



## SUSTAINABILITY & GREEN BUILDING SUBCOMMITTEE

2022 International Builders' Show

Sunday, February 6, 2022 from 3-5 PM EDT

Chair: Brandon Bryant

Staff: Anna Stern

Vice Chair: Heather Laminack

Immediate Past Chair: John Barrows

### Meeting Objectives:

- Vote on Housing and Climate resolution
- Learn about sustainability and resiliency measures in Pinellas County, FL
- Discuss work to date and future of SGB task groups

### AGENDA

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|------|--|-----------|
| I.   | <b>Call to Order &amp; Announcements</b> ( <i>Bryant</i> )   | 3:00 p.m. |
|      | a. Attendance  |           |
|      | b. Approval of Fall 2021 Meeting Minutes   |           |
| II.  | <b>Resolution No. 1: Housing and Climate</b> ( <i>Campbell</i> )   | 3:10 p.m. |
| III. | <b>Presentation:</b> Resiliency in Pinellas County, FL   | 3:30 p.m. |
|      | a. Hank Hodde, Sustainability and Resiliency Coordinator for Pinellas County, FL                           |           |
|      | b. Q & A ( <i>All</i> )  |           |
| IV.  | <b>Discussion:</b> Hot Topics/Announcements/Open Forum ( <i>All</i> )                                      | 4:30 p.m. |
|      | a. Announcements   |           |
|      | i. 2024 NGBS consensus committee ( <i>Wasser</i> )   |           |
|      | b. 2022 priorities   |           |
|      | c. Task groups moving forward (Green & Resiliency Valuation; Education; Outreach; Energy Retrofits; Water) |           |
|      | d. Subcommittee leadership and commitments for 2022  |           |
|      | e. Hot topics/open forum   |           |
| V.   | <b>Adjournment</b>   | 5:00 p.m. |

#### Meeting Materials

1. Agenda
2. Fall Conference Call Mtg Mins
3. Year-to-Date Report

#### Additional Meeting Materials Sent Separately

4. Draft Housing and Climate Resolution (to be sent prior to SGB meeting)
5. Task Group reports (to be sent after SGB meeting)



**SUSTAINABILITY & GREEN BUILDING SUBCOMMITTEE REPORT 2021 FALL**  
**BOARD MEETING**

**FOR THE INFORMATION OF THE NAHB SENIOR OFFICERS, EXECUTIVE COMMITTEE  
AND BOARD OF DIRECTORS**

Chair: **Brandon Bryant**  
Vice Chair: **Heather Laminack**  
Immediate Past Chair: **John Barrows**  
Subcommittee: **Sustainable & Green Building Subcommittee**  
Group: **Regulatory Affairs**  
Staff Contacts: **Jaclyn S. Toole, Michelle Dusseau Diller, Anna Stern**

**I. Resolutions:                      Electric Vehicle Resolution – See Below**

**A.** Immediate Past Chair John Barrows presented the draft Electric Vehicle (EV) resolution, which was brought forth by Climate Change Task Force Chair Chuck Ellison. Members discussed the need to simplify and shorten the resolution. A motion was made and passed to table the resolution until IBS so that it could be revised based on member feedback.

**II. Recommendations:              None**  
**III. Appropriations:                None**  
**IV. Reports:                         See Below**

- A.** Chairman Brandon Bryant presided over the virtual subcommittee meeting via WebEx on Thursday, September 30, 2021. The subcommittee unanimously approved the minutes from the 2021 Spring Leadership Meeting.
- B.** Chairman Bryant and NAHB staff provided updates on the [Sustainability & Green Building Student Scholarship fund for IBS](#), Home Performance Counts' [virtual green home tours](#), an Outreach Task Group effort to provide exposure to members with Green Home Builder and Builder & Developer magazines, and NAHB's Diversity, Equity, and Inclusion (DEI) efforts and compact.
- C.** NAHB staff provided an update on the reconciliation package, and on some potential modifications to the 45L tax credit that would require the home to comply with the ENERGY STAR for Homes program and would increase the credit if prevailing wages were used. NAHB is advocating for new language to have the NGBS be an option for the tax credit.
- D.** Each chairperson for the Green Valuation, Education, Outreach, Energy Retrofits, Water Issues task group provided reports. Written reports are distributed separately. Chairman Bryant also provided an update on the newly formed Healthier Homes & Communities subcommittee.
- E.** Guest speaker Cindy Wasser of Home Innovation Research Labs presented an overview of the Water Rating Index (WRI), which provides builders an option within the NGBS to have water savings for the home verified. Two pilot projects to use the WRI outside of the NBS were also discussed.
- F.** NAHB staff Michelle Diller presented about additional water efficiency rating systems throughout the U.S. Members discussed the importance of water rating systems' ability to calculate gallons of water saved by implementing various measures.



