

ADVISORY COMMITTEE
MEETING #1

BUILDING GREEN CITIES

June 28, 2018



TODAY'S AGENDA



Time	Topic
1:00 – 1:10 pm	Welcome
1:10 – 1:20 pm	Recap of Building Green Cities Project
1:20 – 1:30 pm	High-level Summary of Literature Review Findings
1:30 – 2:00 pm	Selection Criteria for Interview Guide
2:00 – 2:45 pm	Topic Areas for Interview Guide and Preliminary Interview Questions
2:45 – 3:00 pm	Next Steps and Adjourn
OPTIONAL	
3:00 – 3:30 pm	Continued Discussion about Preliminary Interview Questions

RECAP OF BUILDING GREEN CITIES PROGRAM

LITERATURE REVIEW

Preliminary Findings



METHODOLOGY

Document List

- Initial source documents provided by Commerce
- Herrera helped to prioritize Commerce list and add others
- Conducted additional research
- Assessed relevancy to both literature review and subsequent interview objectives
- Assessed recency

Document Review

- Prepared document review template
- Completed document review template for each document
- Aggregated and coded document review data
- Identified themes



BARRIERS TO ADOPTION OF LOW IMPACT DEVELOPMENT



Barrier	Example(s)
Customer Demand	<ul style="list-style-type: none">• Lack of public awareness. Provide outreach to general public, developers, and elected officials.• Lack of consumer appreciation for LID aesthetic.• Uncertainty regarding ongoing maintenance causes hesitation.
Costs	<ul style="list-style-type: none">• Permit applications are cumbersome and time-consuming.• Uncertainty regarding costs.• Lack of adequate funding sources for LID projects.
Technical Knowledge	<ul style="list-style-type: none">• Need for more long-term performance data.• Need for more support to build developer expertise, e.g., demonstration projects, technical assistance with site-specific designs, toolkits, information sharing across jurisdictions.
Policy	<ul style="list-style-type: none">• LID is difficult to implement via land use codes; separate out LID.• Codes and standards inconsistent across jurisdictions: improve coordination.



INCENTIVES AND STRATEGIES TO ADDRESS BARRIERS AND INCREASE ADOPTION

Reduce Developer COSTS

- Reduced fees
- Materials discounts
- Tax rebates
- Grants
- Offer incentives to increase LID adoption specifically in redevelopment projects
- Public-private partnerships

Reduce Developer RISKS

- Expedited, or “fast-track”, permitting
- Clearly defined guidelines
- Common rating system for LID (similar to LEED)
- Free technical assistance
- LID education outreach

Increase Developer REVENUE

- Increase consumer demand
- Awards and recognition
- Density bonuses
- Zoning variance



EXAMPLES OF INCENTIVE & STRATEGIES



City	Strategy
Auburn, WA	<ul style="list-style-type: none">• Point-based incentive program to encourage developers to go above and beyond requirements, including LID.
Chicago, IL	<ul style="list-style-type: none">• Chicago's Green Permit Program reviews permits much faster for projects that meet certain LEED criteria.• Chicago's Green Roof Grants helped add over 2.5 million square feet of green roofs across the City.
Portland, OR	<ul style="list-style-type: none">• Portland's Ecoroof Floor Area Ratio Bonus increases a building's allowable area in exchange for adding an ecoroof. Has seen over \$225 million in additional private development and has added more than 120 ecoroofs to the City.
Santa Monica, CA	<ul style="list-style-type: none">• Gives \$160,000 per year in Landscape Grants to property owners that use native landscaping to reduce water consumption and absorb runoff.

DEVELOPER INTERVIEWS

Selection Criteria and
Preliminary Questions

INTERVIEW OVERVIEW



- 30-minute in-depth interviews with 20 to 25 developers working in urban and suburban areas of Puget Sound
- Interview guide informed by:
 - Literature review summary
 - Interviews with 5 municipal planning staff
 - Testing of draft interview guide with 3 developers

