

Part II  
**Sustainable Building Implementation Plan**



*California Integrated Waste Management Board*  
September 1999

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## I. Introduction

### ***Why build sustainable?***

A *sustainable building*, also referred to as a *green building*, is a structure that is designed, built, renovated, operated, or reused in an ecological and resource-efficient manner. Sustainable buildings are designed to meet certain life cycle based objectives. These objectives include: protecting the health of building occupants; improving employee productivity; using energy, water and materials more efficiently; incorporating recycled-content building materials; adding compost and yard waste prevention practices into the landscape design; and reducing the environmental impacts associated with the production of raw materials, building construction, and building maintenance and operations. The results: enhanced occupant health and productivity, significant cost savings, and a better environment.

### ***CIWMB's role in advancing sustainable buildings***

The California Integrated Waste Management Board (CIWMB) is the State agency responsible for management of the 52.5 million tons of solid waste generated in California each year. The CIWMB's mission is to reduce and improve the management of solid waste in California. More specifically, the CIWMB oversees efforts to achieve a 50 percent reduction in waste disposed by the year 2000, while ensuring environmentally safe landfill disposal capacity. The CIWMB aims to conserve resources, develop sustainable recycling markets, protect public health and safety, and the environment in partnership with public agencies, industry, businesses, and the public it serves.

The principles of sustainable building are directly in line with the resource efficiency, waste diversion, and market development objectives of the CIWMB. Sustainable buildings have a high potential to improve the markets for used- and recycled-content materials, given the high levels of debris entering landfills as a result of construction and demolition activities in California. As part of the CIWMB's vision to be a leader in integrated management of waste and recovered materials, the CIWMB prepared the Sustainable Building Plan with assistance from leading experts in the sustainable building industry.

The CIWMB is eager to work with other organizations, in the public and private sector, to advance sustainable building practices. We encourage others to adapt, use, and improve on this *Sustainable Building Plan*. We offer it as a place to start for future statewide sustainable building planning efforts.

### ***Process for developing the Sustainable Building Plan***

The CIWMB's Sustainable Building Plan has two parts: a conceptual plan and implementation plan. The Conceptual plan was developed through a standard agreement with the City of Santa Monica, who hired an expert in sustainable building design, construction and operations, Gottfried Technology, Inc. (GTek). This effort resulted in a conceptual plan, titled *The Sustainable Building Plan, Part I* (hereafter referred to as the *Conceptual Plan*), that presented a long-term vision and goals, and three measures to be completed by June 2001.

In April 1999, the CIWMB Board approved of these measures recommended in the *Conceptual Plan*.

- 1. Create a Sustainable Building Executive Level Committee:** a coalition of department, board, and agency chiefs and leading sustainable building experts and other key private sector representatives such as utility companies. The committee will provide overall supervision, management, and integration of state agency sustainable building efforts, including the *Sustainable Building Plan*; identify and seek approaches to institutionalize these efforts; and seek funding to ensure implementation of sustainable building practices.

Approved funding: \$50,000 CIWMB seed funding. The committee will subsequently be responsible for raising its own funding to ensure its future success.

- 2. Create a grant program to further sustainable buildings in the state.** State agencies, local governments, and other organizations will be eligible for grants to assist with activities such as sustainable building design assistance, and workshops or other educational forums. These grants will work to leverage and empower existing sustainable building efforts, rather than creating new initiatives. In effect, they will provide the needed extra funding to help a constituent's sustainable building vision become a tangible reality. Recipients would need to complete activities by June 2001.

Approved funding: \$325,000.

- 3. Provide education, training, and guidelines development.** Efforts to focus on providing easy access to the educational materials and guidelines that already exist, and creating new ones to meet the needs of CIWMB customers through a sustainable building "tool kit." One important component of this kit is the creation of guidelines to assist local governments in communicating their goals and requirements to design and construction bidders. This effort is to include the creation of a CIWMB Sustainable Building Website. Overall this measure has the potential to position the CIWMB as an educational leader in sustainable building.

