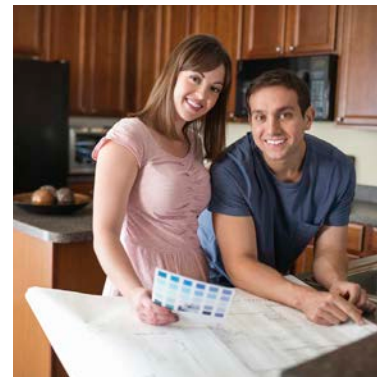


# Building Our Vision



## 2012–2013 impact report



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### Southern California

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Los Angeles, CA 90014  
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Anchor Cove II by Signature Properties. Richmond, CA. GreenPoint Rated score: 73

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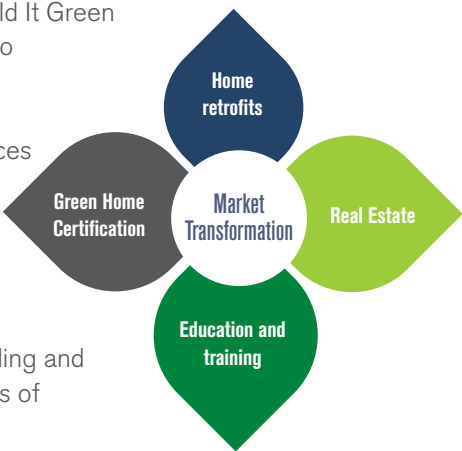
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Build It Green is heading into the new year in a fiscally strong position.

## BIG's Path to Market Transformation

In 2012 and 2013, Build It Green pursued four avenues to transform the building industry in California and make green practices standard practice for the benefit of all. Our 2012–2013 Impact Report tells the in-depth story of these efforts to spur the building and retrofitting of thousands of greener homes.



## Our Mission and Vision

Build It Green is a membership-supported Bay Area non-profit established in 2005. Our organization works with building and real estate professionals, public utilities, local and state governments, and homeowners to increase awareness and adoption of green building practices. Our mission is to promote healthy, energy- and resource-efficient building practices in California through outreach and education.

Our vision is for a more sustainable world where all homes are built to support the health and vitality of people and the natural environment. We believe that changing how homes are designed, built, and remodeled is essential to mitigating climate change, minimizing pollution, and protecting natural resources for future generations.

## Build It Green Board of Directors

- Cheryl O'Connor, President - HomeAid Northern California
- Linda Wagner, Vice President
- Cathy Craig, Treasurer - Cathy Craig Consulting
- Steven Bull, Secretary - KB Home
- Carol Roberts - Energy Inspectors
- Wendy Sommer - StopWaste
- John Crowley - BathSimple
- Joshua Brock - San Diego Gas & Electric
- Colleen Edwards - EMC Creative

## Thanks to Our Sponsors and Supporters

- Bevilacqua-Knight, Inc.
- California Air Resources Board
- Colleen Edwards - EMC Creative
- County of Los Angeles
- Pacific Gas & Electric Company
- Practica Consulting
- Southern California Edison
- StopWaste
- Wendel Rosen Black & Dean LLP



Responding to Change, Seizing Opportunity



Catherine Merschel | Executive Director | Build It Green

*“Green building has emerged as a strong trend, but it will soon become the standard practice thanks to pioneering efforts from Build It Green and other organizations. Through programs like GreenPoint Rated, BIG is transforming the marketplace and showing government policymakers, builders, contractors and homeowners that greener buildings can help them meet their goals and bring broad benefits.”*

*—Cheryl O’Connor,  
Build It Green Board President*

Dear Reader,

Continual change is something we’ve come to expect in the building industry, and something Build It Green (BIG) has always embraced. The past two years have brought particularly fast-moving changes and transitions for California builders, contractors, policymakers, and even homeowners. We’ve seen a long-awaited rebound following the housing crash, updated state and local policies and codes to meet aggressive goals, new energy efficiency programs and incentives, and ever-advancing green building practices and technologies.

At Build It Green, we focus on the opportunities these changes bring. Our mission is to expand the adoption of green building practices and to grow the market for green homes. Our ongoing success toward these goals lies in our ability to help professionals do well by doing good—making green practices profitable and beneficial for everyone.

