



Green has gone mainstream



Green building is one of the most exciting and significant developments in homebuilding in the last 30 years. Going green is not some idealistic notion; it's a solid business decision. Even businessmen, who refuse to get on the environmental wagon, are realizing that greenbacks are following the green. For the rest of us, building green is an investment in our future to ensure Jefferson County remains the beautiful haven we all love.

Funded by a Washington State Department of Ecology grant, Jefferson County Environmental Health Department partnered with the Jefferson County Home Builders Association to work closely, for a year, with a team of local experts. The goal was to create a program celebrating energy efficiency and rewarding the protection of our natural resources.

There are many shades of green. Built Green™ of Jefferson County's program was tailored to fit our unique community. The guidelines demonstrate that green building is not an "all or nothing" method of construction.

Experienced builders will not be daunted by any of this. The checklist provides a baseline for determining minimum thresholds for cost-effective, resource-efficient homebuilding. Conservation of materials, energy efficiency and good site planning are among the items considered.

Education of the consumer is a huge piece of the program. Consider it an advertising perk for JCHBA members: informed consumers, who want to build green, will seek Built Green members. (Non-JCHBA members may join Built Green for a higher fee.)

We've been warned: done right,

these programs do not pay for themselves. Grant monies seeded the project. Volunteers have donated hundreds of hours thus far. Puget Sound Energy gave us thousands of dollars towards energy education. As with other such programs nationwide, the success of our Built Green program will depend on generous sponsors to perpetuate its message and educate both builders and consumers.

What's it cost? What do I get?

As a JCHBA member, it costs \$150 per year to be a Built Green partner. (\$300 for nonmembers.)

Builders/designers may have each green house created certified for an additional \$50 each. As each green house is completed, we'll send out a press release. A brochure and website are being created to promote the program. The homes will also be immortalized on the website forever.

"Charter members" are JCHBA members who become Built Green partners by Feb. 28, 2007. They will retain extra status throughout the life of the program and will be noted as charter members on the website and other places, where appropriate.

For the REALTOR®, and other non-builders, it's a marketing edge...especially in Jefferson County. Built Green partners earn the right to use the Built Green logo and trademarked name.

As a Built Green REALTOR®, for example, you'd market to the buyer that you specialize in Built Green homes. You know what the customer is looking for...and you're connected. People who want to sell their green homes look

favorably upon you because you "understand" green.

Working together

Regional programs across the state have united, creating Built Green Washington to better market the local programs through one statewide effort. This is a great perk for us, the little guy, to be able to reap benefits usually reserved for the big budgets of large metropolitan programs.

We're taking advantage of Kitsap, Pierce and Whatcom counties' marketing, by all using the same Home Builders Association of Kitsap County's logo. Every time we see the Master Builders of King & Snohomish Counties' Built Green ads on TV or in print, we smile. The brand has seeped deeply into the Northwest and we're tied into it. Someone moving into this market from any of those areas has probably already heard of Built Green.

Members of the building industry, state and local governments, manufacturers, suppliers, utilities, lenders, REALTORS® and others are working together to build a sustainable future for Jefferson County. Port Townsend's City Council and the Jefferson County Board of County Commissioners agreed to "embrace the energy efficient building guidelines of Built Green of Jefferson County," when they each adopted the Housing Action Plan (for affordable housing) in 2006.

To join Built Green (or for more info), call 379.8784 or e-mail jchba@olympus.net. For technical questions, call Kevin Coker, CPBD, AIBD, 385.2739 (*Coker Design Works*).

A copy of our Built Green checklist is online at JeffCoBuiltGreen.com.