



# 2020 Impact Report

A Year in Review



**Build It<sup>®</sup>**  
**Green**

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## MESSAGE FROM OUR PRESIDENT

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2020 was a wake-up call for all of us. The year began as we were midway through our visioning process for how Build It Green can expand its successful role as a catalyst for market transformation in the building sector.

This year made starkly clear — with COVID, climate change, and the continued acute housing crisis — that a safe, resilient, affordable home is more important than ever. A residential sector that is designed to improve the health and wellness of not only individuals in their own homes, but the communities at large and the bioregions in which they live, is absolutely key to creating a thriving future.

We believe the path forward for the housing ecosystem is to use a regenerative approach that is collaborative, inclusive, and grounded in the unique potential of each of our neighborhoods. This work goes beyond improving the sustainability of the physical building itself, though that is still important work we will continue to support, to include how we decide what to build, and why. To consider the unique culture and needs of each neighborhood and our shared vision for what it might become, benefiting not only a few residents but the entire community including the natural environment.

This coming year we will continue to explore what this work means and could be. We invite you to join us in this exploration, and look forward to the progress we will be able to make together.

Karen Kho  
Build It Green Board President



## ABOUT BUILD IT GREEN

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Build It Green, a 501(c)3 nonprofit organization based in Oakland, CA, has been a building culture catalyzer for more than 15 years.

Build It Green built its reputation on bringing residential green building into the mainstream with credible, accessible resources and innovations including the GreenPoint Rated home certification program.

Today, Build It Green is working with diverse coalitions to envision new approaches to home and neighborhood building that foster health in the broadest sense — as an interconnected web of personal, community and bioregional well-being.



## NEW VISION

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We envision a healthy housing ecosystem that fosters well-being in individuals, communities and bioregions.

## NEW MISSION

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Build It Green develops new capacity by providing credible and accessible resources for regenerative neighborhood development.

## NEW INITIATIVES

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Build It Green is broadening our focus from the physical systems of individual homes to the whole living system of a neighborhood. Last year, we explored the possibilities of this wider scope with two series of online forums that offered co-learning opportunities for us and our larger community.

## THE POTENTIAL OF ADUS

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For our Potential of Accessory Dwelling Units series, we invited speakers from across the building ecosystem — builders, city and county officials, building materials specialists, entrepreneurs, housing finance specialists, architects and more — to share the challenges and opportunities facing ADUs and the folks who want to build them. These sessions were vibrant with questions, dialogue and shared learning and connection. and are available to watch at: [builditgreen.org/potentialofadus](https://builditgreen.org/potentialofadus)

# 300+

**PARTICIPANTS ENGAGED AROUND  
ADUS AND THEIR POTENTIAL**

# 28

**SPEAKERS FROM ACROSS  
THE ADU ECOSYSTEM**







## REGENERATIVE INSIGHTS

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Our Regenerative Insight Series introduced the concepts and principles of regenerative development and design for building and development projects to our community.

Participants brought questions about projects to share and workshop with our practiced facilitators, engaged in conversation with other participants about the value and uniqueness of the places where they live and work, and heard a wide range of case studies illustrating how co-creative approaches lead to breakthroughs in stalled projects and mutually beneficial outcomes for communities, developers, and local ecosystem. The Regenerative Insight Series is available to watch at [builditgreen.org/regenerativeinsights](https://builditgreen.org/regenerativeinsights).

# 130+

**PARTICIPANTS ENGAGED AND  
INTRODUCED TO REGENERATIVE  
DESIGN AND DEVELOPMENT CONCEPTS**

In the coming year, we see our new initiatives continuing to grow as we build on what we learned in 2020. Stay up to date on our work through our social media platforms, blog and newsletter.

# GREENPOINT RATED

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Build It Green's flagship program — GreenPoint Rated — continues to provide an accessible and credible path for builders and developers to reach performance targets that create healthier, more sustainable, and resilient homes. More information is available at [builditgreen.org/greenpoint-rated](https://builditgreen.org/greenpoint-rated).



# 80,223

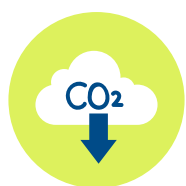
CERTIFIED GREENPOINT  
RATED HOMES  
SINCE 2008



## PROGRAM IMPACT THIS YEAR

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In Spring 2020, as construction came to a halt because of the pandemic, GreenPoint Rated's third-party verification procedures needed to be reimagined. The green building community worked together to help GreenPoint Raters conduct virtual site visits and digital plan reviews to create a safe, socially distanced rating process. Over the course of this challenging year, GreenPoint Raters completed verification and applications for an annual total of 9,528 certified GreenPoint Rated homes, and in building these homes to higher standards, approximately 20,000 metric tons CO<sub>2</sub> equivalent have been avoided!



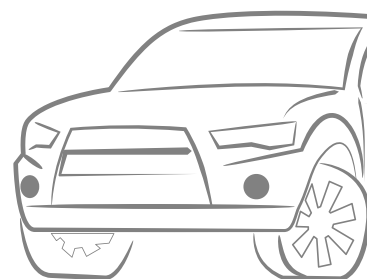
## 20,000

METRIC TONS  
CO<sub>2</sub>-E AVOIDED



## 4,323

CARS REMOVED  
FROM THE ROAD  
FOR A WHOLE  
YEAR!