Sharing Our Vision of Market Transformation

I’m pleased to report that over the past two years BIG has made impressive strides with this approach. Our 2012–2013 Impact Report is our chance to share this story with you. It is a moment to pause and reflect on our work and strategy as we enter 2014, which promises to bring further changes with the new CALGreen energy codes and an updated GreenPoint Rated Version 6.0.

Through changes and challenges, we remain focused on the BIG picture: Our vision is to create a more sustainable world where all homes are built to support the health and vitality of people and the natural environment. Changing how homes are designed, built, and remodeled is essential to mitigating climate change, minimizing pollution, protecting natural resources for future generations—and creating economic prosperity in the process.

That storyline hasn’t lost its staying power, as more people recognize the results of building green. For state and local policymakers, green building is the key to meeting aggressive clean energy and greenhouse gas reduction goals. For contractors and builders, it is an opportunity to expand business and generate revenue. For homeowners, it’s a money-saving, healthy, and comfortable home.

Why BIG Has Achieved Great Things

BIG’s strength has always been our ability to understand the perspectives of all these stakeholders, and to support and empower them in effective ways. We operate at the intersection of policy and practice: Through our expertise and our deep connections with on-the-ground professionals, we can help implement policies and make them work in the real world, and then feed our lessons learned back up to policymakers. I firmly believe that BIG’s work in this regard paved the way for CALGreen. Over the past two years, our work has focused on four strategic challenges that we identified as keys to expanding the market for green building:

- 1. Training and empowering professionals to adopt green building practices and then promote them to build their business.
- 2. Stimulating consumer demand for green homes and our GreenPoint Rated certification.
- 3. Incentivizing existing home energy efficiency upgrades and simplifying the upgrade process.
- 4. Incentivizing the real estate industry to promote green retrofits at point of purchase.

Highlights of Our Success and Innovation

The articles you’ll read in this Impact Report describe our approach, celebrate our success, and document our lessons learned. One of our proudest accomplishments is certainly GreenPoint Rated, and its emergence over the past several years as the most trusted home rating system in California. In 2013, we surpassed 21,000 certified homes, with 17,000 more in the pipeline. We’ve collaborated with builders, Raters, contractors, and local governments to make GreenPoint Rated

a smooth-running program. Read more about our progress and path forward on page 6.

Dedication and perseverance have been the themes of our work in administering the Energy Upgrade California program in PG&E’s territory. We’ve leveraged our strong relationships with contractors and professionals to complete more residential retrofits than any other program in California.

I’m immensely proud of BIG’s talented staff who are driving these and other successes, and applying innovations to the challenges we face in transforming the marketplace. Our technical expertise is expanding beyond policy and building practices—we’re now developing our own IT and web tools in-house to manage our program processes and to create public resources like our new Green Product Directory and Green Home Calculator.

A Strong Board, a Bright Future

BIG’s success would not be possible without the support of our incredible Board of Directors. We’ve benefitted greatly from a Board filled with industry experts and players shaping the green building landscape in California. Their guidance has been especially helpful during BIG’s strategic planning process, which we’ll wrap up in early 2014. That strategic plan will guide us forward along the wisest path to further our mission. We’re in the midst of an exciting time with a promising future. California remains a laboratory of policy and technological innovation in green building, energy efficiency, renewable energy, and climate action. The rest of the nation follows our initiatives and replicates our successes. Build It Green is privileged to play such an important role in our state’s trailblazing work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Catherine Merschel', written in a cursive style.

Catherine Merschel  
Executive Director  
Build It Green



# GreenPoint Rated's Rapid Growth

**Our pioneering home rating system is steadily transforming California's housing market**

**W**hen Build It Green launched the GreenPoint Rated program, we had a goal of certifying more than 10,000 homes. Today we have achieved and surpassed that goal, with 21,000 homes GreenPoint Rated and 17,000 more in the pipeline. Those homes have saved a staggering amount of energy, water, and carbon emissions (see next page).