Approved funding: \$125,000.

This document presents the second part of the Sustainable Building Plan, the implementation plans, for each recommended measure above. Before delving into the implementation plans, it is important to understand how the vision, goals, and three recommended measures fit together. The vision and goals were developed as part of the conceptual plan. They reflect CIWMB's priorities and chart the future direction of our efforts. Objectives, also presented below, offer a finer level of detail. The vision, goals, and objectives broadly outline the CIWMB's green building program that will be accomplished over several years. Some objectives are directly associated with the 2-year recommendations in the conceptual plan, but not all. And finally, for accomplishing the recommended measures, the implementation plans identify action steps, the finest level of detail in this plan. The action steps are to be completed by June 2001.

### ***Sustainable Building Plan Vision***

**Throughout California, integrated teams of building professionals, governments, and communities will work together to create superior building design, construction, and operations that result in energy efficiency, improved indoor and outdoor air quality, water conservation, more efficient use of building materials, and enhanced markets for used-products and recycled materials. These efforts provide cost savings to all Californians through improved occupant health and productivity, lower cost building operations, resource efficiency and moves us closer to a sustainable future.**

**The CIWMB envisions that thriving partnerships among business, government, and communities will set measurable targets for accomplishing these building improvements and work toward achieving them. Separate targets may be established for key types of building owners: state government, local government, and the private sector.**

## ***Sustainable Building Plan Goals and Objectives***

### **Goal 1**

**Support the Integrated Waste Management Act of 1989 by improving resource efficiency, enhancing markets for used and recycled-content building and landscaping products, and increasing diversion of materials from landfills.**

- A) Develop and update educational materials, model specifications, guidelines, databases, and services that specifically address sustainable building materials, designing for efficient use of materials, best landscaping practices, job-site recycling, management of deconstruction and demolition debris, and other topics in support of the CIWMB's mission.
- B) Create and maintain a CIWMB web site to distribute sustainable building related information.
- C) Participate in activities to review and improve building codes.

### **Goal 2**

**Provide statewide coordination for quality education, technical assistance, and funding that results in the creation of sustainable buildings throughout California. Customers see value in sustainable building efforts and incorporate sustainable building design into their building projects.**

- A) Establish a California Green Building Council with members from state and local government, building professionals, utilities, non-profit organizations, and foundations, to provide overall supervision, management, and leadership of a statewide sustainable building program.
- B) Establish a state government Green Building Working Group (GBWG), whose members represent state entities and whose expertise lies in areas related to green building design and construction and state building programs. Members may also be part of the larger California Green Building Council.
- C) Establish a set of task-oriented groups under the California Green Building Council. Members would be self-selected and focus on specific projects, as determined by the Council and in support of implementing the Sustainable Building Plan.
- D) Develop grant proposals to seek outside funding in support of sustainable building program implementation.
- E) Identify customers and their specific needs. Design program activities to meet these needs.
- F) Partner with state and local government entities, non-profits, and other organizations to coordinate activities and services. Avoid duplicating efforts. Develop a sustainable building "tool kit."
- G) Provide technical assistance, develop educational forums, and provide grants to assist organizations that are developing green building programs or implementing green building practices.
- H) Effectively and creatively deliver information to target audiences.

### **Goal 3**

**Establish a series of measurable targets for continual improvements in building performance. These targets will be developed in partnership with state and local governments, building professionals, and community organizations.**

- A) Survey target audiences to determine how educational materials, training, guidelines, databases, and other services are being used. Assess their effectiveness and make appropriate changes.
- B) Identify indicators or methods to measure statewide improvements in building performance. Select appropriate measures and track progress.
- C) Work with the U.S. Green Building Council, state government entities, local governments, green building professionals, and others to develop a California Green Building Rating System. Encourage use of the California Sustainable Building Rating System.
- D) Report to the California legislature, Governor's office, Cal/EPA, Secretary of State and Consumer Services and other appropriate entities at least annually. Set targets and track

improvement over time.

