

What's Working Qualifications and Experience

1. Implementation and Promotion of Green Building Guidelines

What's Working was the prime contractor for the City of Boulder Green Points Program. Beginning in 1995, What's Working developed guidelines for new construction and for remodeling. The development process included multiple meetings with stakeholders and city employees, development of checklists, writing guidelines and creating the final graphic design for publication. Subsequently, over 50 presentations have been made to architects, builders, remodelers, interior designers, material suppliers, building officials and the general public to promote the use of the guidelines.

A variety of marketing programs have been in place for 6 years. These have included radio interviews, video production for local cable TV, multiple newspaper articles, local and national magazine coverage, special events during Earth Day, awards programs for builders and remodelers, public displays and exhibitions of green building products and materials, presentations to the City Council, presentations to County Commissioners and many other outreach efforts to "mainstream" green building.

Similar, though less extensive outreach and promotion efforts were conducted around the development of green building guidelines for the City of Aspen. These guidelines have been adopted by other mountain cities including Telluride and Steamboat Springs. Outreach included radio interviews, multiple training sessions with builders, architects, building officials and city employees.

What's Working assisted in the development of the ACWMA Green Building Guidelines for new homes and for remodeling. The outreach and promotion has included: presentations to city staff, builders, architects, building officials and homeowners.

What's Working has consulted with the Austin Texas Green Builder Program on outreach, marketing and working with production builders.

The City of Scottsdale Green Building Program hired What's Working to revise their program and to do outreach and training for the local HBA, a statewide stakeholders group and the general public.

What's Working has also consulted with the City of Chicago and conducted training for the Chicago Housing Authority in green building. Johnston was one of the judges for their green affordable housing competition

2. Providing presentations, workshops and trainings on Residential Green Building

What's Working has developed training green building programs for:

- The Colorado Office of Energy Conservation
- Developed and conducted all the green building training for the Denver Home Builder's Association for 3 years
- Developed and conducted all the training and certification programs for the City of Boulder for 6 years

- Developed and conducted training for Southern Utilities Environmental Home Program in Atlanta, GA
- Developed and conducted training programs for the ACWMA for builders and remodelers

Johnston has conducted training for builders, architects, developers, realtors and other building industry professionals from coast to coast as part of workshops and conferences. Johnston is an invited speaker for building industry trade associations including; AIA, NAHB, PCBC, the Wood Window and Door Association, NARI, the Passive Solar Industries Council, the Sustainable Buildings Industries Council, the American Solar Industries Association, the International Institute for the Built Environment and many other state and local groups.

3. Providing technical assistance to building industry and Agency staff

What's Working has provided technical assistance to many municipal, county, state and national agencies. Johnston has been a consultant on the federal level to:

- US DOE.
- EPA,
- NIST,
- FEMA,
- US/ Asia Environmental partnership program in Malaysia and has worked on other national projects.
- Johnston has represented the US at International Energy Agency meetings on sustainable buildings (co authored the structure for US—European cooperation on sustainable buildings) for 5 years at meetings around the world. What's Working has worked with the entire spectrum of building industry professionals.
- He has consulted on over 1000 green buildings that have been built from DC to Seattle, Toronto to Pensacola, Florida. Builders have ranged from one home per year to several hundred homes per year. He has written green building guidelines for several developments including the Reserve in Denver, Greenlee Park, Creekside and the Holiday Drive In Boulder Gateway in Boulder, and smaller developments in Maryland and San Diego.

4. Working with production home builders in developing and implementing green building programs

What's Working spent 3 years with McStain Enterprises in Boulder to reposition McStain to become the preeminent green builder on the Front Range of Colorado and subsequently to be awarded the Sustainable Development Achievement Award from Professional Builder Magazine in 2001. The work included specifying green building products and supervision of the first Environmental Research House for McStain in 1994. The house went on to become an award winning home and set the stage for the Greenlee Park development. Greenlee Park is a 180 unit development in Louisville Colorado that was the first green development

in the state, perhaps in the country, in 1995. These projects set the stage for the Denver Metro Built Green program due to their success in the market.

5. Developing green building packages offered for new homes and model home displays

David Johnston has written the book “Building Green in a Black and White World” published by the National Association of Home Builders Press in 2000. The book goes into extensive detail on how to develop green building packages, how to identify what works in a builder’s market, and how to market their green homes to buyers. As a result of the book, Johnston has worked with dozens of builders across the country helping them define the green package that works for them. Specifically, he has worked with

- McStain Enterprises in Boulder, CO
- North Shore Designworks in Chicago,
- Centex Homes in San Ramon, CA,
- Hagey Builders in San Diego
- Newmark Homes in Austin, TX.

McStain Enterprises set a new marketing paradigm with its sales and marketing program for Greenlee Park. The sales office was embellished with green merchandizing materials from brochures to wall posters describing the green benefits to homebuyers. In the finished garage, Johnston developed the concept of a “green building museum”. This included cut-aways of home construction details, table top displays of green building products by manufacturers, and videos depicting the home under construction highlighting the green features hidden behind walls and floors. Green building tours were set up for groups to see different homes under construction where the green features were evident. Greenlee Park outsold all 8 of McStain’s communities and all of the other builders in the same geographic area.

6. Developing and implementing green building certification programs

Green builder certification was the basis for the professional training in the City of Boulder and for the Denver Metro HBA. Johnston has certified over 60 builders and remodelers in Boulder, over 100 in Denver and subsequently developed a certification program for realtors. Johnston has trained over 100 architects in the Front Range (Denver-Boulder area) and has done company-to-company training architects and developers. Colorado is one of the only regions with residential certification programs.

7. Identifying recycled-content and sustainable building products, specification, and procurement

What’s Working developed the EBN Green Building Catalog teamed with Environmental Building News to market it. It was a resource directory for builders and architects to identify and specify green building products. The catalog identified over 1200 green building products and included personal contact with every manufacturer listed. It contains marketing materials (cut sheets) of many products and a company/ product overview of environmental features for each listing. Many of the products are recycled-content and all had demonstrated

green features. What's Working has also developed city specific catalogs of a similar nature for Boulder, Denver, Aspen and Los Angeles, CA.

8. Identifying waste reduction strategies, such as construction & demolition waste management plans and specifications, deconstruction plans and specifications, storage and collection of recyclables, and other reuse opportunities

For six years, David Johnston has served on the Board of Directors of the Boulder Energy Conservation Center that operates ReSource 2000, a used building materials retail yard. He was one of the founders of the project and has had oversight of the management and operation of the yard for 5 years. ReSource 2000 is a profitable business venture and has served as a model for other such projects from Portland, OR to Portland, ME. ReSource 2000 operates a deconstruction crew that serves as a source for many of the materials in the yard. Johnston helped to develop the C&D ordinance in Boulder that is part of the Green Points Program.