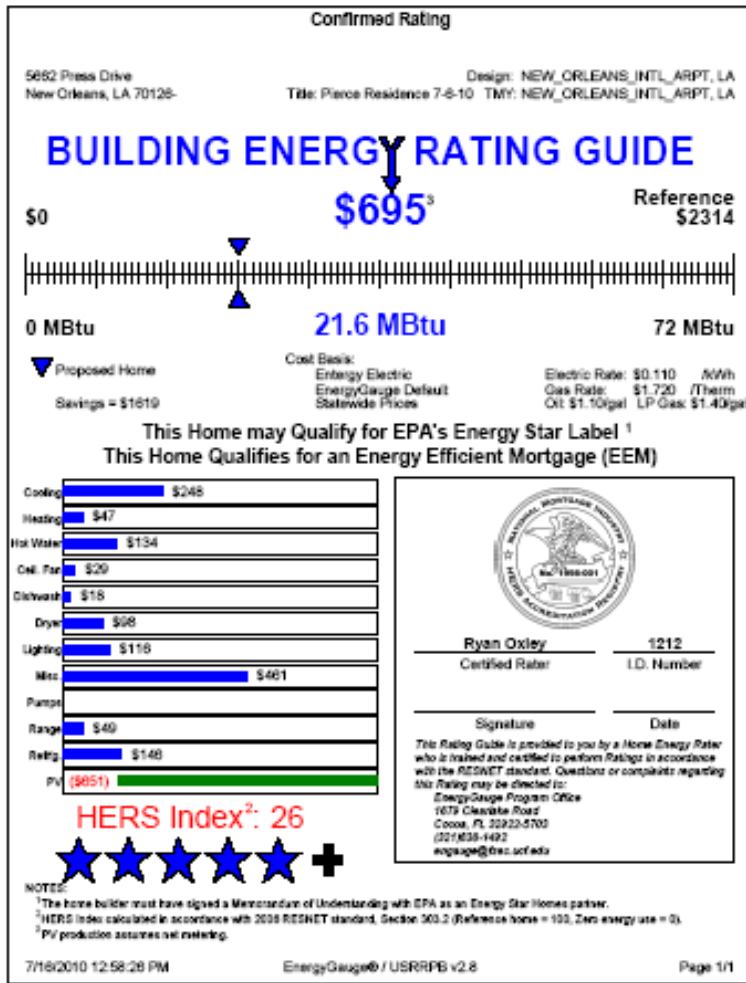
Building Solutions





DISCOVERY CENTER





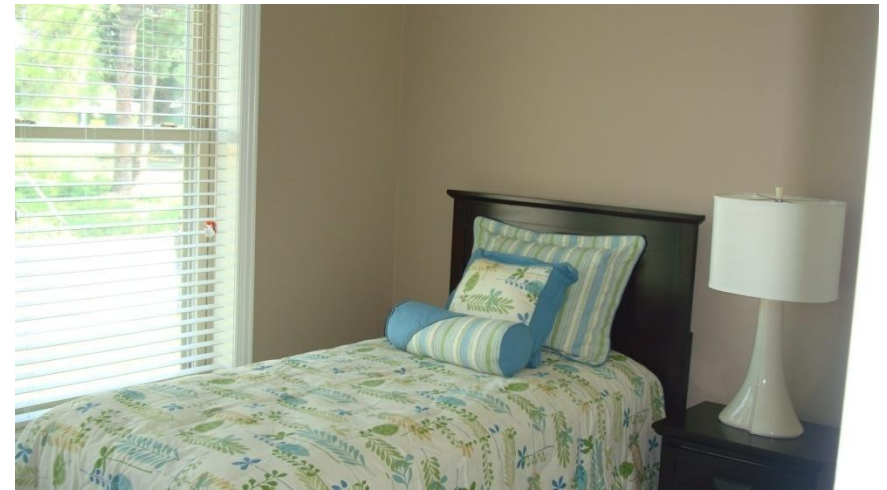
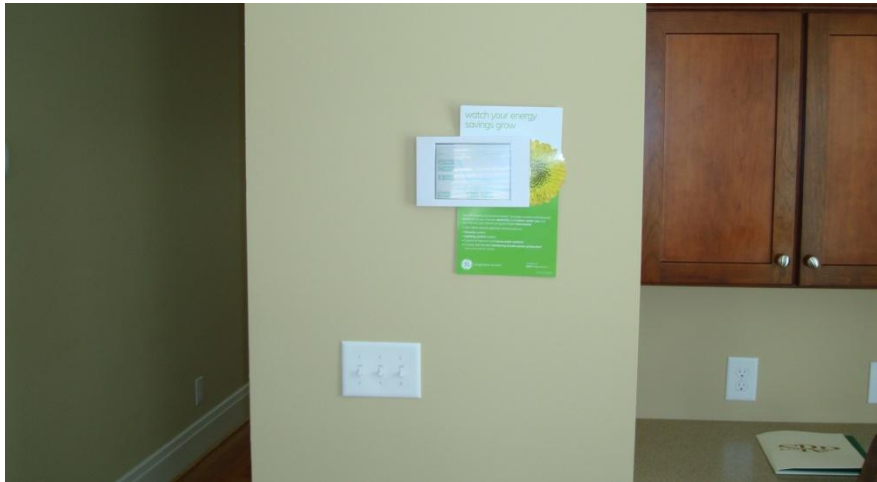
BENEFITS