The success of the program is due in large part to the commitment of forward-thinking builders and developers. From KB Home to Taylor Morrison, the best builders recognize that an independent third-party green home certification can boost their sales and customer satisfaction. This is affirmed by new research showing that the effort to build market value for green homes through certification is paying off. A groundbreaking study released in 2012 by UC Berkeley and UCLA showed that home buyers were willing to pay up to 9% more for a home with a green label.

Our builders appreciate that GreenPoint Rated is accessible, affordable, and compatible with CALGreen. Many of them also rely on their GreenPoint Raters to provide that extra set of eyes on the job, ensuring the green building elements have been installed. "GreenPoint Rated was developed in partnership with builders and has helped them stay ahead of code and differentiate their product," says Nathan Krantz, Build It Green's Technical Services Director. "In the past two years, GreenPoint Rated solidified its status as the most trusted certification for green homes in California. We've shown that a well-designed rating system can help everybody win—policy-makers, home builders, raters, contractors, and homeowners."

## Building Demand for GreenPoint Rated

In 2012 and 2013 Build It Green invested in a major marketing and sales effort to boost our support for these partners. We developed new collateral materials, signage, sales customer support and sales trainings so builders could more effectively sell GreenPoint Rated homes. We also launched a home buyer advertising campaign to educate buyers about the benefits of buying a GreenPoint Rated home, and to drive them to the builders' websites. Through that ad campaign, we had over 6.4 million impressions, with nearly 70,000 people taking action to learn more about GreenPoint Rated.

To help builders market their green projects to local governments, we made it easier to access data on environmental savings by streamlining our online tracking system and adding in a climate calculator. The climate calculator helps builders more easily document the avoided GHGs of their projects to local governments, potentially easing the way for entitlements.



**GreenPoint RATED**  
A PROGRAM OF BUILD IT GREEN



## Helping Local Jurisdictions

Green building in California will take its next leap forward in 2014 with the updated state energy codes that raise the bar for cities and counties. “As codes change and become more complex, GreenPoint Rated becomes an attractive plug-and-play solution for local jurisdictions to simplify compliance,” explains Krantz. “We provide green building standards, verification protocols, data collection forms, and training for government staff. Certified GreenPoint Raters can manage all paperwork and verification, easing the burden for city building inspectors.”

## What’s Next: Version 6.0

In 2014, the State of California will implement the 2013 California Codes and Regulations along with Building Energy Efficiency Standards (Title 24, Part 6 and 11) with stronger minimum standards. The GreenPoint Rated program has been revised to align with those standards with the new Version 6.0 release. GreenPoint Rated Version 6.0, to be implemented January 2014 after extensive stakeholder engagement, continues to reflect the leading edge of green building practices and provide a third-party green building certification that goes above and beyond the CALGreen code. The full checklist and manuals are available at [builditgreen.org](http://builditgreen.org).

Looking ahead, as the state moves toward its 2020 net-zero energy requirement, GreenPoint Rated will gradually revise its energy requirements and increase the weight of other green building factors—water and resource conservation, indoor air quality, and community.

*“In Northern California, KB Home made a commitment to build every new community to GreenPoint Rated standards. As far as our buyers are concerned, we know that they like the credibility of a third-party verified rating. They like knowing that there will be long-term savings, and they feel good about saving energy and water.”*

*—Craig LeMessurier,  
Director of Corporate Communications, KB Home*



### GreenPoint Rated by the Numbers

- **5,002** units certified in 2012
- **6,667** units certified in 2013
- **21,000** total units certified through 2013
- **17,000** current projects in the pipeline
- **10,583** total certified single family units
- **10,463** total certified multifamily units
- **103,659** total metric tons of CO2 avoided
- **258,928,730** total gallons of water saved
- **58,158,931** total kWh saved

## GreenPoint Rated Case Studies



### Classic Style and Cutting-Edge Features

Extensive use of spray-foam insulation created a tight seal for extreme energy efficiency and indoor air quality in this Meritage Homes community. An innovative Echo Thermal Solar System generates electricity but also captures thermal energy for water heating and home heating.

GreenPoint Rated score: 179 points      Location: Santa Rosa, CA



### A Large Home Gets a Smaller Footprint

This luxury home approaches zero net energy use thanks to extensive efficiency improvements, a solar PV system, and a “dashboard” for tracking energy and water consumption. Underneath the house are two 7,500 gallon cisterns built to collect rainwater for landscape irrigation.