G. Chairman Bryant provided an update on status of SGB and high-performance content for the 2022 IBS.

H. Adjournment.

**V. Attendance**

Subcommittee Members Present:

John Barrows  
Matt Belcher  
Kathy Browning  
Brandon Bryant  
Karla Butterfield  
Cassandra Cherry  
Ted Clifton  
Marla Esser Cloos  
Craig Conner  
Jillian Pritchard Cooke  
Terry Duszynski  
John Freer  
Mike Hodgson  
Nathan Kahre  
Craig Karn  
Heather Laminack  
Philip LaRocque  
Marshall Leslie  
Heather McCune  
Frank Murphy  
Bill Owens  
Layla Phillips

Staff:

J P Delmore  
Michelle Diller  
Craig Drumheller  
Michael Mittelholzer

Guests:

Vince Butler  
Bryan Cordill  
Chuck Ellison

Kim Shanahan  
Jeff Starkweather  
Ray Tonjes  
Todd Usher  
Don Whyte

Subcommittee Members Excused or Absent:

Matt Belcher  
Kathy Howard  
Troy Johns  
Sarah Kaplan  
Scott Leiti  
Angelo Marasco  
Anthony Maschmedt  
Thomas McClain  
Darrel McMaster  
Jason Orvosh  
Drew Smith  
Jay Thomas

Whitney Richardson  
Tamra Spielvogel  
Anna Stern  
Jaclyn Toole  
Malika Vastare  
Heather Voorman

Geoff Garber  
Brad Simons  
Cindy Wasser

## **Sustainability & Green Building 2021 Year to Date Report**

This report provides an overview of the work that has been completed to date in 2021 to advance NAHB's Sustainability and Green Building policies and objectives. The report is broken down by focus area and includes high-performance home advocacy, research, education, information and outreach, and the *ICC 700* National Green Building Standard® (NGBS). A similar document is distributed prior to each leadership meeting for review and discussion by the Sustainability and Green Building Subcommittee.

### **NAHB POLICY & BACKGROUND**

Over the past 20 years, there has been an increasing interest and push for the residential construction industry to design and build new homes and communities more sustainably, as well as to make the redevelopment and remodel of existing structures more resource efficient. Recognizing these challenges, in early 2014 NAHB rewrote its policy in support of sustainability, green building and high-performance homes. At that time, NAHB also developed a comprehensive strategic plan for sustainability and green building to improve coordination with Home Innovation Research Laboratories and create a clear collaborative path forward. The plan focuses on:

- a. Establishing NAHB as the authoritative source and credible voice for sustainability and high-performance building;
- b. Advocating for voluntary, above-code green building practices and incentives in lieu of mandates;
- c. Being the leading provider of data and technical expertise on sustainability;
- d. Spurring technical advances and innovation in high-performance building and design;
- e. Providing high-quality sustainable and high-performance building education; and
- f. Solidifying the NGBS as the voluntary residential certification program of choice.

At the 2017 IBS Board Meeting, there was a proposal to amend the existing policy supporting sustainability, green building and high-performance homes. The update revised the policy to provide additional direction on NAHB's role in the sustainability arena and better ensure it was being implemented consistently. In turn, NAHB is better able to fully participate in and respond to the mounting federal, state and local pressures to address the full gamut of sustainability and resiliency issues, as well as respond to the growing consumer demand for more sustainable homes.

### **ADVOCACY**

#### **Federal Efforts**

NAHB urges federal (as well as state and local) entities considering incentivizing or adopting voluntary or mandatory sustainability or resiliency initiatives to:

- a. Adopt the ICC 700 NGBS as either a baseline standard or a qualified option for compliance;
- b. Recognize the Certified Green Professional (CGP) and Master Certified Green Professional (MCGP) designations as equivalent to other industry green building designations should the initiative require professional designations;
- c. Recognize Home Innovation Research Labs Accredited Verifiers as qualified professionals, should the initiative require project certification;
- d. Provide incentives for builders to use environmentally sound products and/or practices that have demonstrable sustainable or resilient attributes; and

- e. Support the use of those products and techniques that result in a simple payback (initial cost divided by first-year savings) in energy, insurance premium, or other savings to the consumer that does not exceed ten years.

In alignment with the above outlined policies, the SGB team submitted comments to entities at the federal or national level:

- *Indoor airPLUS 2.0 New Construction Specifications.* In March 2021, NAHB submitted comments to the U.S. Environmental Protection Agency (EPA) in response to proposed changes within the Indoor airPLUS program. NAHB supported a move to consolidate checklists for requirements that overlap with the ENERGY STAR for Homes program, in an effort to reduce administrative work on partners. Additionally, NAHB recommended that: EPA provide further information about Indoor Air Quality monitors to improve customer education; there should be a requirement for the builder to specify which radon test was used (48-hr or 90-day); and EPA provide additional training resources on air tightness to educate builders on techniques for achieving the new 3 ACH<sub>50</sub> requirement. Minor editorial suggestions were also made to improve clarity on certain specifications.
- *Residential Energy Services Network (RESNET) MINHERS Addendum 48f.* This addendum sought to extend an exemption for onsite airtightness and duct leakage tests due to COVID-19. Some members expressed concern and mentioned unintended consequences that might negatively impact the integrity and quality assurance of HERS ratings through an extension of this exception, so NAHB recommended using established safety protocols and other resources made available by NAHB. From a customer perspective, having a rating that includes a COVID-19 asterisk could also significantly reduce their confidence in what's been specified and installed behind the walls, ultimately tarnishing the reputation of builders and high-performance homes. Onsite testing is extremely important to fully diagnose and report real results. The use of too many defaults has the potential to tarnish the efficacy of HERS ratings that are used for code requirements, utility rebates, and federal/state tax credits. As a result of this public comment and other similar comments, RESNET did not proceed with the addendum.
- *UAD Redesign Initiative:* NAHB submitted comments to Fannie Mae on several of the newly proposed green and energy related fields in the UAD Redesign Initiative providing clarifications and asking for more detailed program information to be included as choices to select rather than open ended fields to write-in answers in an effort to reduce errors. In addition, NAHB requested several additional disaster mitigation features be added to the redesign initiative.
- *Supplemental Notice of Proposed Ruling: Energy Conservation Standards for Manufactured Housing:* NAHB submitted comments to the Dept. of Energy's Building Technologies Office supporting a proposed tiered approach to allow builders and manufacturers to have options when implementing building thermal envelope requirements in manufactured housing. NAHB also emphasized the importance of housing affordability.
- *ENERGY STAR Residential New Construction Roadmap:* NAHB provided feedback on this EPA document via a stakeholder comment form. Staff provided comments on multiple targeted questions surrounding proposed changes to the ENERGY STAR for Homes program. Of note, NAHB argued that the 2021 IECC envelope backstop was not appropriate, and strongly recommended that EPA make the 2018 IECC the thermal backstop for the new version of the program.

