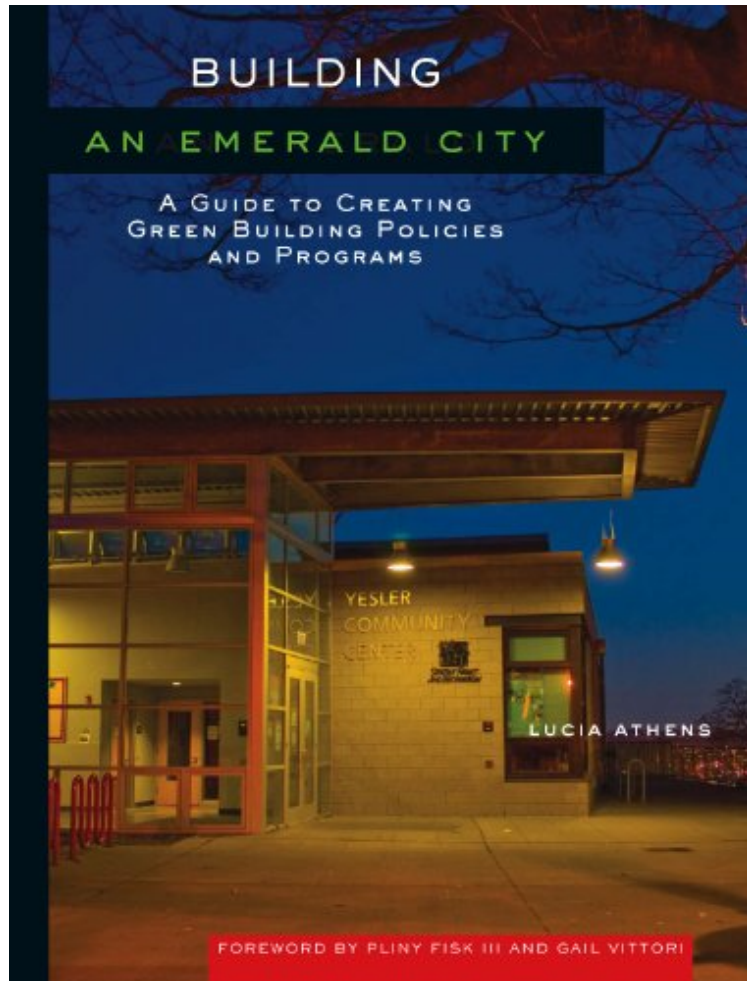


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Lucia Athens

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Lucia Athens : Building an Emerald City: A Guide to Creating Green Building Policies and Programs before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building an Emerald City: A Guide to Creating Green Building Policies and Programs:

0 of 0 people found the following review helpful. Good resource for green building policy development By M J Baker In Building an Emerald City, the author frames the process of establishing green building policies and programs from her own experiences and the work of colleagues in places like Seattle and Austin. This knowledge base is supplemented with research, programmatic and theoretical resources and examples from other organizations and agencies engaged in the development and maintenance of green building programs. The book begins by establishing why public policy is an appropriate avenue for encouraging sustainability in development. Immediately, the reader is drawn in by the hopeful determination of the author's early experiences, and called on toward action in communities

large and small across the country. Each chapter addresses a different component of the development process of policy initiatives, in the context of the green building industry. Topics range from identifying stakeholders early in the process to establishing incentive programs, from certification tools to performance metrics. Within each topic area, theory is supported by national and regional resources, programs and tools, tabular comparisons of implementation strategies or pathways, and case studies highlighting real-world implementation of the concepts described. There is significant buzz around 'sustainability' in the marketplace, but the need for programs and policies to encourage and support the inclusion of green building strategies in development remains high. It seems the author was striving to cut through some of the word confusion in selecting a title for the book, as she writes, "I use the term emerald to suggest a deep and singularly transparent shade of green. Many of us are on the path of transforming our cities to become deeply green and sustainable urban environments. How can we learn from others? The variety of approaches we can take to create this change are as multifaceted as a polished gemstone." Within the green building industry, engaged participants thrive on collaborative and open-source communication - this book celebrates and encourages that ethos. Building an Emerald City will be a useful guidebook and 'toolkit' resource for agencies and organizations engaged in establishing green building programs within their locality.