GreenPoint Rated score: 128 points      Location: Tiburon, CA



### Cost-Effective Upgrade in Southern California

A homebuyer implemented cost-effective energy efficiency retrofits and upgrades by taking advantage of the Energy Upgrade California rebate program and other incentives. Green features include bamboo and cork flooring and water-saving bath fixtures and toilets.

GreenPoint Rated score: 49 points      Location: Walnut, CA



### Greener Affordable Housing

The rooftop solar on the Jack London Gateway (JLG) Senior Housing development meets 40% of the building's energy needs. Extensive ventilation features maintain indoor air quality for vulnerable seniors, and the building is located close to public transportation and urban amenities.

GreenPoint Rated score: 120 points      Location: Oakland, CA





# Building Skills to Build Green

**Build It Green’s programs continue to set the standard for educating building professionals**

**E**ducation remains an integral part of Build It Green’s work and mission. Through education, we inspire homeowners with green remodeling ideas and the benefits of a green home. Through education, we give building professionals the skills they need to build and sell high-quality green homes, increase their customers, and grow their business.

## Professionals Rely on Build It Green

People look to Build It Green for residential green building information, education, and a community of like-minded professionals. They rely on us for answers and insight. We’re committed to supporting professionals who can in turn help us transform the market for green homes.

“Build It Green has always been at the forefront of an industry that is continually evolving and changing,” says Christopher Becker, Education Department Manager. “We have deep technical knowledge and through our trainings and education efforts we are helping building professionals stay up to date with the latest best practices.”

In 2012 and 2013, Build It Green empowered a broad range of professionals—builders, raters and consultants, architects, contractors, and real estate professionals—through a range of resources.

## Educating the Homeowner

Remodeling trends saw a slow down when the housing market crashed, as homeowners could no longer take out lines of credit for large remodels. But 2012 saw homeowners starting to invest in small remodeling projects, often trying to do the work themselves to save money.

To nurture an interest in green remodeling among these homeowners, Build It Green launched a do-it-yourself green remodeling resource on the GreenPoint Rated website. Now, homeowners can find advice on everything from appliances to windows through helpful “GreenPointers.” They can also sign up for monthly e-newsletters and join a social media community where they can share green remodeling ideas with other homeowners.

This new resource resulted in 4,000 new visitors to the GreenPoint Rated site each month!

“Homeowners care first and foremost about beauty, comfort, and the health of their family,” says Janine Kubert, Director of Marketing and Product Development. “If we want them to understand the value of a green remodel and start doing upgrades, we need to emphasize those benefits.”



## Educational and Networking Events



**Trainings:** Across the state, 66 BIG trainings brought in 1,736 attendees, and 437 certifications were achieved by building professionals as a result. Trainings ranged from our introductory Certified Green Building Professional training to GreenPoint Rated Core, Energy Upgrade California Basic and Advanced Packages, and Certified Green Real Estate Professional.



**Workshops, Webinars, and Presentations:** BIG held educational and networking events four times per month throughout the Bay Area, covering a range of cutting-edge practices from “Rainwater Harvesting & Graywater Reuse” to “Building Science Failures & Fixes.” We also held webinars and presentations on timely topics like green financing and the 2013 energy code updates. In total, BIG organized 148 such events.



**Build It Green Membership:** In 2012 BIG revamped its membership offering to help our network of building professionals learn, share, and succeed. A stronger membership package included discounts on trainings, local hardware and lumber retailers, building industry magazines, expos, and newly launched Build It Green networking events to help professionals connect.

## Educational Resources



**Ask an Expert:** Build It Green continued its highly successful “Ask an Expert” hotline for PG&E customers, which provides answers to all of your green building questions. Thanks to our utility partner’s support, we answered 1,461 technical questions from contractors, raters and other professionals in 2012 and 2013. The questions we field are becoming more detailed and complex, reflecting the growing knowledge of the professionals we serve. With the major code changes coming online in 2014, we expect Ask an Expert to remain an indispensable resource.