- Independent third party verification rating by the Green Building Science Institute, Panama City, FL. Provider compliance approval by the Florida Solar Energy Center, Cocoa Beach, FL.
- Approved by EPA for Energy Star label
- Qualifies the home for Energy Efficient Mortgage products
- Energy savings count as positive income for the home buyer





SALES CENTER



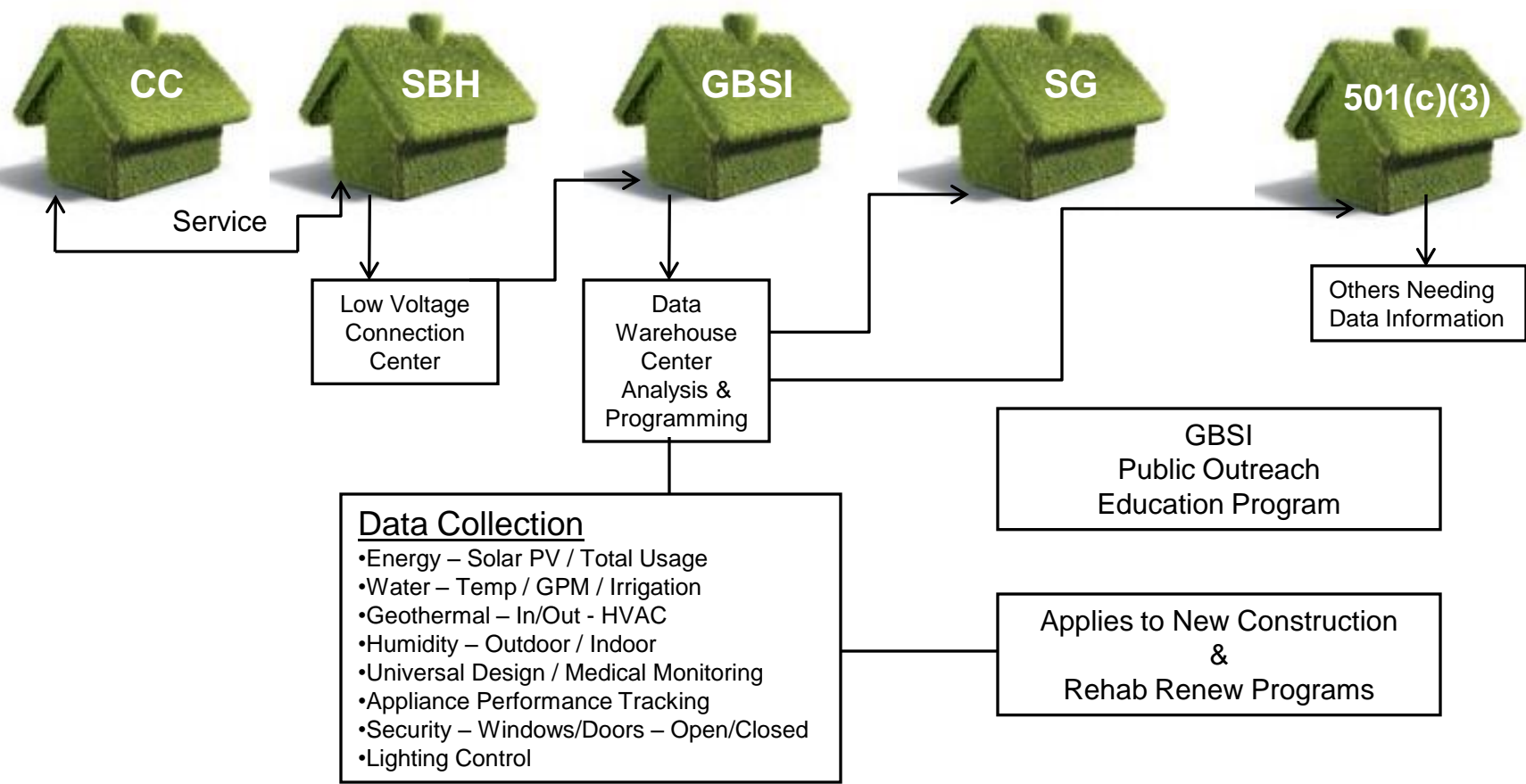
StalwartBuilt Homes / GBSI
Proprietary
Data Monitoring and Home Automation Solution