**Goal 4**

**Institutionalize sustainable building measures in local and state government programs, including resources to ensure adequate support.**

- A) Establish a state government green building workgroup, comprised of state agency representatives that will be responsible for developing a routine method for incorporating sustainable building practices into all state construction projects.
- B) Develop educational materials and a training program for state government entities, including project managers overseeing new construction and building occupants.
- C) Develop graduated performance measures for state buildings. Track and report on the implementation of green building practices and building performance.

## Introduction to Implementation Plans

This next section contains a set of implementation plans for the three recommended measures in the Conceptual Plan. Within each implementation plan are the headings: description, strategy, resources, action steps, and measures of success. These implementation plans are intended to assist and guide CIWMB staff, the California Green Building Council (established as part of the Executive Committee) and others. As this plan was developed for the CIWMB, the goals, objectives, and implementation plans may be modified to meet the needs of future partners and improve our ability to develop a statewide sustainable building program.

Ideally, these implementation plans will be carried out through collaborative efforts with others (see Appendix 1). The Implementation Plan for the Sustainable Building Executive Committee, in particular, cannot be effectively implemented by CIWMB alone. The other two implementation plans for the Sustainable Building Grant Program and the Education Program can move forward, while the CIWMB establishes partnerships or collaborative relationships with others.

## Implementation Plan for a Green Building Executive Committee

### *Description*

The Sustainable Building Executive Committee, envisioned in the Conceptual Plan, is a coalition of cabinet-level agency secretaries, sustainable building experts, including representatives from industry, utilities, design and consulting professions, sustainable building and environmental nonprofit organizations, foundations, and local governments. This public-private coalition serves the purpose of integrating and institutionalizing sustainable building practices. It will ensure the long-term success and continual improvement of sustainable building efforts in California. The committee will be a beacon and an effective and critical catalyst, both in California and nationally, for sustainable building leadership.

For the Executive Committee to be successful, it needs the highest-level of government participation and oversight, beyond the purview of the CIWMB. Consequently, the CIWMB presents this implementation plan knowing that it will be modified by an Executive Committee, once it is formed.

Responsibilities for the committee will include, but are not limited to the following:

1. Provide overall supervision and management of state agency sustainable building efforts. Institutionalize these efforts so they become a part of on-going state building projects.
2. Work with other agencies and organizations to obtain funding for the Sustainable Building Grant Program.
3. Measure the impact of sustainable building programs and provide feedback to various players to ensure continual improvements.
4. Develop and promote a statewide sustainable building program.

### *Strategy*

- Provide much needed leadership to advance sustainable building practices.
- Oversee the measurement of green building activities, supervise reporting, and subsequent adjustments that will allow for continual improvements.
- Form strategic partnerships.
- Build off of existing groups and leverage their expertise, resources, and networks.

The CIWMB will attempt to implement the Executive Committee, as described above, through two organizations:

1. A State government green building workgroup consisting of state government entities and others, as agreed upon by the participating state government entities. Its main purpose will be to institutionalize sustainable building practices into all state construction projects.
2. A California Green Building Council, with a broad self-selected membership, will bring together public and private sector interests. Its main purpose will be to integrate and coordinate green building efforts across California. It will improve industry involvement, provide regional consistency for market transformation, provide technical credibility to deliver improved environmental performance and healthier buildings, allow for ability to leverage national, state, and foundation resources.

It is important to note that these efforts are contingent upon:

1. The participation of other organizations, in particular, other state government entities, local government, green building professionals, and the US Green Building Council.
2. Additional financial support, in particular, to set up a California Green Building Council. CIWMB will work with the US Green Building Council, local governments and others to develop grant proposals to support this activity.
3. Adequate oversight by appropriate Secretaries, Chairs and Executive Officers in state government.

### ***State Government Green Building Workgroup***

CIWMB staff, in partnership with the California Energy Commission, California Air Resources Board, Department of Health Services (these entities comprise the "environmental team") and the Department of General Services, worked on a groundbreaking effort to incorporate sustainable building measures into the specifications of a state office building--the 1.5 million square foot Capitol Area East End Project. The Legislative Analyst Office, the Secretary of State and Consumer Affairs, and top management of participating entities oversaw this project. The team successfully reached consensus on green building measures to include and these were within the project budget. Qualified bidders are preparing proposals that the environmental team will review in October 1999.