## **State & Local Assistance**

Staff provides technical assistance to state and local HBAs on local sustainability issues and/or programs and helps advocate against mandates and/or more stringent state or local land development or building/remodeling requirements. In addition, when LEED, Green Globes, or Enterprise Green Communities are referenced or included in local sustainability programs, NAHB continues to build awareness and advocate for the inclusion of the ICC 700 NGBS as an equally rigorous alternative option. In 2021, NAHB was heavily involved with state and local issues in Chicago and in Massachusetts. Staff provided feedback to a member that was selected to represent the building industry in Chicago's Decarbonization Working group throughout the group's meetings. Additionally, staff assisted the HBRAMA with being a part of the conversation for MA's upcoming net zero building stretch code development.

## **2021 Task Groups**

In 2019, the Sustainability & Green Building Subcommittee identified several key issues: green appraisals, solar energy, water conservation, outreach and education. These topics remained a priority for 2021 and new members of the SGB were assigned to one or more task groups and met regularly via conference call to look more closely at the assigned issue, progress to date and continue to develop tools and resources for the NAHB membership. While educating members on residential solar remains a priority, the solar energy task group was sunset after the completion of the [Solar Toolkit for Builders](#). In 2021, the SGB subcommittee established a new Energy Retrofits task group, charged with identifying and developing energy efficiency and high performance retrofit education tools, research, and resources for the residential construction industry. The Water Conservation task group has expanded its charge and been renamed the 'Water' task group. Using the goal 'Keep Builders Building' to focus its efforts, a session was submitted (and accepted) for IBS 2022 'Turning the Tide: Making Water an Asset for Your Project, Not a Liability' and a Water Toolkit for Builders is being developed. Refer to the latest task group reports for more information.

## **Green Home Valuation and Financing**

NAHB remains active on efforts related to green appraisals and financing. NAHB advocates for and educates stakeholders to ensure property listings, lending practices and appraisals recognize and accurately factor-in the value of resource efficiency and other sustainable and resilient elements.

- NAHB staff and several members continue to participate in the UAD Redesign Initiative through monthly conference calls and by providing periodic written comments to Fannie Mae and Freddie Mac to include green and energy related fields in the new appraisal "form".
- The task group is drafting a list of high-performance common term descriptions to be considered by stakeholders within the industry for use to align education, outreach and advocacy initiatives.

## **Low Income Housing Tax Credit Qualified Allocation Plans**

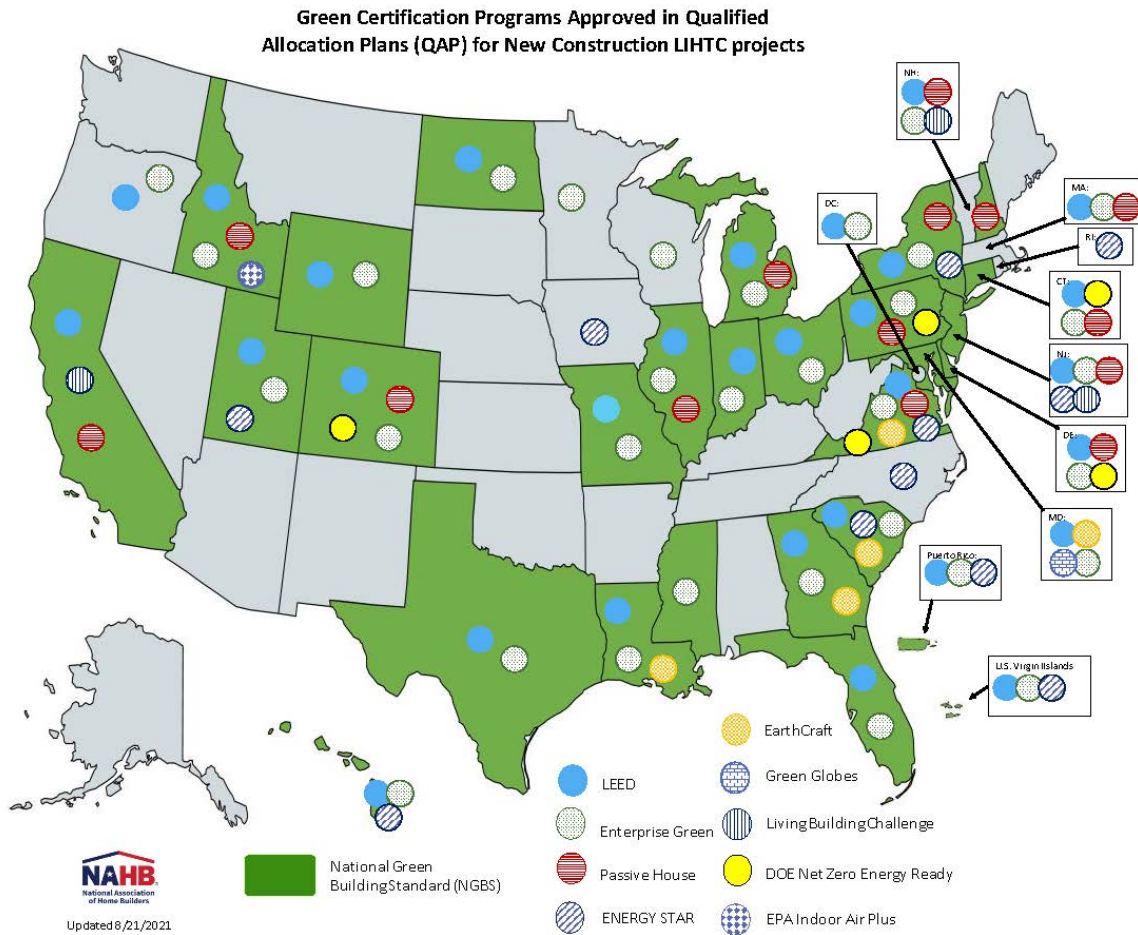
Qualified Allocation Plans (QAPs) lay out the criteria and application requirements that builders must meet to be selected by the State Housing Finance Agency (HFAs) to receive tax credits under the Low-Income Housing Tax Credit (LIHTC) program. States must regularly update these plans, generally annually or biennially. Many states have integrated high-performance building into their criteria to incentivize earning additional points towards qualification, or in some cases as a requirement for program participation. Some states have their own criteria for high-performance, while others allow for third-party green certification as a compliance path.