**Green Product Directory:** In 2012, we added and updated numerous products in our online Green Product Directory to help contractors and builders stay abreast of the latest residential green building products that can help them comply with certification or code requirements. In 2013, we launched a new Green Product Directory of nearly 100 best-in-class offerings, to make choosing green appliances and products far easier for both professionals and homeowners.

*“Initially, we joined Build It Green for its superior educational seminars. The instructors are second to none, well-informed, and practical. Our membership in BIG has been valuable because of the practical knowledge received and BIG’s seamless integration of green principles that have been a part of green architecture in California, much longer than the mainstream green movement.”*

*–Gary Shimotsu  
Founder, Shimotsu Architecture, Inc.*



# Greening Home Purchases and Sales

**Real estate professionals are the key to helping buyers and sellers access the benefits of green homes**

**B**uild It Green and its partners recognize that the existing home real estate market presents an incredible opportunity for green home upgrades and certification. The Joint Center for Housing Studies has estimated that home buyers spend more than \$6,000 per year on home improvements in the first two years after buying homes, so it's an ideal time to integrate energy efficiency, comfort, and indoor air quality into those improvements. Certifying those improvements can also add to a home's value at time of sale: A 2012 study by UC Berkeley and UCLA showed that home buyers were willing to pay up to 9% more for a home with a green label.

In 2011 and 2012, Build It Green targeted this opportunity by training real estate professionals to assist home buyers in identifying energy improvement opportunities in a home. We connected them with the technical and financial resources needed to make those improvements and to get their home GreenPoint Rated.

"It all begins with real estate professionals because they're the gatekeepers for green upgrades," says Bruce Mast, Build It Green's Deputy Executive Director. "They're the ones who can connect buyers to inspectors, contractors, and loan officers, and that's why it's critical to educate them about green building and all the benefits and options for their clients."

*"[After] I started receiving requests [from my real estate clients] for information and for referrals to green savvy contractors, service providers and suppliers, I soon realized that ... I needed to get in the middle of the green movement. Build It Green's professional training and member guild meetings have done just that—providing me with best practices and industry innovation information."*

*—Sharon Hawthorne,  
Ask Realty*



## Green Training for Real Estate Pros

Build It Green helped to design and launch a groundbreaking new real estate training and certification initiative in 2011. Through 2013, we trained 238 real estate professionals in the basics of green building and green labels, green financing, and how to help their clients undertake energy retrofits. Ninety-seven percent of the trainees received their certification, giving them a new means to differentiate themselves in a competitive market.

## Incentivizing Green Certifications

In tandem with the real estate trainings, Build It Green embarked on additional strategies through the Green Building Label pilot programs with Energy Upgrade California in Los Angeles and Alameda Counties, which provided rebate incentives to homeowners not only to complete energy upgrades, but to go a step further and achieve a home certification like GreenPoint Rated or LEED for Homes. To make it as easy as possible for real estate professionals to help homeowners get their home GreenPoint Rated, Build It Green developed a quick and easy survey called “Is Your Home GreenPoint Ready?” Using this survey, available

through web, mobile, or print, real estate professionals could walk around a home with a client and know within 10 minutes if the house was a good candidate for the green label.

Build It Green also streamlined the rating process for homeowners who needed to do a few upgrades in order to qualify for GreenPoint Rated. Starting in 2012, home performance contractors were trained and certified as GreenPoint Raters and allowed to both do the work and provide the verification documents to Build It Green. By allowing the contractor to serve as the rater, the amount of time for a rating was reduced from weeks to hours and the cost of the rating was brought down considerably. This made GreenPoint Rated a much more viable and attractive option for home owners who only had a few upgrades to do to get the green label.

The results of these efforts were encouraging. In Los Angeles County, more than 600 GreenPoint Rated certifications were completed by May 2013 by Energy Upgrade contractors who were also trained as GreenPoint Raters—more than triple the pilot program goal!

“The big lesson we learned,” says Mast, “is that all these efforts hinge on our ability to make the process as easy as possible for contractors.”



