

Regional Leadership Conference on Green Building

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Best Practices and Policies for Local Government and the Region

September 29, 2006

8:30 am - 3:30 pm

**University of Maryland
Conference Center**



MARYLAND ENERGY ADMINISTRATION

sponsored by

*The Metropolitan Washington Council of Governments
Maryland Department of Natural Resources
Maryland Energy Administration
The District of Columbia Energy Office
Virginia Energy Office
U.S. Environmental Protection Agency*



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY





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Conference Objectives:

- To review successful practices, policies, regulations and legislation for green building at the local and regional level
- To consider green building parameters, principles and best practices to inform local and regional policy
- To move toward making the greater Washington region a national model for green building innovation

Targeted Audience:

- Local, state, and federal government officials; energy specialists; housing, land use, community development and environmental planners; school officials; code enforcement and the local business community; nonprofit organizations; civic leaders

Preliminary AGENDA

8:30 am – 9:00 am **Registration & Continental Breakfast**

9:00 am – 9:15 am **Welcome and Introductions**

David Robertson

Executive Director

Metropolitan Washington Council of Governments

The Honorable Jay Fiset

Chair, COG Board of Directors

Chair, Arlington County Board

9:15 am – 9:45 am **Morning Keynote**

Green Building in National Context

What is Green Building? What are the noteworthy trends, initiatives and priorities at the national level? U.S. Green Building Council Vice President Tom Hicks will provide an overview of the green building movement nationwide. Mr. Hicks will highlight how the USGBC LEED standard is being used by both local government and the private sector, with emphasis on leaders who are setting trends and best practices in their regions.

Tom Hicks

Vice President for LEED, U.S. Green Building Council

10:00 am – 11:30 am **Morning Plenary Panel**

Local Initiatives from the Ground-Up: Best Green Building Practices in the Public and Private Sector

For this best practices panel and discussion, public sector representatives will describe their programs, both in terms of policy goals and the implementation tools they use to achieve them. Speaking from the trenches of real life government practice, they will share "lessons learned" and obstacles they have overcome. Private sector panelists will showcase best practice projects and highlight key decisions made to achieve their goals. During a moderated discussion they will be asked to address the local public context within which their projects were built, and relevant program effectiveness.

Moderator: **George Leventhal**, President, Montgomery County Council

Public Sector panelists:

Richard Morgan, Manager, Green Building Program, City of Austin, TX

Joan Kelsch, Environmental Planner, Arlington County

Private Sector panelists:

Renee Worme, Sustainability Manager, Gerding Edlen Development, Portland, OR

Robert H. Braunoher, Regional Vice President, Louis Dreyfus Property Group, Washington, DC

11:45 pm – 1:15 pm **Lunch and Leadership Roundtable**

Leadership for Green Building at the Local Level

Luncheon Keynote

The Honorable Richard Daley (invited)

Mayor, City of Chicago

Executive Leadership Roundtable: Regional Policy for Green Building:

Convener: **The Honorable Jay Fiset**, Chair, COG Board of Directors,
Chair, Arlington County Board

The Honorable Richard Daley, Mayor, City of Chicago (invited)

Laura Cole, Executive Director, ULI Washington

James Lyons, Lecturer and Resident Scholar, Yale School of Forestry

1:30 pm – 3:00 pm **Afternoon Breakout Sessions**

Issues Breakout

During these practical breakout sessions focusing on key green building issues, discussion leaders will provide expertise and a forum for dialog on topics of particular relevance at the local level. Tapping into regional and national expertise, they will explore issues in-depth through presentation, panel discussion, and open forum for conference attendees. The sessions are meant to provide highly useful information to local government implementers whose job it is to make broad green building principles a reality in their jurisdictions. The sessions will also be useful to public officials setting green building policies.

Session 1: Starting and Managing a Local Green Building Program

Discussion Leaders:

Joan Kelsch, Environmental Planner, Arlington County

Chris Shaheen, Program Manager, DC Office of Planning

Issue Resource Experts:

Michael Mallinoff, Director of Neighborhood and Environmental Programs, City of Annapolis

Noel Kaplan, Senior Environmental Planner, Fairfax County

Joe Maheady, Director of Public Policy, USGBC

The mid-Atlantic region is home to several nationally recognized local government green building and sustainability programs, and many jurisdictions are in process of creating new ones. Led by experienced managers of existing and evolving programs, the session will explore how effective programs are developed and managed, how managers respond to challenges and opportunities that emerge, and how to keep momentum going. Key topics covered will include: structuring, staffing, and funding of a program; regulatory and incentive tools; internal education; overcoming barriers; building codes and standards; working with citizens and developers; and strategies for ongoing learning.