Home Innovation Research Labs (administrator of the NGBS) directly advocates for inclusion of the NGBS as an option for states that require or recognize green building efforts for program compliance. Home Innovations’ recent efforts in this arena are summarized in this [recent blog](#).

NAHB staff work closely with HI staff on a continuing basis to monitor states’ status and support these efforts to maximize financial opportunities for NAHB members. NAHB also works with local HBAs to educate State HFAs as appropriate to include the NGBS certification in program offerings for those states who have elected to incorporate green certifications into their QAPs.

Most QAPs include criteria for energy efficiency and green building, and 36 states and territories (and the District of Columbia) specify green building certification as a requirement or point-based incentive. When third-party green certification is included within a QAP, the National Green Building Standard is typically recognized alongside other highly recognized national green building programs such as LEED® and Enterprise Green Communities. Specialized certifications are also included as options in some states, including Passive House, ENERGY STAR Certified Homes, DOE’s Zero Energy Ready (ZERH) and EPA’s Indoor airPLUS.

<b>Green Certification Program(s)</b>	<b># of States/Territories (and DC) including program in QAP (as of August 2021)</b>
NGBS	28
LEED	30
Enterprise Green Communities	32
Passive House	14
ENERGY STAR	11
Living Building Challenge	3
DOE Zero Energy Ready	5
EarthCraft	5
Green Globes	1
EPA Indoor Air Plus	1



### Green Program Comparison

As part of NAHB’s overall advocacy efforts, [a comparative matrix](#) of the similarities and differences between nationally-recognized green building rating systems was developed to educate policy makers and interested parties. The tool was updated last to include the changes in the 2020 NGBS, LEED v4.1 ‘LEED Residential’ and the 2020 Enterprise Green Communities program. Similarly, a [Water Rating Index comparison matrix](#) has been developed.

### EDUCATION, INFORMATION & OUTREACH

NAHB’s established position in the industry allows us the opportunity to provide high-quality education on sustainable and high-performance buildings. Because of NAHB’s role in the marketplace, the SGB team has also developed resources such as cost-benefit analyses and payback/ROI calculations for businesses, so they can effectively distinguish their homes and projects in the market by integrating resource-efficient, sustainable and resilient strategies. NAHB is regularly asked to present, sponsor, judge, and/or help with education selection for related conferences and events.

### IBS Education

At the 2021 IBSx, there were more than 10 high-performance Building Knowledge education programs, a shop talk with building science experts and a high-performance master session. Several of the programs were held semi-live (pre-recorded content and live q &a), and others were made available anytime on



demand. In addition, the High Performance Building Zone went virtual with over 15 semi-live (and later on demand) high-performance construction demonstrations featuring building science strategies applied on a jobsite. Six high performance education sessions were selected for the 2022 International Builders' Show in Orlando. See below for some of the high-performance building education, as well as special programming in the Building Zone and the Design Central:

-Monday, Feb. 7<sup>th</sup>, 9 AM – 5 PM EST: [Advanced High Performance Building: Best Practices for Climate Zones](#)

-Tuesday, Feb. 8<sup>th</sup>, 9:15 AM – 10:15 AM EST: [Before Disaster Strikes: How Pictures Can be Worth Thousands of Words & Dollars](#)

-Tuesday, Feb. 8<sup>th</sup>, 3:45 PM – 4:45 PM EST: [From Strategy to Construction: Building Assemblies that Deliver Optimal Home Performance](#)