Vintage Home by Signature Properties. Livermore, CA. GreenPoint Rated score: 86





# Making Energy Upgrades Work

## Lessons learned from designing and running the state's most successful home energy retrofit program

California is the nation's leader in establishing policy to increase energy efficiency, with a goal to have all existing homes reduce their energy use by 40% by 2020. To help achieve this goal, California's local governments and utilities have partnered to launch Energy Upgrade California. This rebate program is designed to build customer and contractor awareness of the house-as-a-system approach to residential retrofits, and incentivizes homeowners to reap the benefits of improving their home's comfort, safety, and energy savings.

Over the past two years, Build It Green has administered the program for the Pacific Gas & Electric Company territory. Our role as administrator includes contractor workforce development through trainings and workshops, job tracking through our online Contractor Portal, mentoring and ongoing support throughout the enrollment and job submission process, job quality assurance and control, and rebate processing.

Build It Green also supported workforce development and contractor outreach for Energy Upgrade California in Los Angeles County. We created an online toolkit to help contractors incorporate home performance into their businesses. We designed a scholarship program and awarded 240 scholarships to help contractors get trained and certified in home performance. And we held additional trainings on



### 2020 Energy Goals

California's energy leadership is grounded in specific state goals that mostly culminate in the year 2020, including:

- All new homes to be zero net energy
- Existing homes to reduce energy use by 40%
- Add 12 gigawatts of local renewable energy
- Reduce CO2 emissions by 4 tons per person
- Put 1 million zero emission vehicles on our roads



GreenPoint Rated, BPI, and sales and marketing best practices. We're honored by the opportunity to help shape and evolve the residential energy efficiency landscape through this robust program. Our goal is to help contractors and homeowners take advantage of rebates today, and to transform the market for tomorrow by making energy upgrades a widespread practice beyond incentive programs. We are proud of our Participating Contractors and Raters, who have helped homeowners achieve the greatest number of residential home retrofits reported for this program throughout California.

"We've learned important lessons in the design of this program," says Susan Davison, Director of Contract Services at Build It Green. "We're passionate about making it work, and we listen to contractors and care about their success. We have great relationships with so many professionals who are doing the work, so we get constant feedback. If one aspect of the program presents challenges, we immediately analyze it, define solutions, and make changes. Our top priority is to create an effective program for both contractors and homeowners."

## Key Lessons to Share

We've improved the program in dozens of ways since its inception. Here are our biggest lessons learned from running California's most successful Energy Upgrade program:

### Lesson #1: Contractor education matters most.

In 2012 BIG focused intensively on teaching contractors the technical ins and outs of how to perform a whole-house retrofit. Emphasizing safety was paramount not only in trainings, but throughout the program design.

### Lesson #2: Simpler is better.

A complex program hampers contractors' ability to deliver services to their clients. Again, we listened to homeowners and contractors and viewed them as our partners; from their input we removed roadblocks or unnecessary administrative burdens. We made the program easier to understand.

### Lesson #3: Market the benefits.

More recently, BIG has focused on helping contractors grow their businesses and refine their business models. "We're teaching professionals how to sell the benefits of the program—comfort, savings, efficiency—rather than selling the program or the rebate," says Davison. "We support them in having more educational conversations with homeowners."



