

MANAGE it GREEN

Consulting Services From Austin Energy's Green Building Program



This white paper provides detailed information about the Manage It Green program, including frequently asked questions and a discussion about the general benefits of green building:

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What is green building?

Simply put, Green Building promotes conservation of natural resources. Green Building looks at a building as an integrated system where each part of the building has an influence on the other parts. The program promotes the ecological concept that no action happens in isolation. Green Building considers the following aspects of sustainability:

- Conserving natural resources
- Preserving health of people and the environment
- Strengthening the local economy
- Improving quality of life

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Why choose green building?

A green building program enables utilities and government entities to measurably reduce energy consumption in new and remodeled homes and commercial structures. The key benefit provided by a green building program is to allow utilities

and government agencies to more effectively manage their financial and environmental resources. It is a proven method for reducing energy and water consumption, reducing waste material currently filling up landfills, increasing the amount of recycled and reused building products, and improving the indoor air quality of new and remodeled buildings. A green building program will also provide the means to reduce outdoor and indoor water consumption and increase the health and safety factor in construction projects.

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Additional benefits of a green building program:

- Reduced demand on electric utilities by encouraging more energy efficient design and construction practices.
- Improved air quality, both indoor and outdoor, of the customer's area by providing the construction industry with models for building with the health and safety of workers, occupants and the general public in mind and by reducing emissions from power plants.
- Reduced construction waste and debris going into landfills from remodeling projects by encouraging remodeling and deconstruction practices that reuse and recycle materials.
- Reduced construction waste delivered to landfills from new construction by educating builders, designers and owners on use of recycled content or reused materials and more efficient construction practices.
- Reduced demand for water and wastewater and the energy these systems use by providing the resources to help reduce water use.
- Improved quality of affordable housing in target areas by providing governments with construction standards for housing built with government subsidies.

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What is Manage it Green?

Manage it Green is a comprehensive package of products created specifically for utilities and government agencies. We can help you establish strategic programs that reduce energy consumption in new and remodeled homes and commercial structures. Our package is fully adaptable to your unique needs. The program is a blueprint for reducing energy and water consumption, air pollution, and the amount of materials going into landfills. Manage it Green is designed to increase the use of recycled and reused building products and improve indoor air quality in new and remodeled buildings.

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What makes Manage it Green different?

Manage it Green was developed by a team of professionals with years of experience operating a successful, award-winning Green Building Program. We understand the importance of developing a program that is both comprehensive and adaptable. Our primary concern will be to help you create a program that will fit your unique local needs and solve your unique problems.

Who can benefit from Manage it Green?

- Utilities, both municipal and investor-owned
- Governmental entities such as city, county and state recycling and source reduction boards or commissions
- City, county and state housing and environmental agencies
- Other entities that deal with energy efficiency, water and construction issues.

This program fulfills the growing need for comprehensive, location-specific guidelines, rating systems and methods to promote energy and resource efficient construction practices.

By implementing green building guidelines or operating a full-scale program, a utility will be able reduce demand through conservation. Perhaps equally important from a marketing perspective, utilities using this program will be able to market themselves as a "Green Utility." Municipalities and other government entities will use the guidelines or the program to reduce construction waste and debris going into

landfills, thereby creating a market for recycled and recyclable construction materials. The guidelines can also be used to reduce VOC off gassing from paints, adhesives and sheet goods. This is particularly important in cities with a significant furniture or cabinet manufacturing industry presence.

Government entities that finance or promote affordable housing will also find our program especially useful. Our experience in Austin indicates that it is possible to produce housing that is affordable to buy, affordable to operate, more durable, and healthier and safer to live in. As the initial cost of housing increases, it will become more and more important to increase the amount of family income that is available for rent or mortgage payments by reducing utility costs. We have two good working examples of this concept in the Indian Hills Smart Housing Showcase (sponsored by the City of Austin's Neighborhood Housing and Community Development Office) and the [Casa Verde Builders](#) program at [American Institute for Learning](#).

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Top Five Reasons to Choose Manage it Green

1. Maximize the results of your DSM budget. The long-term energy savings from programs like green building are very attractive when compared to expensive rebate programs.
2. Differentiate yourself from your competition in a deregulated market. Green branding grows more important each year.
3. Reduce construction waste and debris going into landfills. Manage it Green specifically addresses this issue by emphasizing resource-efficient design and construction methods, and recommending recycled materials salvaged from deconstruction projects and recycled or recycled-content materials.
4. Promote green building to an ever-expanding population of environmentally aware customers. Using the services of the Austin Energy Green Building Program will meet constituent demand and be cheaper and easier than building your own program from scratch.

5. Raise air quality by encouraging the construction and operation of energy and water efficient buildings and the manufacture and use of materials that are non-polluting or less polluting. Areas deemed non-compliant with EPA air quality standards, or those in danger of becoming non-compliant may otherwise be required to implement expensive and unpopular measures to reduce air pollution.

More Information

To receive more information about Manage It Green, including past Green Building Conservation Reports, contact us at (512) 482-5300.

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