# MULTIFAMILY NATIONAL EXPANSION

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A pilot project to expand GreenPoint Rated New Home Multifamily beyond California proved successful, and today certified GreenPoint Rated multifamily homes can be found in Nevada and Texas, and are currently in process in Oregon and Michigan. A national expansion of the GreenPoint Rated Existing Home Multifamily pilot is now underway.

2

STATES WITH HOMES CERTIFIED  
TO THE NATIONAL GREENPOINT  
RATED STANDARD

2

STATES WITH HOMES PURSUING  
GREENPOINT RATED

## SPOTLIGHT: CERTIFIED GREENPOINT RATED MULTIFAMILY DEVELOPMENT

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**Project:** The Grove, Vista, California  
**Type:** 81-unit senior housing development

**Rater:** Linda Tim, stok  
**GreenPoint Rated Gold Certified**

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Photo Credit: Brady Architectural Photography

This senior living community fosters connection and independence through thoughtful sustainable design. The GreenPoint Rated checklist inspired sizing the PV and solar hot water systems to take maximum advantage of roof space for offsetting tenant energy usage.

Other GreenPoint Rated features:

- Outdoor gathering areas
- Durable floors
- Drought-tolerant plants



## THE GREENPOINT RATED PROFESSIONAL NETWORK

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GreenPoint Raters are vetted and experienced professionals who have completed the GreenPoint Rated professional certification training program in a specific housing type track: New Home, Existing Home Multifamily, and/or Existing Home Single Family.

Through the training program, they gain the skills and knowledge to serve as third-party verifiers of high-performance GreenPoint Rated homes.

**109** ACTIVE GREENPOINT RATERS

GreenPoint Advisors have detailed knowledge of GreenPoint measures and verification methods to help advise clients on how to simply design and build better homes.

**133** ACTIVE GREENPOINT ADVISORS

## GREENPOINT RATED SUPPORTERS

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GreenPoint Rated homes may be eligible for a discounted mortgage rate through Fannie Mae's Green Certification and HUD's Green MIP Reduction program. The GreenPoint Rated Checklist is referenced by local building ordinances, including San Francisco, Los Altos Hills, and Oakland.



**Fannie Mae®**





## SPOTLIGHT: SAY HELLO TO A GREENPOINT RATER

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**“**I grew up in the country on my family-owned dairy farm, working with cattle and livestock as a certified California Brand Inspector. I never pictured myself in the construction industry, but six years ago I was given the opportunity to work for DuctTesters and I jumped at the chance to expand my horizons. Little did I know that I was destined to be involved in green building and be offered the chance to become a GreenPoint Rater three years later and fall in love with such an amazing program.

*I have been able to apply what I have learned from the GreenPoint Rated program to my personal life, from making my own home more efficient, to offering green advice to family and friends when building or remodeling their own homes.*

*The opportunity to become a GreenPoint Rater has helped me excel in my career. Within a year of earning my certification, I was even promoted to manager of the DuctTesters Sustainable Services Department. This program has also opened doors to other sustainable and green programs such as LEED and CalGreen, allowing me to build my team and department even more. I am very proud to be part of this program and I look forward to many more years of growing and learning within the industry.”*

**”**

**Fallon Couto**  
**Manager, Sustainable Services**  
**DuctTesters**





## SPOTLIGHT: SAY HELLO TO A GREENPOINT RATER

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**“**For the past 40 years I have been a licensed general contractor with multiple sub-specialties including HVAC, plumbing, and solar.

*I prefer to raise the level of protection for my clients, the built environment, and the community at large by staying at the leading edge of Green Building. I started with LEED in its early years. GreenPoint Rated showed up as a little brother to LEED, It became clear that both local and residential were being addressed more efficiently by Build It Green and GreenPoint Rated, I let the LEED certifications slide.*

*Green Point Rated training and certification has supported my work and client relations by keeping me in touch with current best practices and encouraging cooperation with other contractors. I have found that the indirect benefits outweigh monetary remuneration, particularly as “points” continue to be rolled into California Code.*

*The GreenPoint Rated program has gotten more sophisticated over the years and the training and certification process is relatively seamless. I find no “softness” in the system.*

**”**

**Doug Winter**  
**Licensed General Contractor**  
**Plumbing, HVAC, Solar**



## EDUCATION & MEMBERSHIP

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Build It Green's educational programming empowers building professionals to stand out from the crowd by providing them with up-to-date knowledge and resources about designing, building, and verifying sustainable, efficient, healthier homes.

We welcome those new to the field with our Certified Green Building Professional course, which provides an introduction to basic concepts. Additional courses provide a stepped approach to more advanced knowledge applicable to our GreenPoint Rated training programs.



Our active membership network shares best practices about designing, building, and verifying high performance homes, gain visibility in our Building Professional Directory, and show a commitment to growth and up-to-date knowledge with reporting continuing education hours.

in 2020, Build It Green is proud to report:

TOTAL  
ACTIVE  
MEMBERS **237**

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TRAINED AND CERTIFIED  
GREEN BUILDING  
PROFESSIONALS **67**

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TOTAL HOURS OF  
CONTINUING EDUCATION  
REPORTED BY MEMBERS **1,717**





## SPECIAL THANKS

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All of our work would not have been possible in 2020 without the contributions of these people, partnerships, and organizations.

## BUILD IT GREEN BOARD

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Karen Kho | StopWaste

### MEMBERS

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