An offshoot from this effort has been the creation of an informal state government green building workgroup. Efforts are currently underway to formalize this effort through legislation or executive branch vehicles. The key purpose of this committee is to institutionalize sustainable building practices into state construction projects, both new and renovated buildings.

The responsibilities for this workgroup may include:

1. Developing an approach for life cycle cost effectiveness, that will consider how to incorporate non-traditional benefits such as improved worker productivity, decreased health costs, and environmental benefits.
2. Developing graduated performance measures for energy efficiency, sustainable materials, indoor air quality, and water conservation that will be more challenging over time.
3. Developing language to insert into Requests for Qualifications (RFQ) and Requests for Proposal (RFP) to ensure that new construction and renovations incorporate cost-effective green building and sustainable construction measures.
4. Identifying or developing model green building and sustainable construction projects and proposing model specifications by project type and climate zone.
5. Recommending an approach for educating and training State agencies in the green building and sustainable construction process.
6. Developing a reporting mechanism to measure green building design and sustainable construction achievements.

### ***Action Steps***

1. Set up a core team to develop a vision, mission, strategy, goals, budget and staffing, roles and responsibilities for committee.
2. Identify and coordinate with other state government initiatives, such as the Commission on Building for the Twenty-first Century.

3. Develop a charter.
4. Develop action plans for the achievement of performance measures, life-cycle costing methodology, language to insert into RFQ's and RFP's, model projects, state government education and training, and reporting mechanisms.
5. Report to designated oversight entity at least biannually.
6. Respond to results in progress reports and adjust activities.

## **Resources**

### **Staffing**

- Key state government agency heads to serve as members of committee and provide oversight of staff projects. This may include: Secretary of Environmental Protection, Secretary of State and Consumer Services, Chairs or Executive Officers from the CIWMB, Department of Health Services, the California Energy Commission, California Air Resources Board, Department of General Services, and Office of Water Conservation.
- Participating state government entities will provide staff support.
- Other selected representatives from the building industry, utilities, design and consulting professions, sustainable building and environmental nonprofit organizations, foundations, and local governments may be involved as deemed appropriate by participating state government entities.

### **California Green Building Council**

Another organizational structure is needed to carry out the full range of activities envisioned for the executive committee in the Conceptual Plan. Staff contacted several local governments and the US Green Building Council and it appears there is support to create a California Green Building Council. Such an organization could provide integration and coordination among public and private entities interested in advancing green building activities. Additionally, by working through an existing organization whose members already have valuable expertise that can be of service to state and local governments, it brings together public and private sector interests more effectively and more quickly than if the CIWMB tried to create a new organization on its own.

## **Resources**

### **CIWMB Funding**

- \$50,000 CIWMB seed funding to use as matching funds for grant applications. The California Green Building Council will subsequently be responsible for raising its own funding.

### **Staffing**

- The CIWMB would provide initial staff support with the expectation that other organizations would contribute.
- Key state government entities would be encouraged to participate. This may include: Secretary of Environmental Protection, Secretary of State and Consumer Services, Chairs or Executive Officers from the CIWMB, Department of Health Services, the California Energy Commission, California Air Resources Board, Department of General Services, and Office of Water Conservation.
- Other self-selected representatives from the building industry, utilities, design and consulting professions, sustainable building and environmental nonprofit organizations, foundations, and local governments.

### **Action Steps**

Task 1: Create an interim Board responsible for establishing a statewide California Green Building Council with non-profit status.

- Publicize and recruit participants to assure no key stakeholder is excluded.

- Set up a core team to develop a vision, mission, strategy, goals, roles and responsibilities for the Council.
- Set up a non-profit organization and establish operational and fiscal responsibility through a board structure.
- Conduct meetings, determine necessary action items, and implement them.

