



## **LEED for Homes (LEED-H) Update (July 2004)**

### **Mission Statement**

The new LEED for Homes (LEED-H) voluntary initiative is to actively promote the transformation of the mainstream home building industry towards more sustainable practices. LEED-H will reward homes that:

1. Use energy resources efficiently;
2. Use water resources efficiently;
3. Use building construction resources efficiently (through improved design, material selection and utilization, and construction practices),
4. Use land resources efficiently, and
5. Use materials and practices designed to safeguard occupants' and workers' health.

LEED-H will adopt the certified, silver, gold and platinum rating structure in order to recognize the varying levels of performance achieved in each of these five categories.

### **Objectives**

The principle objective of LEED Homes is to become the recognized national environmental rating system across the US, working in collaboration with all sectors of the homebuilding industry. LEED Homes will be targeted at recognizing and rewarding the top 25% of homes with best practice environmental features.

The primary metrics of success for the LEED-Homes Program will be the extent to which the following objectives are met.

1. Build relationships and alliances with existing green home-building programs, to establish a national resource pool comprising:
  - a. green home-building program development and administration expertise
  - b. green home-building technology expertise
  - c. green home-building training expertise
  - d. Consistent green marketing branding messages (to eliminate market confusion)

2. Establish an effective, broad, inclusive communication network within the home building industry, including:
  - a. Monthly progress updates and announcements via the LEED-H website
  - b. Monthly progress updates and announcements to selected peer groups.
3. Develop a delivery mechanism, including HERS raters and/or other knowledgeable green building service providers.
4. Implement a targeted peer review process that includes selected representatives from key stakeholder groups:
  - a. green building program managers,
  - b. green builders (XX members) and their HBAs;
  - c. non-green builders and their HBAs;
  - d. HERS raters;
  - e. green home design professionals; and
  - f. trade groups and associations.
5. Develop a business plan / model that ensures compelling benefits to USGBC, raters, builders, and consumers
6. Achieve majority approval of LEED-H protocols, practices, and business plan by these peer review panel(s) as well as by the LEED-H Committee.
7. Develop certification protocols and procedures that are easy to use, concise, "proven", and affordable.
  - a. Test the protocols, practices, and business plan in a 1 year pilot test
8. Formulate a compelling marketing message and an effective campaign, maintaining close coordination with USGBC's Marketing Manager.
9. Develop an effective training program that is developed in a timely manner, maintaining close coordination with USGBC's LEED Workshop Program Manager and Curriculum and Accreditation Committee.
10. Conduct broad public review, including an open, public comment period for LEED-H (after pilot testing).

## **Guiding Principles**

1. Green homes should be perceived by builders as more profitable.
2. Green homes should be perceived by consumers as "better built homes."
3. Green upgrades should be perceived by builder and consumers as beneficial and representing good value.
4. Participating builders will want to differentiate themselves in the market as "builders of better homes."
5. Compliance criteria should be simple, concise, and clear.
6. Verification / documentation requirements should be perceived as manageable and worthwhile, not burdensome.
7. Verifiers should be perceived by builders as supporters (will proactively help builders to achieve success).

8. Fees for compliance (design support, documentation, and certification) should be perceived as reasonable.

### **Expected Development Process**

1. A Core Committee has been selected to represent stakeholders during the development of the pilot draft. Members of the LEED-H Core Committee are listed below.
2. The working pilot draft of LEED-H will be available for review by the Core Committee on an ongoing basis over the fall of 2004.
3. The working pilot draft of LEED-H will be available for review by LEED Technical Advisory Groups in November.
4. The working pilot draft of LEED-H will be available for public review in December.
5. Pilot testing of the criteria is planned for February thru September 2005.
6. A final public release is planned for the winter of 2005-6, after completion of the pilot and the incorporation of lessons learned.
7. The full LEED-H program is anticipated to be rolled out in the first quarter of 2006.

### **LEED-H Core Committee**

The following green home building professionals have been selected to help guide the development of the LEED for Homes initiative.

<b>Name</b>	<b>Title</b>	<b>Company/Affiliation</b>
Joy Altwies	Program Director	University of Wisconsin-Madison
Mack Caldwell	Architect	Ideal Homes
Craig Collins	Navy Housing Technical Advisor	NAVFAC
Dennis Creech	Executive Director	Southface Energy Institute, EarthCraft House
Dan Dempsey	Director, Heating Products Dev.	Carrier
Ann Edminster, co-chair	Architect	Design AVEnues
Richard Faesy	Project Manager	Vermont Builds Greener
Randy Hansell	Program Specialist	Earth Advantage
Ron Jones		Sierra Custom Builders
Eric Martin	Research Engineer	Florida Solar Energy Center
Richard Morgan	Program Manager	Austin Energy
Kathleen O'Brien	President	O'Brien & Company
Sam Rashkin	National Director	US EPA Energy Star for Homes
Bill Semple	Senior Researcher	Canada Mortgage and Housing Corporation
Kristin Shewfelt	Consultant	McStain Neighborhoods
Bob Sisum	Director of Builder Programs	SMR Development
Dave Ware	Manager of Codes & Regulations	Owens-Corning
Steven Winter, co-chair	President	Steven Winter Associates

## **LEED-H Public Participation**

USGBC members interested in LEED-H Core Committee activities can become involved in the process by joining the LEED-H “Corresponding Committee” e-mail listserv; sign up at <https://www.usgbc.org/youraccount/committees.asp>. Corresponding Committee members receive Core Committee meeting minutes, monthly updates and specific solicitations for input on items selected by the Core Committee, and announcements regarding LEED-H volunteer opportunities.

Interested parties that are not USGBC members can join a public announcement distribution list by request via [homes@committees.usgbc.org](mailto:homes@committees.usgbc.org).

## **Questions, and Suggestions**

You are invited to submit questions and suggestions to [homes@committees.usgbc.org](mailto:homes@committees.usgbc.org).