Targeted Community Solutions Program

Does not require additional capital investment



- Data Collection**
- Energy – Solar PV / Total Usage
 - Water – Temp / GPM / Irrigation
 - Geothermal – In/Out - HVAC
 - Humidity – Outdoor / Indoor
 - Universal Design / Medical Monitoring
 - Appliance Performance Tracking
 - Security – Windows/Doors – Open/Closed
 - Lighting Control



GREEN BUILDING SCIENCE INSTITUTE

DATA SOLUTIONS

Data Collection



StalwartBuild HOMES
beyond green

Welcome, stalwart [logout](#)

Monitor Control User Profile Downloads

Dashboard Live Historical Monitor Preferences

Group: 321 Brook Court Monitor: 321 Brook Court Channel: Total Usage

Rating Current Power News

Summary

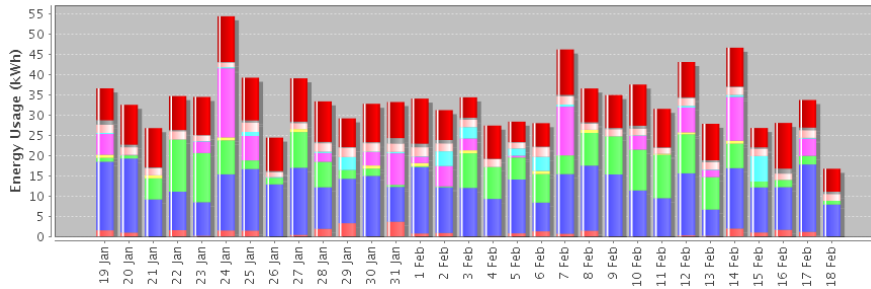
excellent
8.3

Your Home Energy Yardstick score is provided by ENERGY STAR. Learn more at www.energystar.gov

Last 30 Days - 931 kWh

- Stove
- Water Heater
- GeoThermal
- Dishwasher
- Dryer
- Washer
- Refrigerator
- Microwave
- Other

Annual pollution resulting from energy use in this household is 19,118 lbs of greenhouse gas emissions - the equivalent of 1.3 cars.





GREEN BUILDING
SCIENCE INSTITUTE

Solution Partners

Team

Building Partnerships

ENVIRONMENTS FOR *Living*[®]

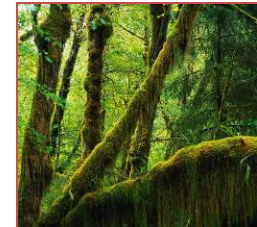
CERTIFIED GREEN

In Collaboration with



ecomaginationSM

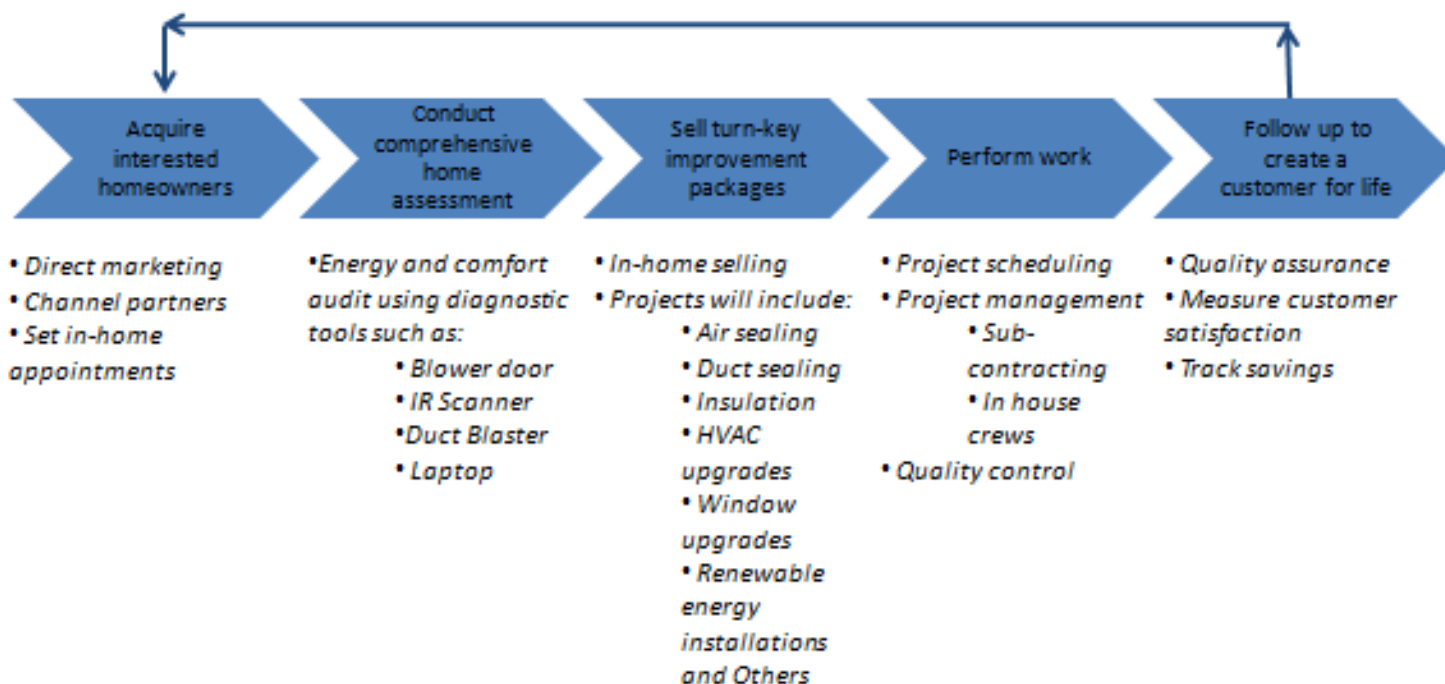
GREEN HAS GROWN UP. AND IT'S READY FOR BUSINESS.





