# BUILDING GREEN CITIES - Advisory Committee Meeting

Meeting Notes | Thursday, March 19, 2020 | 1:00 pm – 3:00 pm

**Meeting Purpose:**

* Quick recap of the project and guidebook goals and progress to date
* Review and discuss key elements of the guidebook
* Discuss next steps and associated timeline

**Attendance:**

1. Aaron Clark – Stewardship Partners
2. Brigid Dean – Washington State Department of Transportation
3. Heidi Siegelbaum – Washington Stormwater Center
4. Jeff Killelea – WA Department of Ecology
5. Jessica Knickerbocker – City of Tacoma
6. Karen Dinicola – WA Department of Ecology
7. Linden Lampman – WA Department of Natural Resources
8. Paul Crane – City of Everett
9. Steven Fry – Seattle 2030 District
10. Charlene Andrade – Department of Commerce
11. Gen Dial – Department of Commerce
12. Erika Harris – Puget Sound Regional Council
13. Gretchen Muller – Cascadia Consulting Group
14. Jasmine Beverly – Cascadia Consulting Group
15. Kate Graham – Cascadia Consulting Group

# MEETING NOTES

1. **Welcome** – Charlene
2. Meeting purpose is to reorient the group to the work that’s been done and what’s next
   * This project comes to an end on May 1, 2020
3. Will be looking through a set of sample materials as a group
   * A full packet for review will be sent out tomorrow (3/20)
4. Thank you to the group for their continued attention and contribution to this important product
5. **Introductions & Agenda** – Gretchen
6. Attendees announced their name and organization
7. Walked through meeting agenda & oriented to packet materials
8. Shared ground rules for Skype meeting format
9. **Recap of Building Green Cities Project (BGC) Purpose, Goals, and Work To-Date** – Charlene
10. The goal of the project is to develop tools and guidance for local jurisdictions to create incentives for developers to go above and beyond on LID
11. We worked with the committee through last spring to conduct a literature review, interviews with developers, and disseminated an online survey about incentive programs
    * Cascadia conducted a literature review and developer interviews and developed key findings from this work that can be found in the Social Marketing Report
    * Cascadia also developed a survey to learn more about best practices and lessons learned from jurisdictions with incentive programs and completed an incentives survey memo
    * All documents from this phase of the project can be found on EZView.wa.gov
12. **Next Steps** – Gen
13. We’re taking what we’ve learned to create a guidebook – which includes a narrative, incentive factsheets, decision tree tools, etc. to help local jurisdictions start and/or enhance incentive programs and more effectively engage developers.
    * These materials will be sent to the committee for review tomorrow (3/20)
    * **Comments and feedback for the first packet are due Friday, March 27**
14. We will also be creating a roadshow presentation/webinar, one-stop-shop sell sheet, and outreach plan
    * Second round of materials will go out to the committee for review April 8
    * Plan to meet again as a committee the week of April 6
    * **Comments and feedback for the second packet are due April 17**
15. **Draft Guidebook Work Products** – Jasmine
16. **Stormwater Requirements Matrix** – Code requirements for each jurisdiction, links to orient folks to the most helpful part of the code, and additional supporting documents.

**AC INITIAL FEEDBACK**

* + Clarify how cities were selected/why some are missing
  + Interest in making it so the matrix can be updated (living document vs. static)

1. **BMP Factsheet: Bioretention & Rain Gardens** – BMP Overview, Benefits, Tips, Case study, What’s new in design and maintenance, and Additional resources.

**AC INITIAL FEEDBACK**

* + - Please include any specific content-based feedback in your review of the full packet

1. **BGC Incentives Decision Matrix** – Will direct jurisdictions towards incentives that may be their best fit based on the final tally of boxes selected (fill in box if applicable to the jurisdictions goals/resources) and additional considerations from the listed questions.

**AC INITIAL FEEDBACK**

* + - Additional clarity on how to use/fill out the matrix
    - What’s the best way to discuss retrofits in the matrix?
      * Retrofit is not the primary target of this guidebook, as determined through earlier discussions deciding to focus on new/re-development
      * Asking about Retrofits in matrix is still valuable - can use the question to guide jurisdictions to separate retrofit targeted resources

1. **Incentive Factsheet: Grants** – Info blurb about incentive, Applicable audiences, Case study, Development and Implementation considerations, and Tips for success.

**AC INITIAL FEEDBACK**

* + - Currently reaching out to jurisdictions to gather info on case studies and having difficulties getting connected with case study authors.
    - If you know of a jurisdiction/program/example and a contact person who could offer insight, please include that in your feedback.

1. **Discussion Questions** – Gretchen
2. **Overall – any major information gaps across each of these guidebook products?**
   * Question about the role of the demand drive from customers (residents) on elected officials; There may be a lack of perceived political demand from constituents.
     + The survey went to jurisdictions, but did not specifically target elected officials
   * Ensure the documents address the developers concerns around ongoing costs and expenses
   * Include any additional resource links during the review
   * Please include content feedback and ‘in the weeds’ comments during review
3. Do these products reach the appropriate level of technical specificity?
   * Yes – are appropriately technical for the desired audience
4. Do these products reach the appropriate level of inclusion of information versus referencing outside resources?
   * Yes – it keeps readers engaged with the document but makes it easy to access additional resources outside of the guidebooks scope.
5. Given our target audiences (developers and jurisdictions), are there additional stylistic considerations we need to keep in mind?

* Aesthetic elements can be key – it’s important photos are attractive, include flowers, development, people, etc. to combat perception that LID can look scraggly or sad
  + There are some great residential rain garden examples form Everett
  + Please share any resources, image collections, photos of great examples, etc. in your review
* Idea to highlight early implementers - developers can look at other developers and reference projects

1. Any ideas for incentive program case studies?

* Salmon Safe - Ellen Southard
* Please share any known case studies and connections to contacts in your feedback

1. **Decisions Made & Next Steps** – Gretchen
2. Will be sending the packet containing guidebook elements tomorrow 3/2 to be **reviewed by 3/27**
3. The next round of drafts and additional documents will be sent 4/8 to be **reviewed by 4/17**
4. The committee will meet again the week of 4/6 to talk through feedback and the next round of review
   * + Doodlepoll sent out to schedule the next meeting
5. There is an NTA for Phase 2 of this project to meet with local jurisdictions and offer on the ground support, adjust what’s been done, and design further guidance.
   * + If any members or jurisdictions are interested in partnering on the NTA contact Charlene
6. Thank you all for your participation, review, and continued engagement!