



# NEWS RELEASE

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## **USGBC Founder's Home Renovation Marks Green Home Milestone**

*Gottfrieds' Oakland, Calif., Home Scores Higher Than Any Since LEED for Homes Launch*

BOSTON (Nov. 18, 2008) – The founder of the U.S. Green Building Council (USGBC) has completed the highest-scoring green home renovation since the LEED® for Homes Green Building Rating System™ launched in January 2008.

David Gottfried, the founder of USGBC and the World Green Building Council (WGPC) and CEO of Regenerative Ventures, and his wife Dr. Sara Gottfried, Medical Director at the Center for Integrative Medicine, moved into the LEED Platinum home in Oakland with their two young children in mid-August. The home received 106.5 points out of a total 136 possible under the LEED for Homes certification program. Platinum certification is awarded to homes that earn 80 points or more.

“David is a personal hero of mine. We crossed the line from friends to family a long time ago, and to my mind he has always been the epitome of authentic green leadership,” said Rick Fedrizzi, President, CEO and Founding Chair, USGBC. “He leaves nothing to chance and truly believes, as Gandhi said, that *he* will be the change he wants to see in the world. This stunning achievement further illustrates his dedication to the health of his family, his community, our environment and the organization he founded. I am always proud to see this kind of success in advancing the green building movement; that it was achieved by David, Sara and their beautiful girls is truly thrilling for me.”

The 1,500-square-foot home in the Oakland neighborhood of Rockridge is half as large as the Gottfrieds' previous home in the Berkeley Hills. Gottfried specifically wanted the home to be small to reduce the home's footprint and show that a family of four can live happily in a smaller space, as humans historically have.

“We hoped to showcase how to green an old historic home and still achieve LEED Platinum, as well as downsize 50% for a family of four,” David Gottfried said.

The restored 1915 craftsman bungalow further reduces its impact on the environment because, as a restoration, it enables reuse of many materials and doesn't eliminate open space on a previously home-free site.

Gottfried works in a regenerative “Lifepod” in the back yard of the home, cutting out the air pollution and greenhouse gas emissions associated with a commute to the office. It is built in an extremely walkable neighborhood, with most amenities available to the family without their needing to drive. The home is designed to be a net-zero energy home, meaning that with its solar photovoltaic power generation and its solar- and hydronic-powered water-heating

systems, the home strives to produce all the energy it needs to operate without drawing from the power grid.

Rainwater is captured and diverted for use in one of the home's toilets, reducing reliance on potable water supplies. "Graywater" – used water from the home's two showers, bathtub and two sinks – is used to water the landscaping. And the family plans to grow its own vegetables.

And the home manages to conserve resources without scrimping on style. Some 27 colors make up the décor, including beautiful recycled abalone tile. The Gottfrieds call it "eco-bling". And the renovation process engaged the neighborhood, teaching the community about the ways a green home can be beautiful and livable.

The renovation was funded in part by a green construction loan from New Resource Bank and an interest rate break for its use of solar power and LEED.

Learn more about the Gottfrieds' home at [www.gottfriedhome.com](http://www.gottfriedhome.com). Also, visit the popular environmental Web site Planet Green, at [planetgreen.discovery.com](http://planetgreen.discovery.com), to view David Gottfried's video blog documenting the renovation process and the home's green features.

#### **About USGBC**

The U.S. Green Building Council is a nonprofit membership organization whose vision is a sustainable built environment within a generation. Its membership includes corporations, builders, universities, government agencies, and other nonprofit organizations. Since USGBC's founding in 1993, the Council has grown to more than 17,500 member companies and organizations, a comprehensive family of LEED® green building certification systems, an expansive educational offering, the industry's popular Greenbuild International Conference and Expo ([www.greenbuildexpo.org](http://www.greenbuildexpo.org)), and a network of 79 local chapters, affiliates, and organizing groups. For more information, visit [www.usgbc.org](http://www.usgbc.org).

#### **About WGBC**

The World Green Building Council is a union of national councils whose mission is to accelerate the transformation of the global built environment towards sustainability. The current member nations of the WorldGBC represent over 50 percent of global construction activity, and touch more than 25,000 companies and organizations worldwide. For more information, visit [www.worldgbc.org](http://www.worldgbc.org).