WellHome Business Model

MHS will make homes operate better and more efficiently by providing whole home performance services





WellHome Services

Assess & Recommend

We assess your home, then discuss our recommendations on how to improve your comfort and energy-efficiency.

Install

WellHome or one of our selected service providers performs the improvements you've selected, with a focus on quality, convenience, and service.

Guarantee

Ensure improved home performance with the Whole Home Energy Savings Limited Guarantee.





WellHome Guarantee – Customer for Life

**Whole-Home Energy Savings
Limited Guarantee**

WellHome guarantees that you will save at least _____% off
your Historic Energy Use for your home ("Home") located at:

Your Historic Energy Use covers the period _____ ("Historic Period")

United Guarantee Start Date _____ City for which temperature data will be used for energy savings analysis _____

 **WellHome.**
Improve the weather inside.

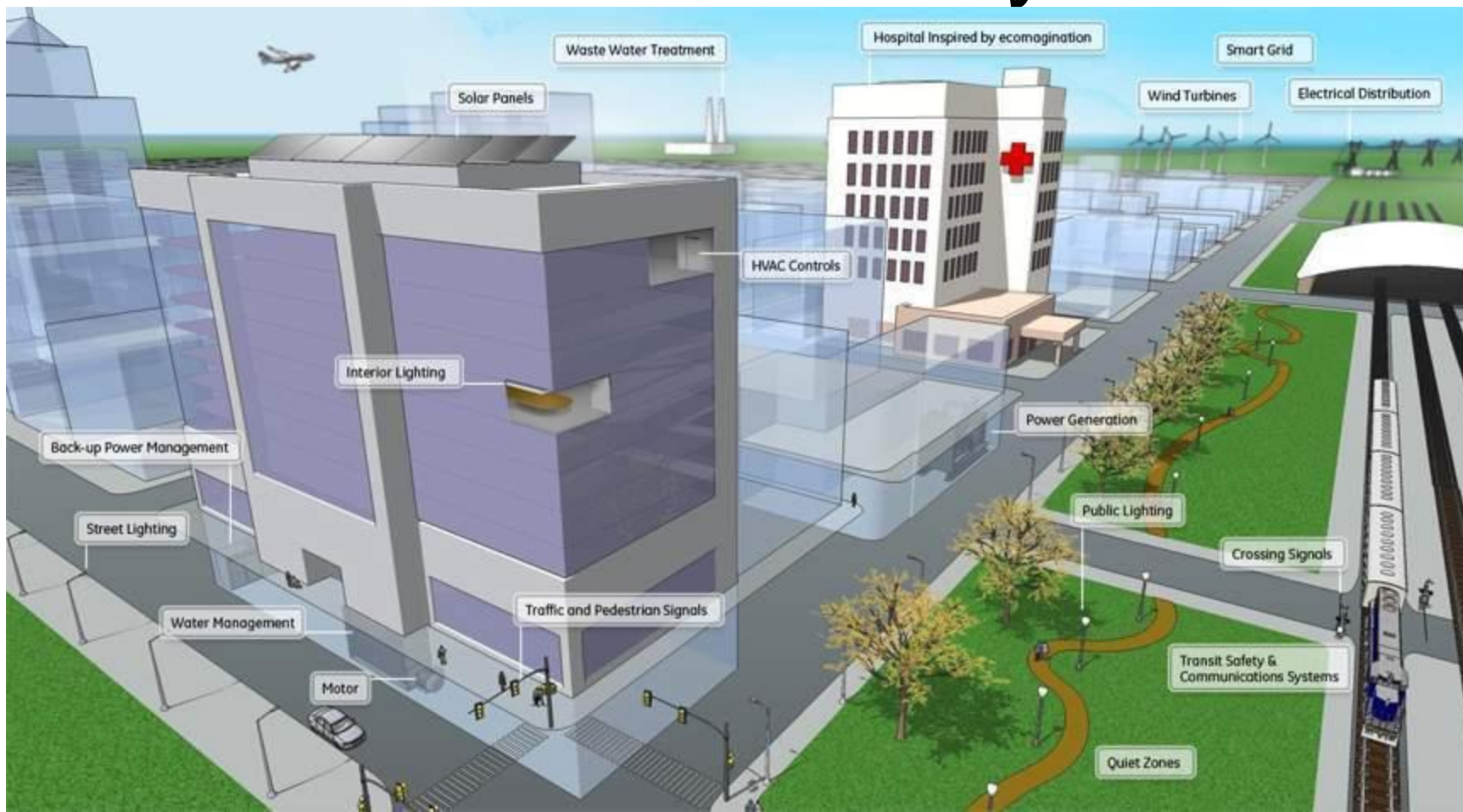
See www.wellhome.com for terms and conditions

