Introduction

Leading Builders Series
United Way of Long Island
Housing Development Corp.
Serving Long Island, New York

Suburban population of 3 Million people

- Builders / Developers of:
  - Special Needs homes
  - Special Purpose homes
  - **Affordable Homes**
Affordable Housing?

What EXACTLY is Affordable Housing?

Is it Possible in High Cost Areas?
The Numbers:
(national comparison)

Income: 75% higher

Home Cost: 250% higher

2. Source: U.S. Census Bureau, Census of Population; land area data from the U.S. Census Bureau's geographic database (TIGER® database) for Census 2000.
Affordable Housing

**Wikipedia:** “housing which is deemed affordable to those with a median household income as rated by the national government or a local government by a recognized housing affordability index.”

**HUD:** “housing for which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities.”
Formula for Affordability

Produce a Home that incorporates:

1. Good *Design* practice *(it starts w the plans)*
2. Superior Energy Efficiency
3. High Efficiency “*right sized*” mechanicals
4. Highly trained Workforce *(invest in your staff)*
5. Don’t skimp on Quality!
Recipe

- LEED for Homes
- NGBS
- Passive House Institute
- Green Globes
- Living Building Challenge

✓ U.S. DOE ZERH

- Building America Solution Center
  https://basc.pnnl.gov/
Our Marketing Strategy:

- Education and Awareness

Our Homes “SELL” Themselves

- We need to have a Housing Lottery to determine lucky recipient / Family
Remove the *Negative* connotation with Affordable Housing

Re-Brand Affordable Housing

Next Generation Housing for the masses should be:
- Affordable
- Sustainable
Affordable + Sustainable = “Attainable Housing”
Marketing Zero Energy Ready Homes

Education and Awareness

Events!  Truck Wraps
Technical Strategies

Challenges

• Building Department
• Trade reluctance
• Under skilled Workforce
• Cost of High Performance equipment
• Design professionals unfamiliar with your product
Technical Strategies

Solutions

• Meet w/ Inspectors
• Involve trades in process
• Utilize Workforce options
• Re-think your cost vs Value analysis w/ equip.
• “Breaking up is hard to do”
  (Find like minded design professionals)

JUST DO IT.
Youth Development Programs (nationwide)

- Programs already funded by US Dept. of Labor
- OSHA 10 trained workforce
- Many w/ pre-apprentice vocational training

https://www.youthbuild.org/
Veteran Programs

- Many regional programs
- “Helmets to Hard Hats”
- “Hard Hat Heroes”
- “VetsBuild”

Many other non-Vet and Youth options available (Tech Schools)
Main Takeaway

Attainable Housing

• It’s NOT first cost anymore

• It’s Lifecycle Cost!!

Advanced metal skinned SIPS
6” walls 10” roof panels
For More Information

- Web: [http://www.unitedwayli.org/HousingandGreenBuilding](http://www.unitedwayli.org/HousingandGreenBuilding)
- Training center
- [http://www.unitedwayli.org/e3](http://www.unitedwayli.org/e3)

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Tour of Zero Link:
Thank You!

Resources:
www.buildings.energy.gov/zero/

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