"GO ABOVE AND BEYOND" CODE



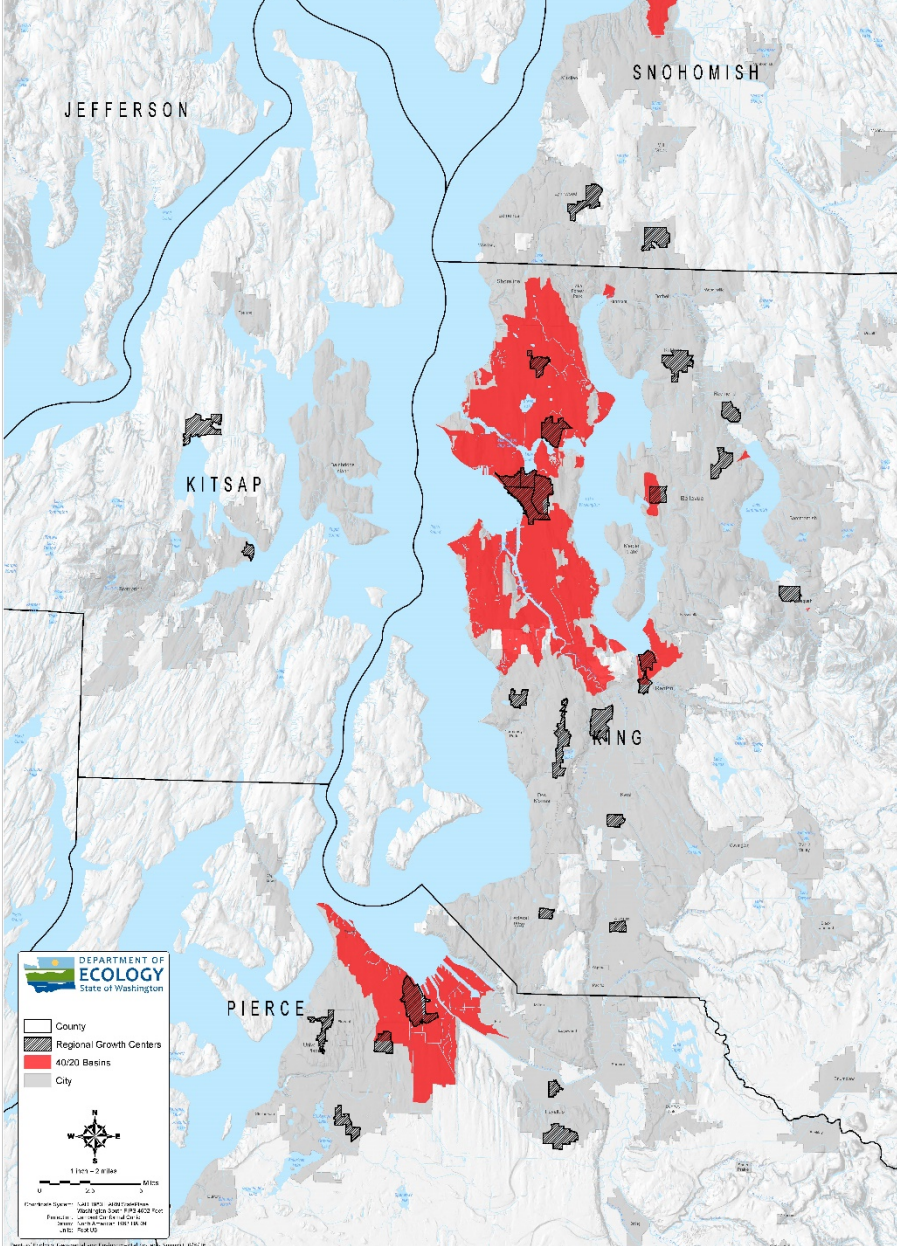
What, specifically, do we want developers to do?

- Use LID when project is otherwise under size thresholds
- Use BMPs that Ecology exempts as infeasible
- Use optional BMPs (vegetated roofs, rainwater harvesting, minimal excavation foundations)
- Use bioretention or permeable pavement in a drainage basin that is flow control exempt (e.g., Puget Sound)