wellinsulated
wellheated
wellcooled
wellperforming





Sustainable community from GE



ecomagination

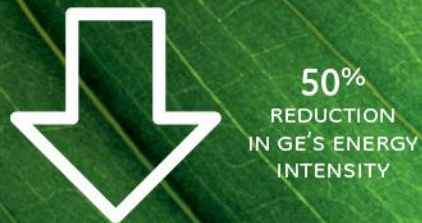
1. Continue to increase revenues from ecomagination products



2. Double investment in R&D



3. Reduce greenhouse gas emissions and improve energy efficiency of GE



4. Reduce water use and improve water reuse



5. Keep the public informed



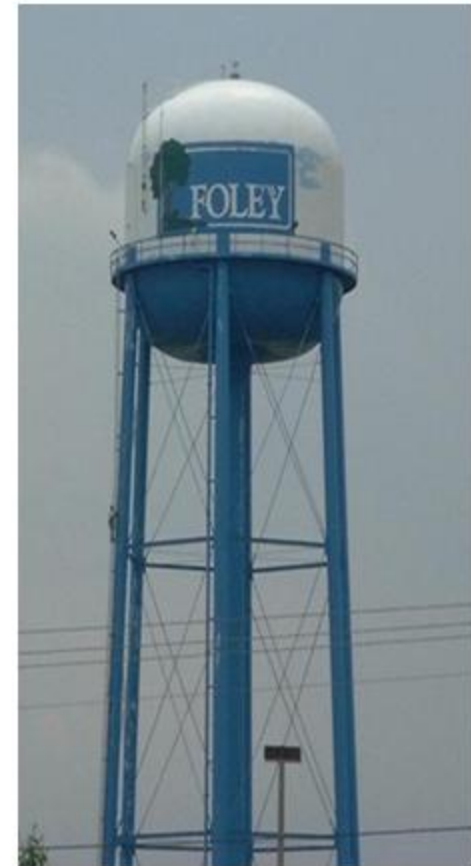
Foley Lighting Audit Review and Next Steps

Expected Outcomes

- Review of lighting audit
- Discussion of next steps
- Framework of phased plan to keep Foley –
The Forward City






imagination at work








Foley's Building Solutions Case Studies - indoor

Project	Scope	Estimated Operating Impact	Estimated Environmental Impact	Comments One for one replacement	Payback Years
Comm. Dev. 	100 Lighting Fixtures	<ul style="list-style-type: none"> \$1,368 / yr. savings 	<ul style="list-style-type: none"> Equals 3 cars or 5 acres of trees 	Replaced T12 incandescent with T8Energy Smart	3.1
Fire station 	156 Lighting Fixtures	<ul style="list-style-type: none"> \$2,687 / yr. savings 	<ul style="list-style-type: none"> Equals 5 cars or 8 acres of trees 	Replaced T12 incandescent with T8Energy Smart	1.7
5 buildings studied 	1,005 Lighting Fixtures	<ul style="list-style-type: none"> \$8,008 / yr. savings 32% Energy Reduction 	<ul style="list-style-type: none"> Deeper dive suggested, based on Foley's metrics 	Multiple solutions suggested	2.7