-Wednesday, Feb. 9<sup>th</sup>, 9:15 AM – 10:15 AM EST: [A Practical Approach for Blending Custom Design Trends with High Performance Building Strategies](#)

-Wednesday, Feb. 9<sup>th</sup>, 9:15 AM – 10:15 AM EST: [Turning the Tide: Making Water an Asset for Your Project, Not a Liability](#)

-Wednesday, Feb. 9<sup>th</sup>, 3:45 PM – 4:45 PM EST: [A Look Inside the Mind of the High Performance Homebuyer](#)

***Multifamily Central:***

-Tuesday, Feb. 8<sup>th</sup>, 1:15 PM-1:45 PM EST: [High Performance Multifamily Building: Step Up to Better Construction & Higher Profit](#)

***Design Central:***

-Tuesday, Feb. 8<sup>th</sup>, 3:00 PM – 3:30 PM EST: [Beautiful AND Green: You Can Have It All](#)

-Wednesday, Feb. 9<sup>th</sup>, 4:30 PM – 5:30 PM EST: [Beer & Banter: High Performance Home Design Hacks](#)

***Building Systems Council Lounge (W310):***

-Tuesday, Feb. 8<sup>th</sup>, 4:00 PM - 4:30 PM EST: [Why Smart Builders Use SIPs: What You Need to Know](#)

-Wednesday, Feb. 9<sup>th</sup>, 12:30 PM - 1:00 PM EST: [Your Questions, Expert Answers: HVAC for High-Performance Offsite Construction](#)

-Wednesday, Feb. 9<sup>th</sup>, 4:00 PM - 4:30 PM EST: [Retrofitting & Building New Safe, Cost-Effective, Streamlined & Ultra-Low Energy Homes](#)

***Tech Byte Session:***

Wednesday, Feb. 9<sup>th</sup>, 1:15 PM - 1:45 PM EST: [Transparent Solar Windows Enabling the Future of Smart Homes](#)

***Tours:***

The New American Home and The New American Remodel tours:  
<https://www.buildersshow.com/Search/SpecialEvent.aspx?id=57828>

There will also be all-day education and demos in the Building Zone (formally known as the High Performance Building Zone), such as [Coffee & Conversation: Getting Started in Green](#) and much more.

**Green Designation Education**

Two of the green building designation courses, Basics of High Performance Building and Advanced High Performance Building: Project Management, were recently rewritten to reflect the newest advancements in high performance construction practices and techniques, as well as to include information from the ICC 700- 2020 National Green Building Standard®. These courses provide a solid background in green building science and the methods and techniques for constructing and remodeling high-performance homes that create a sustainable living environment. The courses and modules are

available at [nahb.org/education](http://nahb.org/education). A third course, Advanced High Performance Building: Best Practices for Climate Zones is now available in a live web-based classroom format.

### **HBA Sustainability Toolkit**

The HBA Sustainability Toolkit is continuously updated with additional tools and resources. Explore the toolkit at [nahb.org/HBASustainabilityToolkit](http://nahb.org/HBASustainabilityToolkit).

The tools currently available include:

- A **solar toolkit for builders** that provides checklists, articles, diagrams, case studies, and further information about the residential solar photovoltaics (PV) industry.
- A one-pager that provides an overview of incentivizing energy efficiency and green home certifications and **lists incentive examples** from different states and municipalities.
- The 2020 **Green SmartMarket Report** and multiple **PowerPoint presentations** of different depths for members and HBAs to use for meetings and/or local presentations on the current and future state of green single-family and/or multifamily homes.
- **Single-family, multifamily and remodeling case studies** that showcase different ways builders have successfully certified homes for their clients.
- **Land development case studies** that showcase different ways developers have successfully certified developments and communities to the NGBS.
- An assortment of **high-performance educational videos** for both builders and potential homebuyers.
- A **collection of sustainability checklists** that allow builders, design professionals and land developers to quickly assess their projects and determine just how far away from green certification they may be.
- A **matrix comparing residential water efficiency certification programs** for building professionals interested in third-party validation of their projects.
- A **series of infographics** that illustrate high-performance building trends over the past several years.
- A set of **best practices for any HBA** who may want to create a High Performance Committee or Council at the state or local level.
- A **series of reports** that compare and contrast different national green building programs which allows for HBAs and their members to decide which program(s) best meets their needs if they choose to certify a home.
- **Activity Books** for kids that teach them the value of sustainability and offer more than just coloring.
- Coming soon: **A Water Toolkit for Builders**

### **NAR/NAHB Joint Initiative: Home Performance Counts**

NAHB and the National Association of Realtors (NAR) developed and launched a joint educational initiative, “Home Performance Counts” in July 2020 to help our members work together and succeed in the rapidly growing marketplace for high-performance homes. The first phase of the initiative focuses on raising awareness among local associations and chapters of the resources builders and real estate professionals can provide and teach one another when it comes to green. The second phase shifts to educating the consumer about asking the right questions to the appropriate people. Real estate professionals and home builders have the information and resources needed to help customers make

informed decisions about energy efficiency and comfort during the homebuying process. NAHB and NAR will continue to evolve and add tools to this resource.