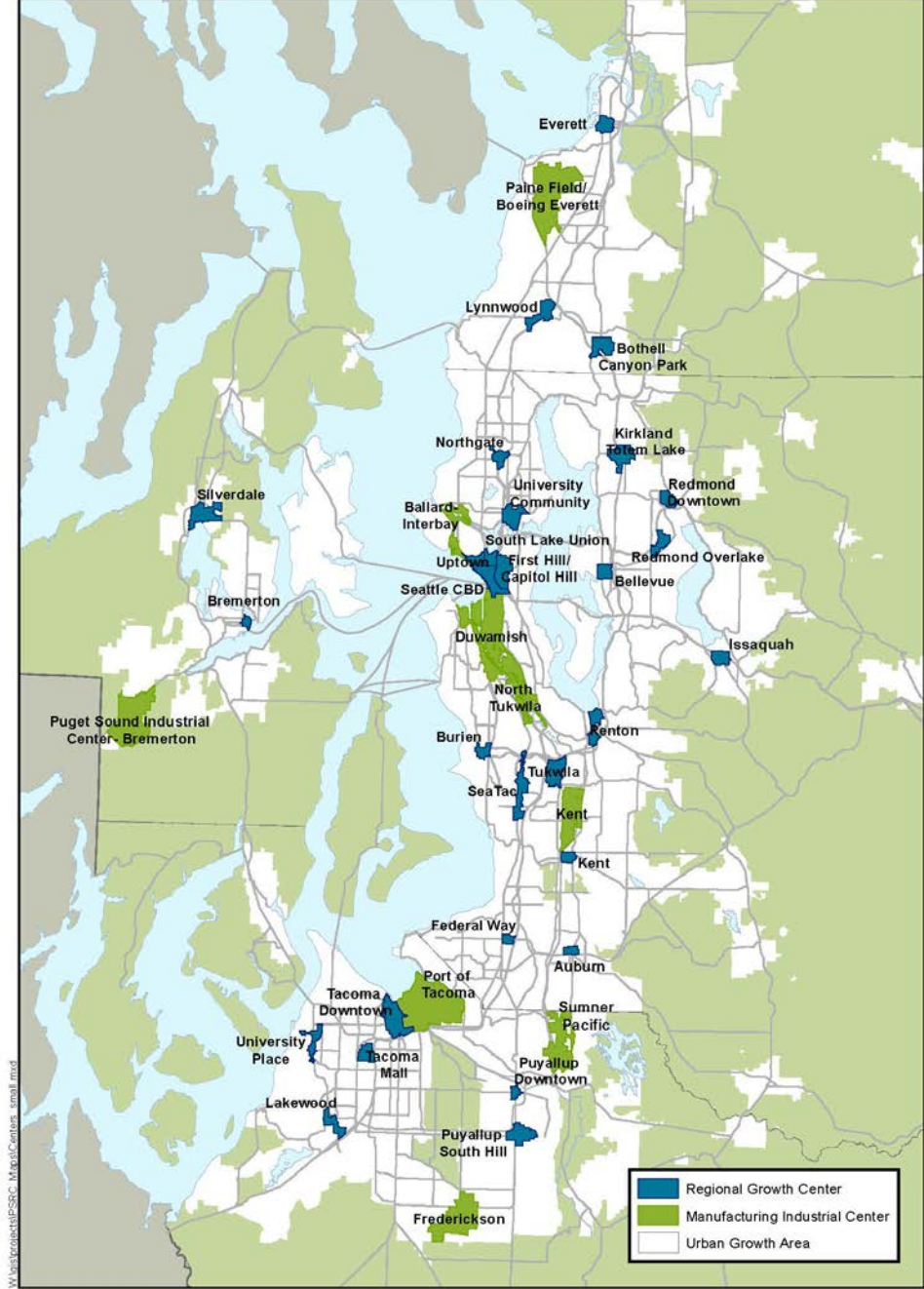
PROPOSED DEVELOPER SELECTION CRITERIA

Selection Criteria	Seek mix of	Do not interview if
Role	Land developer Building developer Development consultant	Only other roles
Experience	Prefer 5+ years	<3 years
Neighborhood	Urban Suburban	Only rural or small towns
Building type(s)	Commercial Mixed-use (subsidized) Mixed-use (market rate) Multifamily (subsidized) Multifamily (market rate)	Only single-family or other types
Project size(s)	Large Medium Small	
Site constraints	Flow control required or inside regional growth areas No constraints	
Land type(s)	Redevelopment New development	
Company type	Multi-state corporation Washington corporation Individual or local business Non-profit	

Regional Growth Centers and 40/20 Basins Near Flow Control Exempt Waters



Regional Growth Centers and Manufacturing/Industrial Centers



DEVELOPER SELECTION CRITERIA



The development company owner or a project manager who is responsible for making decisions regarding to what extent low impact development features will be incorporated in to the properties the company develops.

What job titles or responsibilities should we ask about when looking for the right person to talk to?

QUESTIONS: CURRENT USE AND EXPERIENCE



- What are the most important factors you consider when choosing among stormwater management methods?
- To what extent do you currently use LID on your projects?
- On what types of projects are you most likely to use LID methods?

QUESTIONS: CHANGES AND MOTIVATORS



- New regulations require projects to use LID when feasible. How, if at all, did this change how you approached stormwater management on your projects?
- When you use LID to manage all or almost all of a site's stormwater, why do you make that choice?

QUESTIONS: BARRIERS



- What are your biggest barriers to using LID methods for managing all or almost all stormwater on your projects?
- What would help you overcome your barriers to LID?

QUESTIONS: INCENTIVES (PART 1)



- What incentives/programs for LID have you participated in? What worked and didn't work?
- What incentives or programs would motivate you to use LID to manage almost all stormwater on your projects?

QUESTIONS: INCENTIVES (PART 2)



- Here's a list of potential incentive/program types that cities and counties may consider.
 - Which types are most attractive to you, and why?
 - For the incentives that are attractive to you, can you describe how

MUNICIPAL STAFF INTERVIEWS



- What incentives/strategies to promote LID to developers has your municipality tried? *What worked and what didn't?*
- What incentives/strategies has your municipality tried to promote other voluntary changes (such as LEED)? *What worked and what didn't?*
- What are your ideas for strategies to increase use of LID?
- What type of guidance documents would be most useful?

DEVELOPER RECRUITMENT LIST



- Anticipated sources
 - BIAW and other industry associations
 - Puget Sound Business Journal listings
 - LinkedIn and Shapr
 - Our networks and **your networks!**
- **What are your suggestions for:**
 - Developers to interview, or people who can connect us to developers
 - Municipalities to interview

THANK YOU!