#### **About LEED®**

The LEED® (Leadership in Energy and Environmental Design) green building certification system is a feature-oriented certification program that awards buildings points for satisfying specified green building criteria. The six major environmental categories of review include: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, Indoor Environmental Quality and Innovation and Design. Certified, Silver, Gold, and Platinum levels of LEED green building certification are awarded based on the total number of points earned within each LEED category. LEED can be applied to all building types including new construction, commercial interiors, core & shell developments, existing buildings, homes, neighborhood developments, schools and retail facilities. LEED for Healthcare is currently under development and is expected to be released in early 2008.

Incentives for LEED are available at the state and local level and LEED has also been adopted nationwide by federal agencies, state and local governments, and interested private companies. For more information, visit [www.usgbc.org/LEED](http://www.usgbc.org/LEED).

### **About LEED® for Homes**

LEED® for Homes is a certification system that promotes the design and construction of high performance green homes. LEED for Homes awards points to projects within seven categories of environmental performance: Location & Linkages, Sustainable Sites, Water Efficiency, Indoor Environmental Quality, Energy & Atmosphere, Homeowner Awareness and Innovation and Design. A green home uses less energy and water and fewer natural resources; creates less waste; and is healthier and more comfortable for the occupants. To date there are over 1,100 homes that have been certified and over 13,500 that are in the certification process. USGBC is working with more than 700 local builders and LEED for Homes Providers who are administering LEED residential certification on USGBC's behalf at the local level. For more information, visit [www.greenhomeguide.org](http://www.greenhomeguide.org).

### **About Regenerative Ventures**

Regenerative Ventures actively partners with entrepreneurs and seasoned corporate management teams, assisting them to establish and achieve their goals in the sustainable building arena. The firm brings a depth of experience, strategic knowledge, technical skills, global brand and access, and ongoing support to its portfolio companies. See [www.regenv.com](http://www.regenv.com) for more information.

### **Gottfried Home Quick Facts**

**David Gottfried, the founder of the U.S. Green Building Council and the World Green Building Council, has completed the highest-scoring green home renovation since the LEED® for Homes Green Building Rating System™ launched in January 2008.**

Visit [www.gottfriedhome.com](http://www.gottfriedhome.com).

Also visit [planetgreen.discovery.com](http://planetgreen.discovery.com), to view David Gottfried's video blog.

**LOCATION:** Oakland, Calif.

**SIZE:** 1,440 square feet

**BEDROOMS:** 4

**YEAR BUILT:** 1915

**STYLE:** Craftsman bungalow

### **LEED Points**

- Innovation & Design: 8 of 11 possible
- Locations & Linkages: 10 of 10 possible
- Sustainable Sites: 19 of 22 possible
- Water Efficiency: 13 of 15 possible
- Energy & Atmosphere: 31 of 38 possible
- Materials & Resources: 12.5 of 16 possible
- Indoor Environmental Quality: 11 of 21 possible
- Awareness & Education: 2 of 3 possible
- **Total: 106.5 of 136 possible (Platinum threshold: 80 points)**

### **Some of the Home's Green Features**

- Small physical footprint – less than 1,500 square feet for a family of four.
- Reuse and restoration – giving 1915 craftsman bungalow new life.
- Incredibly walkable neighborhood, with everything just outside doorstep.
- David Gottfried works in a regenerative "Lifepod" (120-square-foot steel building with 50% flyash floor) in the back yard – no commute.

- A net-zero-energy goal, using solar photovoltaic power generation, solar-heated water and hydronic water heating; off-sets if necessary.
- All landscape water from graywater.
- Rainwater capture for toilet use and vegetable garden.
- “Eco-bling” beauty throughout – 27 colors, beautiful abalone recycled tile.
- Incredible interest and support of neighbors.

### **Challenges**

- The cost and slow pace of custom construction.
- Finishing and getting subcontractors out of the house.
- Small is noisy – need to work more on acoustics with young kids.
- Getting graywater permitted.

### **Residents**

- David Gottfried, founder of USGBC & WorldGBC and CEO of Regenerative Ventures.
- Dr. Sara Gottfried, Medical Director at the Center for Integrative Medicine.
- Their two young daughters.