- **Virtual Green Home Tour Series:** <https://nahb.org/greentour>
  - The goal of the series is to showcase high-performance homes across the country, each with its own unique story, be it type of build, level of high-performance, market, etc., and to discuss how builders and real estate professionals can work together to communicate added value to customers and increase sales.
  - The free tours are scheduled for the 3<sup>rd</sup> Thursday of each month at 3pm ET and include a live moderated Q&A session with the building and real estate professionals featured in that month's tour.
  - The series kicked off in April from Asheville, NC with a tour led by 2021 SGB Subcommittee Chairman Brandon Bryant of Red Tree Builders and Kelly Erin-Spinney of Modern Asheville Real Estate of one of Red Tree's custom builds.
  - Register here for the tour series: <https://nahb.org/greentour>
    - Tour replays are available online.

### **HBA Sustainability Network**

The HBA Sustainability Network began in June 2018 and continues to meet every other month via conference call. The purpose of this group is to provide a forum to share ideas, initiatives and events and to connect groups that have similar sustainability interests and goals. The network serves as a forum to build capacity and create efficiencies for state and local HBAs. The most recent call featured a presentation on green appraisals with Sandy Adomatis of Adomatis Appraisal Service and Terry Duszynski of Duszynski and Associates. Email [astern@nahb.org](mailto:astern@nahb.org) if you are interested in participating in future calls. To view previous presentations that were featured, visit [NAHB's Sustainability & Green Building playlist](#) on our YouTube channel.

### **Best in Green Awards**

For 2021, green categories continue to be incorporated into the Best in American Living Awards, Pillars, and 55+ Housing Awards. NAHB will continue to spotlight green award winners to further promote sustainability and showcasing member successes in this arena. More information can be found at [nahb.org/bigawards](http://nahb.org/bigawards).

### **Student Scholarship**

In 2019 the SGB created a student scholarship program to send students to IBS to learn more about sustainability and green building. For the virtual 2021 IBSx, four students and recent graduates were selected to receive a free registration. [2021 scholarship recipients](#) met virtually with veterans in the field and attended green building education programming offered at IBSx. **NAHB is pleased to welcome two recipients for the Sustainability & Green Building scholarship for the 2022 in-person IBS. Fiz Hassan is a student of Building Performance/Energy Simulation at the University of Illinois at Urbana Champaign. Debbie Odom works for Deltec Homes after switching careers and recently graduated from Asheville Buncombe Technical Community College in NC.** Please contact Anna Stern ([astern@nahb.org](mailto:astern@nahb.org)) if you have further questions about this opportunity or about the [benefits of donating](#) to the SGB Scholarship Fund.

### **Media Relations**

*Peninsula Publishing*

SGB is working with Peninsula Publishing, publisher of Green Home Builder & Builder and Developer magazines to continue to raise the visibility of the National Green Building Standard. An ad campaign featuring testimonials from building industry professionals has been developed and is running in conjunction with articles written by NAHB members or about their projects. Several articles have been published:

- 'Make the Most of the Outdoors' by Marla Esser Cloos
- 'Connecting with the Great Outdoors' by Samantha Mallard Red Tree Builders (Brandon Bryant)
- 'Multi-Family Housing as a Lifestyle Choice' by Sanford Steinberg
- '[Continuing the Green Tradition in the Lone Star State](#)' by Heather Ferrier Laminack
- '[Designing Homes Beyond the Pandemic](#)' by Jillian Pritchard Cooke
- '[Utilizing Green Building Strategies](#)' by Troy Johns
- '[The GHB Interview: Brandon Bryant](#)
- '[5 Tips for Successful Home Electrification with Heat Pumps](#)' by Maureen McGeary Mahle of Steven Winter Associates
- '[How Geothermal Brought a Sense of Calm to a Community](#)' by Brandon Bryant
- '[Advantages to Using Advanced Framing Techniques](#)' by Kathy Howard

### Industry Conferences & Events

As written in the SGB strategic plan, a goal is for NAHB to be recognized as a leader in high-performance homes throughout the sustainable and green building industry. To that end, each year the national and regional industry conferences and events are reviewed to determine the best opportunities for SGB to share NAHB's sustainability and green building research, education, awards, tools and technical assistance, as well as build awareness of the NGBS. Attendance at many of these events also provides staff with opportunities to increase their technical knowledge and ability to garner positive results for the industry and identify high-quality speakers for NAHB programs. Due to COVID-19 restrictions, many conferences were either cancelled or held virtually in 2020 and early 2021. Below is a list of those attended in 2021:

- **Residential Energy Services Network (RESNET) Conference (February 2021):** Held virtually this year, staff attended 'semi-live' sessions and is watching on-demand content to track industry happenings and identify new speakers and program ideas for IBS.
- **Building Performance Association Conference (April 2021):** Staff attended virtual semi-live and on-demand sessions on healthier homes, IAQ and energy-focused home performance to find new speakers, program ideas and resources for the Energy Retrofits task group.
- **Solar Decathlon Design Challenge:** The U.S. Department of Energy puts on this collegiate competition, which was held virtually on April 16-18. NAHB sponsored the 2021 event and was represented by judge Ray Tonjes, who provided his expertise in the suburban single-family housing division. NAHB focused on promoting NAHB resources and industry partnerships, allowing for students to connect with professionals to create realistic and implementable designs. This year's competition featured a virtual village with 3D renderings of select teams' projects. The competition's judging criteria rewards excellence integrating Building America's research findings, best practices, and principles of building science with great architectural design.
- **Electrification 2021 Virtual Forum Series: Building to Zero:** Put on by the Electric Power Research Institute, NAHB staff explored this new conference to stay up-to-date on how the building industry is addressing federal, state, and local electrification efforts. Conference

sessions addressed gaps and challenges, potential solutions, and provided updates on induction stovetop cooking.