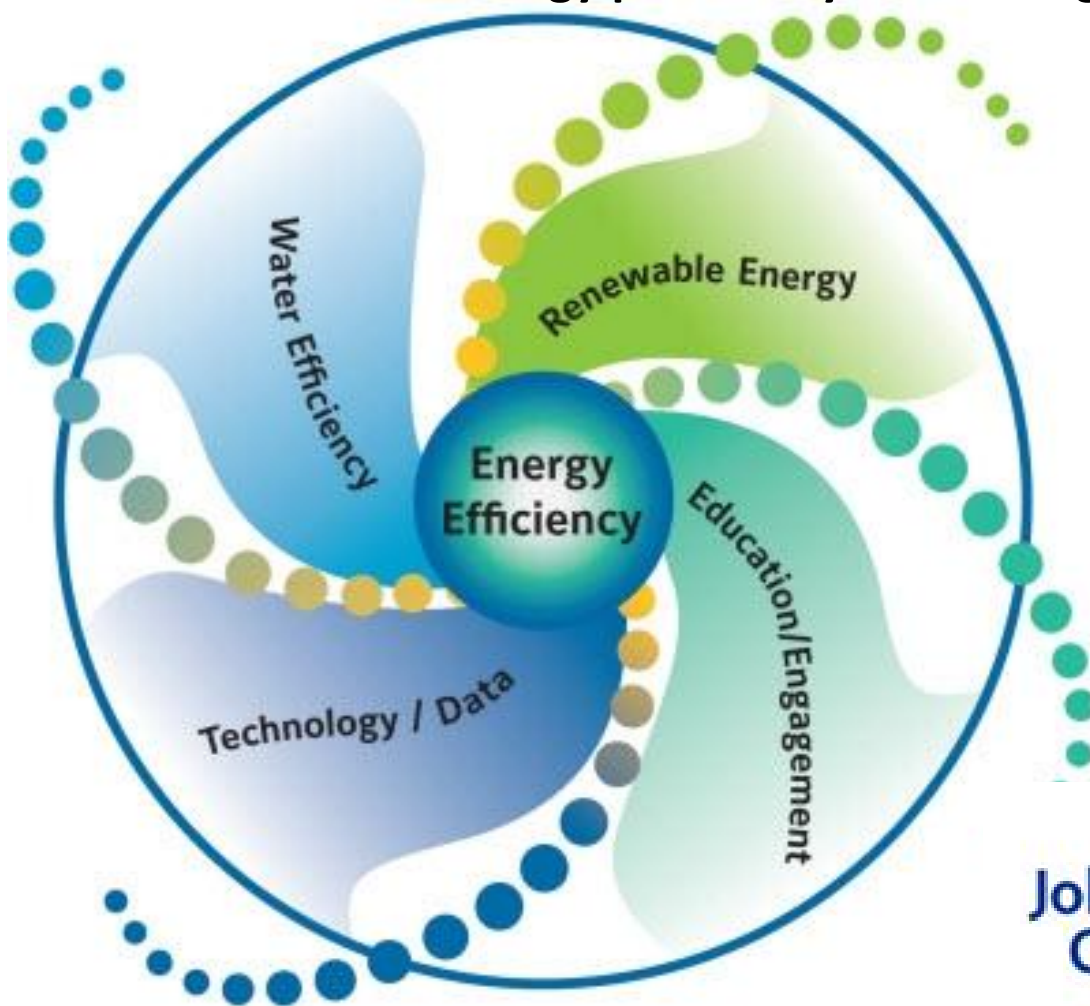


Foley Parking Lot Case Studies - Outdoor

Project	Scope	Estimated Operating Impact	Comments One for one replacement	Payback Years
Justice Dept. 	26 Lighting Fixtures	<ul style="list-style-type: none">• \$2,500 / yr. savings	Move to LED lighting	8.1
City Hall/Library 	37 Lighting Fixtures	<ul style="list-style-type: none">• \$3,559 / yr. savings	Move to LED lighting	9.0
2 Lots Studied 	63 Lighting Fixtures	<ul style="list-style-type: none">• \$6,059 / yr. savings• 42% Energy Reduction	Multiple solutions suggested	8.9



