



BUILDING TECHNOLOGIES PROGRAM | Green Building Codes

Going *Beyond* Code

A Guide to Creating Effective Green Building Programs
for Energy Efficient and Sustainable Communities



U.S. DEPARTMENT OF **ENERGY** Energy Efficiency & Renewable Energy



Building Energy Codes





Meeting the requirements of the Scottsdale Green Building Program, **Desert Sky Development** uses the Integra Wall System in this Scottsdale mountain home. **Desert Sky Development** offers their custom home clients the choice of masonry or traditional wood framed construction. Images courtesy **Mike Frat, Desert Sky Development, Scottsdale, AZ**.

Charlotte County, Florida, has developed an enticing marketing program as part of their green building program. Incentives apply to all projects that receive LEED certification and include an outdoor sign to promote the project during the construction phase, inclusion of the builder on the program website, press releases, a permanent affixed sign post-construction, a green building award, and special recognition in the building community.

2.5.4.1 Recommendation

Develop a marketing program that will educate the public on the value of homes or businesses built to the program's standards. Help provide visibility for program participants through website coverage, press releases, newspaper advertisements, or announcements on municipal websites, and signage at building sites.

2.6 Communication and Partnerships

Communication and partnerships are closely related facets of beyond code programs. Communicating the program's vision to the community is a significant step toward gaining community support. It can be helpful to have a variety of outlets, venues, and voices to reach all constituents with a consistent message. Collaborating and forming partnerships with various entities is also important to promoting the goals and vision of the program. Partnerships can be formed with local utilities, universities, and libraries, to name a few. Successful examples include sustainability learning centers such as the Utah State University's Utah House demonstration center; existing public programs such as Boulder Climate Smart; college and university programs such as Arizona's Yavapai College Residential Building Technology Program; local botanical gardens; public libraries for lecture series; and schools.

A jurisdiction's partners can influence, financially support, or deliver a lecture series or other educational opportunity that relates to a specific expertise or mission. For example, utilities could present information about weatherization or the local native plant society could offer a workshop on native and drought-tolerant plants.

Outreach efforts by multiple partners must be coordinated, however, to convey a clear and consistent message to the public. It is important that the permitting agency be perceived as the primary source of authoritative information. Details about the program that are provided by other agencies could be seen by the public as an