Task 2: Establish a 5-year business plan that advances the initiation, development, and accelerated implementation of sustainable building concepts, technologies and principles in California by providing services regionally and through the implementation of the Plan.

- Survey needs.
- Conduct a series of meetings with stakeholders across the state.
- Identify research projects, education and training needs, marketing needs.
- Develop schedule and identify leads for each action item.

Task 3: Set up local affiliates and conduct regional workshops to educate target audiences about sustainable building practices and encourage participation in the California Green Building Council.

- Identify interested regions.
- Set up committee to organize regional activities.
- Conduct kick-off meetings.
- Promote use of LEED Green Building Rating System, identify any modification that would be appropriate for a California LEED.
- Educate and promote green building practices.
- Develop a regional strategy for advancing green building practices.

Task 4: Conduct annual statewide conference.

### ***Measures of success***

Possible measures of success include:

1. Track number of buildings in California with certain types of green building characteristics.
2. Track buildings achieving a U.S. Green Building Council Leadership in Energy and Environmental Design (LEED) Sustainable Building Rating.
3. Development of sustainable building rating system specific to California (i.e., California LEED).

## **Implementation Plan for a Sustainable Building Grant Program**

### ***Description***

The CIWMB grant program aims to advance sustainable building practices in California by providing grants to government agencies and non-profit organizations. The CIWMB will make a general solicitation for proposals that must be designed to advance green building practices. Proposals meeting eligibility criteria will be ranked and placed into categories. The highest ranked proposal in each category will be selected, then the second highest ranked proposals will be selected, and so forth, until funds are depleted. Applicants will be asked to specify the amount needed to successfully complete the proposal and they will be given the opportunity to identify how the project could be modified and done for less money.

The CIWMB envisions a long-term grant program. Staff submitted a Budget Change Request (BCP) for \$325,000 annually to support this program. Additionally, the CIWMB will work with other organizations to solicit funds that could expand this effort.

### ***Strategy***

- Provide supplemental funding to assist local governments and non-profits, and enable them to continue and expand their green building programs.
- Keep the application process as short and simple as possible.
- Fund a variety of programs.
- Leverage funding so it can achieve the greatest impact.
- Design the grant program so the CIWMB can measure progress and monitor the impact of various grants.

### ***Process for Evaluating Grants***

As required by the procedures for presenting the scoring criteria and evaluation process to the Board, staff assigned point values to each category of the general review and preference criteria (Attachment 2). Emphasis is placed on the community's need for the project and the potential to leverage the project for wider application of sustainable building practices. The proposed evaluation process is as follows:

1. After the close of the application period, Grants Administration Unit staff will perform initial data entry and a completeness review for each application.
2. Program staff will then convene one or more review panels consisting of appropriate Board staff, depending on the number of applicants.
3. The lead staff person will meet with all panel members to explain the scoring criteria, evaluation process, and the detailed scoring structure.
4. Panel members will independently review and evaluate each proposal assigned to them using the criteria shown on Attachment 2. They will subsequently meet with the other members of their panel to discuss individual scores and develop final scores for each proposal.
5. If more than one review panel is used, in addition, several applications (10%) will be chosen randomly by the lead staff to be reviewed by all panels to further ensure the integrity of the evaluation process. If the scores of the panels differ by more than 5 points, managers from the Waste Prevention and Market Develop Division and the Financial Assistance Branch will meet to determine a course of action.
6. Qualified proposals will be ranked and placed into two general categories: 1) program implementation, and 2) building projects. All proposals will be ranked according to the total number of points received. A total of 100 points is available. Applicants must score at least 70 points to qualify for grant funding. The highest ranked proposal in each category will receive funds and be removed from the list, then the second highest ranked proposals will be selected, and so forth. This process will continue until there are no more funds available. If a proposal is at the top of the list, yet there

are insufficient funds to make a complete award, the CIWMB will award the grant to highest ranked proposal whose funding request can be met.

