Innovation in the Built Environment

- 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

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

- 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

- $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

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

- 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

- 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
Accountability

- **Large Commercial**
  - 3rd 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 3rd party contract, TBD
  - Inclusion in Contractor Pool dependant upon workforce compliance
Lessons Learned

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

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.