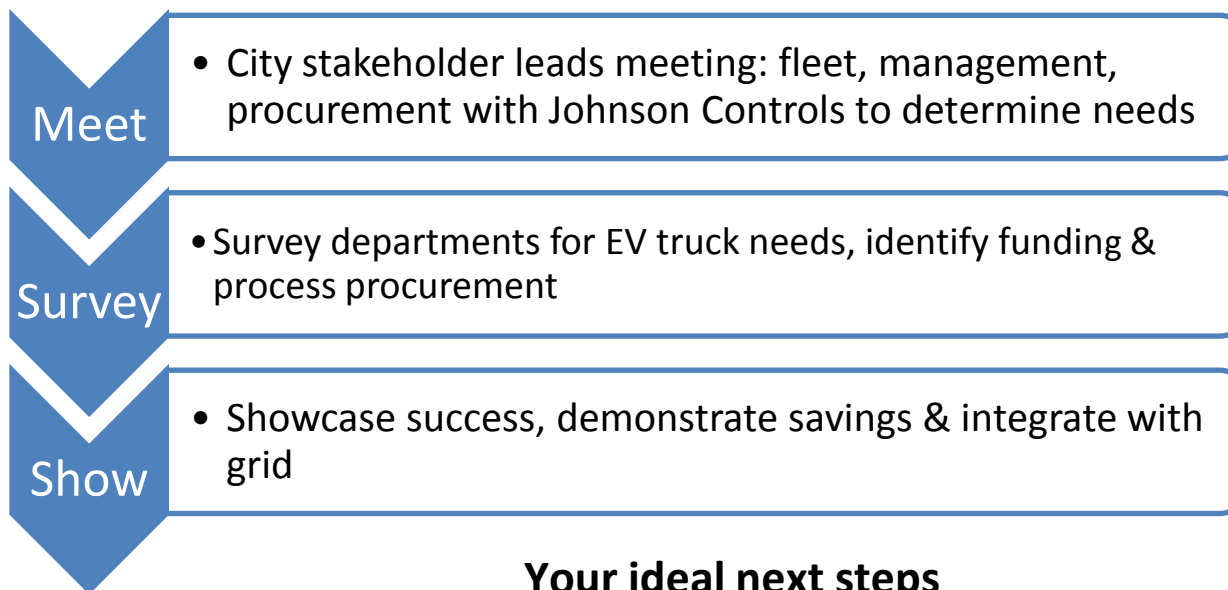
- #1 Government need: cut budgets yet develop economy for jobs
- #1 Budget item outside of salaries: energy plus always increasing





Smart Meters, Smart Grid, Sustainable City

The real power of the Smart Grid concept for municipal utilities goes far beyond metering technology and better system control. It lies in the communication network that makes the concept possible – while creating opportunities to deliver popular new services, attract businesses, energize economic growth, and engage residents in community improvement with sustainable solutions.



