

West Coast Green Early Adopter's Workshop Interview Questions

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8/1/08

1. What inspired or caused you to get involved in green building & how many years ago was that?

In 1986 the news about the ozone hole encouraged me to give up foam due to the ozone issue. Reconciling personal ecological goals with what I was doing at work, wanted to spec ozone safe insulation. Growing up with environmental values from hiking and camping as a teenager.

2. 2 or 3 examples of what do you do to keep you on your edge?

Talking to green colleagues; reading Environmental Building News; reading Green Clips; going to conferences.

3. What are the next steps for you to get to the next level?

Training self to do residential mechanical design. Considering to refuse non-green clients. Not taking on projects for houses bigger than 2500 SF. Adding a client change clause to contracts with home owners for remodels requiring them to spend at least \$5000 for weatherizing their home. Passive House standards for new houses. Becoming trained in real estate development and morphing to being a developer because I'm tired of waiting for the next green client of the year to come along.

4. What feelings come up for you when you think of these steps

Excitement, eagerness, raring to go...

5. What are a couple of success stories of bringing along your network to their next level

Hosting Green Fridays at his office where anyone is welcome to come in for free Q & A about green building issues. Speaking at conferences & in a forthright & challenging manner. Green building certification programs of Built Green and LEEDS-pushing clients to go to the next level. Helping make PCC Natural Markets Redmond & Edmonds stores to be the first grocery stores in the country to achieve the LEED Gold & Platinum levels.

6. If you were to describe your network as a metaphor that comes to mind...what would it be...

A village.

7. Next steps in working with your network in helping & inspiring them to the next level

Get the word out more for Green Fridays. Become a developer of green projects to have more control over the projects. Test drive a compost toilet, so I can recommend it from personal experience.

8. Resources you'd suggest

Environmental Building News; 2030 Challenge; The Passive Solar House, by Ed Mazra;

National Solar Tour; Craig's List; Northwest EcoBuilding Guild meetings; LEED Users groups; AIA Committee on the Environment, tours of prototypes, calling own network.

9. Anything else you'd like to tell me that I haven't asked

Climate change trumps everything else & we're in a desperate hurry. If we all stop using all energy today we'll still probably see significant ocean rise. Our only option is to significantly reduce consumption in the US. Buying smart cars is cool, but you also need to reduce the mileage use by 50 to 75%. Installing a little bamboo flooring is trivial & doesn't matter.

Everyone ought to know the annual utility consumption of their home like they know the MPG for their car.

Don't check the Fed Ex box for next day delivery because it requires delivery by plane. Jet fuel is an incredibly valuable resource. Do you really need that new gadget you've ordered the next day?

Uses in his own home 1200 therms of Natural Gas a year, 4000 KWH of Electricity & 36,000 gallons of water, annually for a family of four. Working to bring that down to through reduced usage.