0 of 0 people found the following review helpful. Help in Understanding How Policies and Program Emerge By Robert H. Knapp Building An Emerald City is a much needed book. The sustainability grapevine carries frequent messages these days about the possibility that buildings, which account for as much as 40% of US energy use, can be made much more environmentally sound and humanly beneficial than the generic norm. Architects and architectural engineers are in print with books and articles that are both informative and appealing. The real estate press has begun to resonate with the message that green building can not only help the planet but help the bottom line. But the picture is not complete without informed, thoughtful, and sensible discussion of the role that local governments have to play in getting green building to become the new norm for American cities. This is what Lucia Athens has given us in Building An Emerald City. Athens not only voices the vital contributions that governments can make in this sphere, but outlines the key ingredients and steps for actually getting this to happen. She played a central role in Seattle's path-breaking policy and program of encouraging green design and construction, and knows first hand that successful encouragement of green approaches entails far more than getting a city council resolution passed. She provides chapters on building support for green building initiatives, developing and implementing policy, creating support services such as certification tools and technical assistance, and the interplay between incentives of various kinds and city codes. She connects this all well with what is known about the process of change in markets and inside organizations. She provides chapter and verse about key moments of change, both inside government and in the firms and businesses that adopt green practices for building. She also musters what can be said so far about the actual performance of green designs. The different actors in the building sphere--owners, designers, builders, and officials--have not turned their attention to measuring performance as quickly as some might hope, and have lagged further in making results known. But information is beginning to accumulate, and Athens brings us up to 2006 or so, about as far as one might expect at this point. Dealing with mixed results is the next challenge for green building activists. Inevitably some design moves from the 2000-2005 generation will work better than others; inevitably some buildings will be operated more attentively and resourcefully than others; inevitably charges of greenwashing, bureaucratization, and complacent status-quo-ism will circulate freely. This is a time of learning, not a time of polished completeness, and mistakes and disputes are part of the learning process. Athens gives us a helping hand in coping with this turmoil, by persuasively articulating ten trends that will show themselves over the coming period. All in all, Building an Emerald City is a strong and useful contribution to a vital area for America's environmental, urban, and economic future.

0 of 0 people found the following review helpful. The Spirit of a Pioneer By Al Dietemann Tenacity and the spirit of a pioneer...that's what Building an Emerald City is all about. Lucia Athens does much more than dream for a living. She builds her dream. Reading her book you can quickly see a person with a vision, taking a promising idea and sparking the minds of creative people. She calls it building support, but others might call it building a movement. As the chapters unfold, so do the strategies for success. Watch her blaze a policy and program adoption trail for green building. Mountains of inertia, obstacles, hardships, and setbacks are all viewed by her as challenges. The dream lives. Each chapter I found myself walking the pioneer trail recognizing that these same successful strategies could easily work to create change and innovation over a broad spectrum of markets and organizations far beyond green building. Clearly the world can't afford to keep constructing buildings that require huge amounts of resources and discharge enormous quantities of waste. Building an Emerald City demonstrates that vision and motivational leadership will attract other innovators. The book provides team building strategies needed to enlarge a pioneer path into a sustainable building cultural highway. "Build it and they will come" is a frequently quoted movie line. The building policies of this book will "keep them coming and building it" in increasingly darker shades of emerald green.

In 2000, Seattle, Washington, became the first U.S. city to officially adopt the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) standards for its own major construction projects. In the midst of a municipal building boom, it set new targets for building and remodeling to LEED

guidelines. Its first LEED certified project, the Seattle Justice Center, was completed in 2002. The city is now home to one of the highest concentrations of LEED buildings in the world. Building an Emerald City is the story of how Seattle transformed itself into a leader in sustainable "green" building, written by one of the principal figures in that transformation. It is both a personal account—filled with the experiences and insights of an insider—and a guide for anyone who wants to bring about similar changes in any city. It includes "best practice" models from municipalities across the nation, supplemented by the contributions of "guest authors" who offer stories and tips from their own experiences in other cities. Intended as a "roadmap" for policy makers, public officials and representatives, large-scale builders and land developers, and green advocates of every stripe, Building an Emerald City is that rare book—one that is both inspirational and practical.

"Building an Emerald City is a perfect storm; Lucia is the right person at precisely the right time to provide this guide to creating green building policies and programs. Her experiences working with leading green cities are richly detailed and thoughtfully shared. This is mandatory reading for anyone who cares about our future!" (Bob Berkebile, Principal, BNIM Architects)