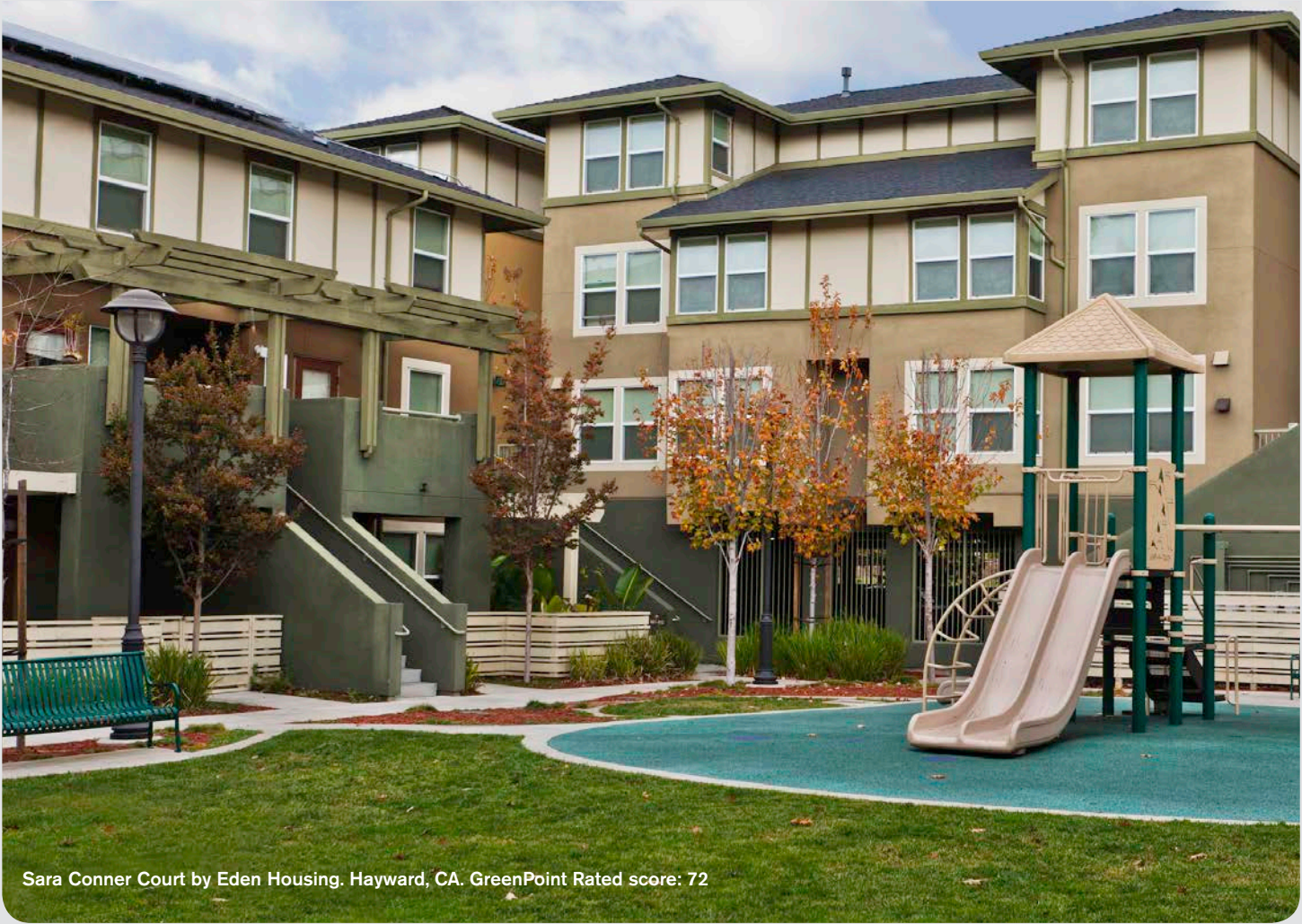
## Home Upgrade by the Numbers

2010–2012 results of Build It Green implementing the Home Upgrade program in PG&E territory:

- **5,703** rebates approved/retrofits completed
- **2,289** kWh of electricity saved per home (avg.)
- **13,437,067** total kWh of electricity saved
- **306** therms of natural gas saved per home (avg.)
- **1,715,232** total therms of natural gas saved
- **222** contractors enrolled (through 2013)
- **19** raters enrolled (through 2013)

## Thanks to PG&E

Our success would not be possible without the support and partnership of PG&E, which remains deeply committed to the success of the program and has supported BIG's proposals for program refinements.



Sara Conner Court by Eden Housing. Hayward, CA. GreenPoint Rated score: 72

## Breaking Barriers to Multifamily Retrofits

Energy retrofits for multifamily buildings present different challenges than single family buildings and are typically much more complex. In 2012 and early 2013, Build It Green helped design and implement a pilot program to achieve 10% energy savings through a whole-building approach. The Energy Upgrade California Multifamily Program in Los Angeles County was designed to overcome four market barriers:

**Split Incentives:** In the rental market, multifamily building owners and occupants have divergent economic interests. Building owners perform the energy upgrades, but most of the savings are realized by renters on their utility bills.