- **DOE Better Buildings Summit (May 2021):** Put on by the Department of Energy, the summit remained virtual for 2021. Live sessions included several announcements about upcoming energy- and climate change-related initiatives by the Biden Administration.
- **Southeast Building Conference (SEBC) 2021:** Was held July 15-16 in-person in Kissimmee, FL. John Barrows and Michelle Diller presented ‘Finding the High-Performance Sweet Spot – What Customers Want, What Builders Can Deliver and How to Make the Sale’, which was well-received by the audience.
- **Energy & Environmental Building Alliance (EEBA) 2021 Hybrid High Performance Housing Summit:** Held in Denver, CO and online in September 2021, staff attended in-person to connect with high-performance builders and energy raters. Sessions on healthier homes, decarbonization strategies for builders, and electrification were attended. NAHB staff was also able to connect with Solar Decathlon students at the event and encourage them to apply to NAHB’s SGB Scholarship for IBS.
- **National Association of REALTORS Annual Conference (November 2021):** Held in San Diego, CA staff attended in-person to help promote the joint effort with NAR, [Home Performance Counts](#). Staff helped promote the initiative and educate REALTORS about sustainability efforts between the two organizations.

## Webinars and Presentations

### *Greenbuild Connect + Learn Series*

NAHB was invited to participate as the keynote address at the May 6, 2021 Construction Connect + Learn virtual event. SGB Committee Chair Brandon Bryant and Vice Chair Heather Ferrier Laminack presented the keynote which was viewed by over 200 people and participated in an ‘Ask the Experts’ live Q&A session as part of the event.

## Social Media

### [You Tube](#)

Under NAHB’s umbrella YouTube channel (NAHBTV), playlists are tailored to green building.

- [NAHB Sustainability and Green Building](#) has content specific to high-performance home techniques and recordings of HBA Sustainability Network presentations. A video on cross-ventilation ideas has over 33,000 views.
- The [National Green Building Standard](#) playlist contains subject matter related to green certification, including NGBS member testimonials.
- [Virtual Green Home Tours, presented by Home Performance Counts](#) is home to the monthly tour replays, in addition to the replay library on nahb.org, to reach a wider audience. Sneak peek promo videos of future tours can also be found here.
- Newer videos including a [presentation on the 2020 SmartMarket Brief](#) and [NGBS Member Testimonials](#) are in the process of being promoted to a wider audience.

### *Twitter @NAHB\_Green*

As of December 31, 2021, @NAHB\_Green has 18.1k followers. On average, staff tweets twice per day. Through the #greenintersects campaign, several sources have picked up @NAHB\_Green posts and incorporate our content into daily newsletters. Through content-sharing, SGB is able to connect online

with both existing and potential members. NAHBNow blog posts originating from SGB staff contain a link to the Twitter account.

### 2021 Twitter Analytics for @NAHB\_Green (through December 31, 2021)

<u>Month</u>	<u>2021 Impressions</u>	<u>Top Tweet Impressions</u>	<u>Engagement Rate</u>	<u>Profile Visits</u>	<u>Link Clicks</u>	<u>Retweets</u>	<u>Likes</u>
Jan.	24.8k	1,839	1.1%	621	109	18	58
Feb.	20.5k	771	0.9%	638	77	11	47
Mar.	23.1k	852	1.3%	512	80	30	80
Apr.	25.8k	2,273	1.0%	724	85	19	68
May	14.0k	766	1.0%	332	48	8	28
June	16.2k	519	0.9%	334	47	9	48
July	16.4k	1,072	0.9%	631	35	22	43
Aug.	32.3k	795	0.9%	487	75	18	37
Sept.	8.3k	735	1.5%	735	33	16	48
Oct.	9.4k	483	1.3%	483	37	21	35
Nov.	8.4k	1,416	2.0%	465	51	15	37
Dec.	8.2k	963	2.0%	559	77	15	48

\*Impressions are defined as a tweet that has been delivered to the Twitter stream of a particular account.

### Blogs

#### NAHBNow

SGB staff worked with Communication staff to produce these blogs on NAHBNow in 2021:

- [Building High Performance Homes for Today's Home Buyer](#)
- [Key Features to Creating a Healthy Home](#)
- [New American Home 2022 Optimizes Space, Energy and Style](#)
- [8 Ways to Save Energy This Winter](#)
- [What Builders Should Know About the NGBS Green Certification Process](#)
- [IBS Show Home Raises the Bar for Energy Efficiency, Again](#)
- [2 Innovative Water Efficiency Strategies for Multifamily Properties](#)
- [Global Innovation Award Winner is Preparing Homes for Future Electric Use](#)
- [How to Build Customer Retention Through Efficiency and Value](#)
- [NAHB October Webinars Focus on Green Building and Project Scheduling](#)
- [Nearly 1 in 4 New Homes Received HERS Rating in 2020](#)
- [NAHB Members Recognized in DOE's Housing Innovation Awards](#)
- [How the NGBS Can Help You Navigate Green Renovations on Historical Properties](#)
- [DOE Seeks to Restore Energy-Efficiency Standards for Billions of Lightbulbs](#)