Session 2: Integrating Green Building with Natural Systems & Infrastructure

Discussion Leaders:

Marion Clark, Environmental Planner, Maryland National Capital Park and Planning Commission-Montgomery County Department of Planning

John Bailey, Executive Director, Washington Smart Growth Alliance

Issue Resource Experts:

Karina Ricks, Manager, Great Streets Program, District of Columbia Department of Transportation

Barbara Deutsch, Director of Special Projects, Casey Trees, Washington DC

Gail Blazer, Ocean City, MD (invited)

Ted Graham, Water Resources Program Director, MWCOG

Green buildings do not stand alone. Similar to ecosystems, green facilities are integrally connected to transportation networks, rain and groundwater flow, natural habitat, and associated land uses. This session will explore how green building can be a tool and an integral part of best practices for stormwater management, habitat and forest restoration, low impact development practices, and integrated land use planning—and how green building practices support broad environmental goals for the region. Specific topics to be discussed include green roofs, stormwater mitigation, infrastructure, and site management.

Session 3: Promoting Green Building Innovation in the Private Sector – What Can Local Government Do?

Discussion Leaders:

The Honorable Daniel Sze, Council Member, City of Falls Church

Sean McGuire, Maryland Department of Natural Resources

Issue Resource Experts:

Keith Dorsey, Deputy Director, OBF, Baltimore County (invited)

Joe Sternlieb, Vice President for Acquisitions, EastBanc

Paul Hughes, President, Deconstruction Services

Jim Schulman, President, Community Forklift

Some of the nation's most innovative green buildings have been produced in the private sector. In leading state across the country, public policy is catalyzing successful green businesses that serve a vibrant new green building industry. This session will consider the role that local governments, along with regional green building policies, can play in promoting and encouraging best practices and green business opportunities in the private sector, and lessons that local government professionals can learn from their colleagues in private industry.

Session 4: Energy Innovation in Green Building

Discussion Leaders:

George Nichols, Principal Environmental Planner, COG
Tomaysa Sterling, Chief, Sustainable Solutions Division, DC
Department of the Environment

Issue Resource Experts:

Scott Sklar, President, The Stella Group, Ltd.
Richard Morgan, Manager, Green Building Program, City of Austin, TX
Caterina Hatcher, National Manager, Energy Star, Public Sector,
US Environmental Protection Agency
John Morrill, Energy Manager, Arlington County

Understanding and managing energy use is one of the keys to successful green building practice. Energy strategies are also vital to counteracting global climate change. What are the most effective and innovative strategies available to local government currently for conserving energy and turning to renewable sources? This discussion will explore strategies at the project and policy level and consider the associated questions: what is the best practices toolbox for renewables and energy conservation at the local and regional level? How can these support green building decisions? The discussion leader will also update session participants about COG's newly released regional energy strategy.

Session 5: The Real Costs of Green Building

Discussion Leaders:

Carol Mitten, Director, Office of Property Management, District of
Columbia
Chris Van Arsdale, President, VNV Development and GBO
Construction

Issue Resource Experts:

Hamid Omidvar, Chief, Building Planning and Design Section,
Division of Capital Development, Montgomery County
Renee Worme, Sustainability Manager, Gerding Edlen
Development, Portland OR
Jeremy McPike, Division Chief, Capital Projects, Department
of General Services, City of Alexandria

The real costs of green building are often misunderstood or not properly calculated. Do green buildings cost more or do they save jurisdictions money in the long term? Local government decision makers face this question daily at the project level and as part of public policy decisions. Private sector developers face a similar array of financial decisions when planning a green project. This session will look at the real costs of going green—and NOT going green—calculating short term and lifecycle project costs, evaluating benefits, learning to make informed and strategic financial decisions, and adjusting accounting practices to reflect the real public and environmental cost of building decisions.

3:15 pm – 3:30 pm **Conference Close and Next Steps**

The Honorable Jay Fisette

Chair, COG Board of Directors

Chair, Arlington County Board

Ice Cream Social!



**University of Maryland
Inn & Conference Center**
3501 University Boulevard East
Adelphi, MD 20783
Reservations: 1-800-228-9290

Directions

From BWI Airport: Begin West on I-195 W. Merge onto MD-295 via Exit 2B toward Washington. Take exit toward MD-193 / Greenbelt / Goddard Space Flight Center. Take the ramp toward MD-193 / College Park / Univ. of MD / Glenn Dale / NASA. Turn left onto Southway. Take the ramp toward College Park / Univ. of MD / Greenbelt Park / U.S. Park Police / Campground. Turn slight right onto Greenbelt Road / MD-193 W. Continue to follow MD-193 W. Turn left onto Adelphi Road. Make a U-turn at Stanford Street onto Adelphi Road. Turn left onto University Blvd E.

From Reagan National: Merge onto George Washington Memorial Pkwy North. Merge onto I-395 N toward Washington (crossing into DC). Keep left to take I-295 S. Keep left to take Southeast Freeway toward Pennsylvania Ave SE. Merge onto DC-295 N (crossing into MD). Take the Kenilworth Ave / MD-201 N exit. Stay straight to go onto Kenilworth Ave / MD-201 N. Turn left onto MD-410 W / East-West Highway. Turn right onto Adelphi Road. Turn left onto University Blvd E.

Room Rates & Information

A block of rooms has been reserved for each speaker/moderator. The cost is \$199.00 for a standard room. Persons should call 1-800-228-9290 to make reservations.