**Lack of Information:** Multifamily building owners don't have well-documented business cases or effective ways to analyze data, so they can't evaluate the technical and economic benefits of retrofitting their properties. They are also confused about which rebate programs apply to their type of multifamily building.

**Lack of Capital:** It is difficult to access affordable capital, which can limit retrofit opportunities, particularly in the affordable housing sector.

**Lack of Trained Professionals:** There aren't enough contractors and raters trained in multifamily-specific protocols.

The multifamily pilot program incorporated unique and effective program elements such as an online funding finder and portfolio tracking tool, an incentive to offset the cost of an audit, free technical assistance, and incentives for comprehensive whole-building upgrades.

The program worked extensively with the contractor community to increase the number of participating contractors. It supported them with a range of trainings and opportunities to improve their skill sets and expand their credentials—from sales and marketing to EnergyPro trainings.

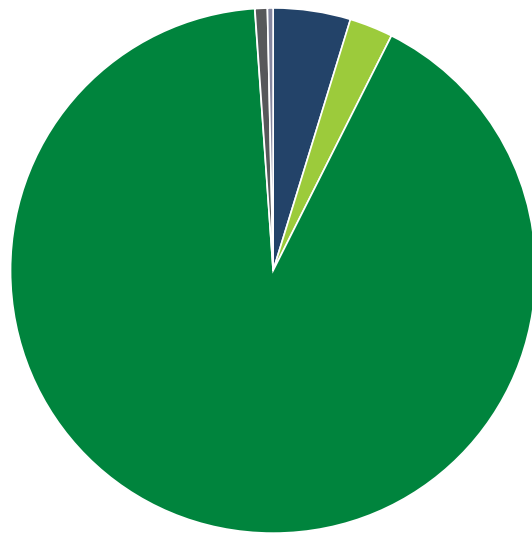
BIG is pleased to report that the pilot was able to help the market overcome all four barriers, resulting in upgrades of 720 units, with energy savings ranging from 12% to 36%. In 2013 and 2014 we are proceeding with the full implementation of the Energy Upgrade California Multifamily Program across a larger Southern California region.



Fiscally Strong in 2012

Statement of Revenue and Expenses  
Jan. 1 2012 to Dec. 31, 2012

Revenue

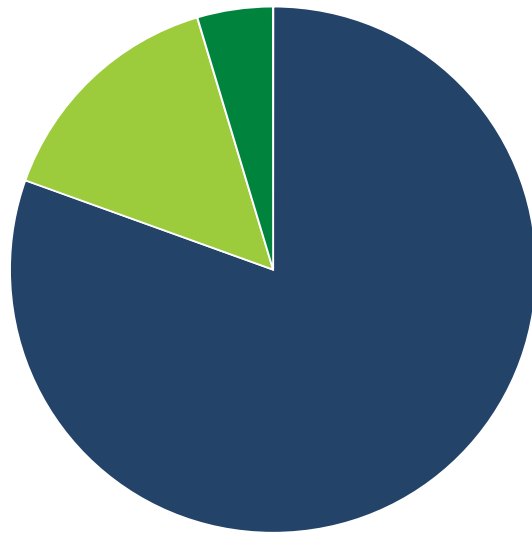


Programs		
GreenPoint Rated		\$349,961
Professional Training		\$196,589
Consulting Contracts		\$6,738,978
Membership and Communications		\$56,200

Support		
Contributions and Sponsorships		\$25,543

Total revenue		\$7,367,271
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Expenses



Program Services		\$5,222,768
General and Administrative		\$962,821
Fundraising		\$301,715

Total expenses		\$6,487,304
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Change in Net Assets		
Net assets – beginning of year		\$1,039,661
Net assets – end of year		\$1,919,628



Coleridge House. Palo Alto, CA. GreenPoint Rated score: 102

Build It Green Staff

Directors

Catherine Merschel, Executive Director  
Bruce Mast, Deputy Executive Director  
David Clerici, Chief Financial Officer

Janine Kubert, Director of Marketing and Product Development  
Susan Davison, Director of Contract Services  
Nathan Krantz, Director of Technical Services

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Diana Dakik  
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Jonathan Austin  
Jonathan Sun  
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Linda Tim  
Luis Espinoza  
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