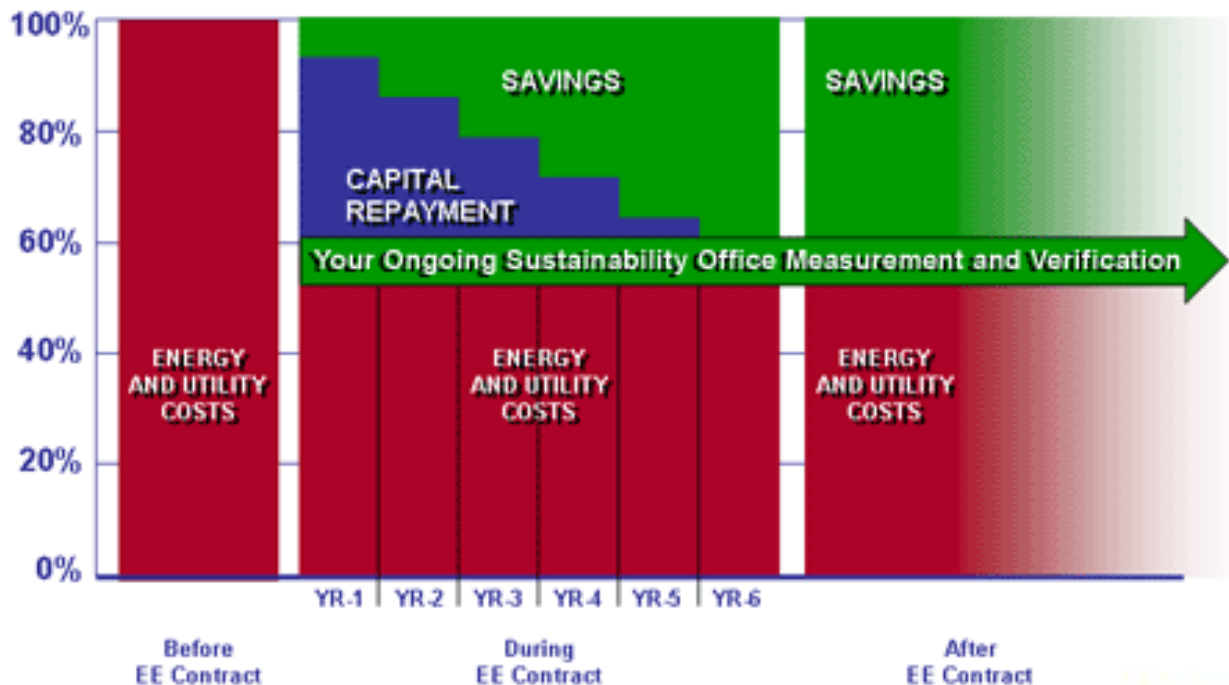
Your ideal next steps





How do you pay for your energy budget cuts, retrofits & upgrades: energy savings

Payback Example for a 5 YR Project





GREEN BUILDING
SCIENCE INSTITUTE

Education Solutions

Targeted Community Solutions
Curriculum Offering
Class Room and Online Courses

GREEN BUILDING SCIENCE INSTITUTE

FOLEY CAMPUS



LEGEND

- 1
IGBF MODEL HOME
- 2
AUDITORIUM
- 3
CLASSROOMS
- 4
RAIN WATER CISTERN
- 5
PHOTOVOLTAIC PANELS
- 6
COMMUNITY RECYCLING CENTER
- 7
COMMUNITY GARDEN
- 8
NEIGHBORHOOD COMPOST
- 9
HEAT REFLECTIVE METAL ROOF
- 10
DEMONSTRATION WIND TURBINE
- 11
XERISCAPE



The Targeted Community Solutions Program education initiative is offered as adult education. We work in partnership with the local college to design flexible schedules and core curriculum for workforce training.

We offer a blended curriculum of On-Line and Classroom courses. The majority of our course offerings have CEU credits.

Program content is provided by our team partners. We supply our own certified instructors, additionally we offer “train the trainer” courses for some content.





Demonstration House Programming

GBSI proposes a demonstration house located at the Community College that would be used by the College, GBSI and the green building community for education and “Green Events”

- The House would be a “Behind the Walls” that shows the functional systems of a Zero Energy House
- Finishing of the house would be part of the kick-off for education programming
- House would be changed approximately every 2 years to keep pace with building and technology changes

House provided by StalwartBuilt Homes & IGBF





Public Outreach and Education

Public Training / Seminars

- Local college interns
- College projects (like solar decathlon, etc.)
- Understanding green (realtors)
- Appraising high performance homes
- Energy efficient mortgage/underwriting training
- Questions to ask your contractor
- Sustainable and high performance incentives for homeowners:
 - Federal, State & Local Governments
 - Utility Companies
 - Private / Public Foundations
- Efficiency improvements for existing homes (best bang for your buck)
- Home energy management (understanding peak utility rates the methods to save water, power, in your daily routine etc.)
- New Urbanism
- Sins of Green Washing (prioritizing green through third party certification)
- Alternative construction methods
- Indoor air quality threats, causes, and solutions

Conferences

GBSI works with its national, regional, and local partners to co-sponsor and provide education content in green building and development events through out the Gulf Coast area.



Marketing Program

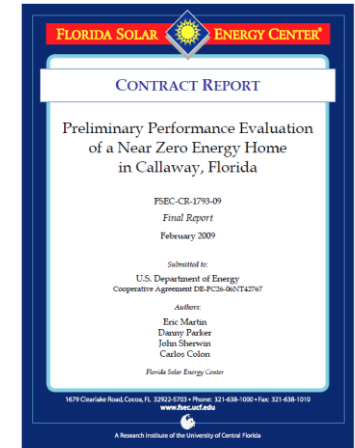
Vendors Partners
&
Community Participation Campaigns



Local & National Community Participation Campaign

Eco-Expo and all educational events will be advertised and marketed through a coordinated community effort.

- White Paper Case Studies by Dept. of Energy
- National & Local Media Programs
- Local cable stations
- Community College
- Chamber of Commerce
- USGBC chapters and local “Green” organizations





STRATEGIC COMMUNICATION PLAN

This planning track will develop a strategic plan to enhance communications and planning with the key community stakeholders during the planning process. This track will focus on communication with key groups connected to the planning process.

Communication Plan Components

- Resources and Expertise
- The Objectives
- The Targeted Audiences
- The Program of Work
- Informing the Community
- The task Timetable for Work
- Methods of Communication
- Evaluation Process Description

Methods of Communication

- Written Information
- Media Relations Announcements
- Marketing and Sales Materials
- Internal & external Comm. Procedures
- Taskforce & team Comm.
- Report Summaries & Procedures
- Surveys or other methods of feedback
- Website(s)
- Periodic Print Publications
- Public Relations Materials
- Legal & Legislative Documents
- Online Communications
- CDC Updates & Newsletters
- Special & Confidential Reports
- Paper or Electronic Signage



GREEN BUILDING **SCIENCE INSTITUTE**

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Thank You

On behalf of the

Green Building Science Institute

and our strategic alliance partners.