- [Award-Winning Spec Home Leverages Benefits of Building Healthy Homes](#)
- [6 Tips for Selling High-Performance Homes](#)
- [How to Boost Your Membership Using Green Resources and Events](#)
- [Apply Now for the 2022 IBS Sustainability & Green Building Student Scholarship](#)
- [New EPA Agreement with Canada Will Help Monitor Energy Efficiency and Emissions Across Borders](#)
- [4 Ways to Incorporate Water Efficiency into a Home](#)
- [How Jurisdictions Can Reduce Permitting Costs Through Software Automation](#)
- [How Can Microgrids Help with Community Resiliency?](#)
- [Gas vs. Electricity: Which Energy Source Do Consumers Prefer?](#)
- [Building with Universal Design Concepts Enables Aging in Place](#)
- [How Can Air Source Heat Pumps Help Reduce Greenhouse Gas Emissions Even in Cold Climates?](#)
- [How Multifamily Projects Can Utilize Community Solar](#)
- [6 Maintenance Tips to Optimize Home Performance and Avoid Callbacks](#)
- [IBS 2022 Show Home Displays Forward-Thinking Designs](#)
- [How to Help Prospective Buyers Visualize Energy Cost Savings](#)
- [9 Tips to Improve Airtightness in Your Next Build](#)
- [Key Resilient Residential Construction Resources to Prepare Your Business](#)
- [North Carolina Project Highlights 4 Key High-Performance Building Practices](#)
- [NAHB Seeks Members for New Healthier Homes and Communities Subcommittee](#)
- [Pre-Wiring for Electric Vehicle Charging: Prepping Your Homes for Future Demand](#)
- [2021 Solar Decathlon Design Challenge Highlights Creative, High-Performance Building Solutions](#)
- [Women Want Sustainable & Healthy Homes — How 4 Female Members Deliver](#)
- [Innovative Affordable Community Incorporates Energy-Efficient Features and Playful Design](#)
- [12 Tips for Organizing a Virtual Green Home Tour](#)
- [Register Now for the Virtual Green Home Tour Series](#)
- [4 Steps to Getting an Accurate Appraisal Value for Your High-Performance Home](#)
- [How HBAs Can Utilize NAHB's Sustainability and Green Building Expertise](#)
- [Top IBSx Takeaways from Sustainability & Green Building Scholarship Recipients](#)
- [How Much Does Whole-Home Electrification Cost?](#)
- [4 Green Strategies from The New American Home](#)
- [Can High-Performance Building Strategies Decrease Lumber Demand?](#)
- [EPA Launches WaterSense for Homes 2.0](#)
- [NAHB Announces Top Sustainable and Green Building Trends and Features in Homes](#)
- [2021 New American Home and New American Remodel Debut at IBSx](#)
- [NAHB Names Recipients of 2021 Sustainability and Green Building Scholarship](#)
- [IBSx Exhibit Home Ready to Make its \(Virtual\) Debut](#)
- [Mitigating Radon in Homes](#)
- [Understanding Land Use Updates in the 2020 National Green Building Standard](#)
- [How 3D-Printed Structures Could Disrupt Housing](#)
- [Top 3 Home Qualities Customers Want for Better Living at Home](#)

#### *Green Intersects E-Newsletter*

SGB launched an e-newsletter in October 2019 featuring the latest on green home design and construction from around the industry. The newsletter is sent out the third Tuesday of every other month. The most recent issue was sent December 2021, featuring a q-and-a with Randy Noel of Reve

Inc. You can read all of the q-and-a on our [‘Ask the Green Building Experts’](#) webpage, including expanded content that was not in the newsletters. The next issue is scheduled for February 2022. To subscribe, please email Linda Wade, [lwade@nahb.org](mailto:lwade@nahb.org) with your request and contact information.

## **National Green Building Standard**

### *Background*

The National Green Building Standard (NGBS) provides builders with an above-code voluntary third-party accredited rating system for green practices such as energy, water and resource conservation, indoor air quality, lot and site development, and building operation and owner education. The Standard is also the basis for Home Innovation Research Labs’ [NGBS Green Certification](#) and [Green Certified Products](#). Through the assistance of Subcommittee members, NGBS Verifiers are now recognized through the ICC.

### *Current Publication*

The ICC 700-2020 National Green Building Standard® is now available as a free pdf download at [nahb.org/ngbs](http://nahb.org/ngbs). The print copy is also available for purchase. Projects may register to the new 2020 standard or use the 2015 NGBS at this time, with 2015 NGBS registrations sunseting April 1, 2022 (to be certified by 4/30/2025). [NGBS Verifier training](#) for the 2020 version is now available from Home Innovation.

### *Marketing*

The NAHB marketing team has been promoting the 2020 NGBS release through blog posts, internal newsletters and videos deployed on social media. In addition, the NGBS is featured in High Performance Building Zone content and has also been incorporated into several of the green building designation courses. An ad campaign developed around the testimonial participants has been developed and is running in conjunction with articles by NAHB members in *Green Home Builder* magazine (also see Outreach section).

## **Home Innovation Collaboration**

In an effort to further the joint strategic plan and coordinate initiatives based on or related to the NGBS, green building staff from Home Innovation and NAHB meet every other month to discuss current projects, opportunities and challenges. The meetings ensure regular coordination, create opportunities for collaboration and shared solutions, and have enabled both organizations to be more efficient effective in their work. These meetings began three years ago and will continue into the foreseeable future.