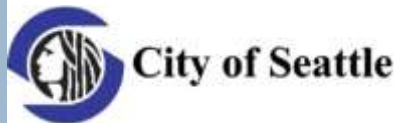


# City of Seattle Innovation in the Built Environment



Mayors Innovation Project  
January 21, 2011

# Innovation in the Built Environment

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- ▶ Innovation in the Built Environment starts with inclusive community engagement
- ▶ Since becoming Mayor, we've changed the way we engage the community
- ▶ Need to make sure that the people who are participating in public processes are representative of the people who will be affected by the decision
- ▶ And nothing is more personal to people than the place they live in
- ▶ What we have done is...



# Inclusive Outreach and Public Engagement

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- ▶ **Outreach Strategies include:**
  - ▶ On-Line Toolkit for all public engagement
    - ▶ Internal website for employees to use to learn engagement strategies
  - ▶ **Accountability for Outreach Efforts**
    - ▶ Internal Monthly Meetings across city departments
    - ▶ Discuss outreach efforts that work or don't work
    - ▶ Identify opportunities for improvements of change in direction on outreach efforts



# Inclusive Outreach and Public Engagement

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- ▶ Outreach Strategies include:
  - ▶ Public Outreach Liaisons (POL) focus on non-native English speakers
    - ▶ Hired 13 POLs for our neighborhood planning process
    - ▶ POLs: part of the community; fluent in English and Native Language; facilitation experience; no requirement to know about planning
    - ▶ Provided training to Liaisons
    - ▶ Had 1647 people attend POL-hosted events vs. 728 at “mainstream” events
  - ▶ Using these strategies in all phases of our Community Power Works program



Flowers used to identify POLs.  
Participants could look for flower  
and know that person spoke their  
language



# Community Power Works

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- ▶ \$140 million neighborhood-based energy efficiency retrofit program targeted at six building sectors
- ▶ \$20 million from Better Buildings Recovery Act program
- ▶ Residential Portion targeted to SE Seattle
- ▶ Diverse community
- ▶ Adjacent to Light Rail
- ▶ Older Housing Stock



# Community Power Works

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- ▶ **Goals:**
  - ▶ Drive market demand for retrofits
  - ▶ Create and retain living wage jobs
  - ▶ Engage underrepresented communities
  - ▶ Increase each building's energy efficiency 15%-45%
  - ▶ Develop new financing mechanisms for home, commercial, and institutional retrofits



# Emerald Cities Seattle

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- ▶ Partnership of public, labor, community, business, workforce training, and environmental leaders working to catalyze the energy efficiency sector.



- ▶ Goals:
  - ▶ Drive demand for building retrofits through broadly supported policy reform and innovative financing mechanisms.
  - ▶ Ensure retrofit work results in high quality jobs and career pathways for under-represented workers.

# Emerald Cities Seattle Partners

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- ▶ A. Phillip Randolph Institute
- ▶ Apprenticeship and Non-traditional Employment (ANEW)
- ▶ Central Area Development Association
- ▶ City of Seattle
- ▶ Climate Solutions
- ▶ Cyan Strategies
- ▶ EcoFab
- ▶ El Centro de la Raza
- ▶ Enterprise Community Partners
- ▶ FrontRunner
- ▶ IUPAT District Council 5
- ▶ Got Green
- ▶ Heat and Frost Insulators Local 7
- ▶ HomeSight Washington
- ▶ IBEW Local 46
- ▶ Impact Capital
- ▶ MacDonald Miller Facilities Solutions
- ▶ McKinstry
- ▶ Northwest Energy Efficiency Council
- ▶ Northwest Laborers
- ▶ Seattle Area Roofers Local 54
- ▶ Seattle-King County Building and Construction Trades Council
- ▶ Seattle-King County Workforce Development Council
- ▶ Seattle Housing Authority
- ▶ Seattle Jobs Initiative
- ▶ Seattle Vocational Institute Pre-Apprenticeship
- ▶ Construction Training Program
- ▶ Sheet Metal Workers Local 66
- ▶ Shorebank Enterprise Cascadia
- ▶ Sustainable Works
- ▶ The Seattle Foundation
- ▶ United Association Plumbers and Pipefitters Local 32
- ▶ Urban Innovations Group
- ▶ YouthCare YouthBuild



**Emerald Cities**  
COLLABORATIVE  
*America empowered.*



# Accountability

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## ▶ Large Commercial

- ▶ 3<sup>rd</sup> party certification required for disbursement of final 5% in each project.
- ▶ Emerald Cities responsible for certification
- ▶ Hospital CWA to include similar provision

## ▶ Single-Family Residential

- ▶ City will look to SEIC for recommendations for contractor accountability
- ▶ Likely 3<sup>rd</sup> party contract, TBD
- ▶ Inclusion in Contractor Pool dependant upon workforce compliance



# Lessons Learned

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Economics alone may be insufficient to drive demand for energy efficiency.

- ▶ Seattle's low cost of energy is a significant hurdle in encouraging green building innovation and driving demand for energy efficiency.
- ▶ Community Power Works is catalyzing demand through innovative incentives, financing, and outreach.

# Lessons Learned

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Promises alone won't meet program goals. Build in accountability.

- ▶ Community Power Works include robust workforce goals and requirements for its program participants.
- ▶ In partnership with Emerald Cities Seattle, Community Power Works has established community workforce agreements, contract provisions, reporting requirements, and ongoing monitoring to ensure program's participants are delivering the program's workforce outcomes.