### ***Tentative Schedule***

<b>DATE</b>	<b>ACTIVITY</b>
September 8, 1999	Board adopts scoring criteria/evaluation process
September 23, 1999	Staff mails NOFAs and application packages to interested parties
October 15, 1999	Question and Answer Period – Questions Due
December 1, 1999	Applications are due to Board staff
February, 2000	Board considers funding recommendations
March, 2000	Grantees initiate work on projects
May, 2001	Grantees complete work on projects

### ***Resources***

#### **CIWMB Funding**

\$325,000 approved in April 99. As mentioned above, the CIWMB has submitted a BCP that would provide this level of funding annually. This is a minimal amount needed to initiate a grant program. After reviewing initial grant applications, staff may request additional funds.

#### **Staffing**

Staff prepared a BCP requesting two SSA/AGPA positions to support the grant program. If approved, these positions would be available in July 2000.

### ***Action Steps***

1. Establish objectives for grant process and identify priority areas for funding. Set criteria for deciding best recipients for grants (see attachment 2).
2. Create application and application process.
3. Provide outreach to inform potential applicants.
4. Establish review committee for applications.
5. Evaluate proposals and upon Board approval, award the grants.
6. Establish means of monitoring progress of grant recipients.
7. Create annual report to document success of program.
8. Acquire additional funding.

### ***Measures***

Each grant proposal will indicate how progress will be measured. Grantees will report on progress. CIWMB staff will compile this information into an annual progress report.

## **Implementation Plan for the Sustainable Building Education Program (Education, Training, & Guidelines Development)**

### ***Description***

CIWMB's aims to efficiently provide knowledge and understanding of sustainable building practices to key audiences that influence building design and construction, and to create a network whereby key audiences will be able to learn from and reinforce each other's efforts and struggles. The information will remain dynamic, maintaining access to the newest information and funding sources, and providing specific assistance for regional climates and different types of projects.

The CIWMB sustainable building education, training and guideline activities aim to become the source of sustainable building information in the state and serve as a high profile flagship for the CIWMB's commitment to sustainable buildings.

### **Types of materials and services**

1. Guidelines: Short, 2-3 page guidelines for various climate areas and types of construction to help local governments communicate their goals and requirements to local projects.
2. Case Studies: Documenting the benefits of previous sustainable building projects.
3. Survey: A report on the sustainable building efforts of California state agencies and local governments to inspire and educate other local governments in the state.
4. Sustainable Building "Tool Kit" with the above three items, as well as the following materials:
  - Definition of Sustainable Building
  - How to Design and Construct a Sustainable Building
  - Working with your architect
  - Financial Benefits of Sustainable Building
  - Productivity Benefits of Sustainable Building
  - How to Finance a Sustainable Building
  - Sustainable Building Performance Assurance
  - Sustainable Building Rating Systems
  - Sustainable Building Products
    - Ratings
    - Certification
5. Sustainable Building Website, containing the information listed in the "tool kit" as well as some of the following options:
  - Sustainable Building Virtual Tours
  - Sustainable Building Electronic Bulletin Boards - for sustainable building communication amongst interested parties
6. Sustainable Building Workshops and Conferences

### **Distribution of information**

The CIWMB will use several methods to distribute educational materials and guidelines. First, it will assemble the educational materials into a modular tool kit allowing users to select specific items. Second, it will develop a web site to communicate sustainable building information via a digital and highly accessible medium. In addition, a web site allows staff to provide the latest sustainable building efforts, materials, and products. Third, the CIWMB and its partners will prepare articles for print and internet media. And finally, the CIWMB will present, and encourage others to present green building information at educational forums such as conferences, workshops and training seminars.

## **Strategy**

- Make certain that our customers value the materials and services we decide to offer.
- Use existing materials, where appropriate, to avoid duplicating efforts.
- Seek appropriate expertise and educate future architects by developing an internship program with architecture schools in California.
- Use staff resources as effectively as possible. Contract out services as deemed appropriate.
- Provide free information in a highly accessible, convenient format.
- Educate through venues that targeted audiences normally participate in.

## **Resources**

### **CIWMB funds**

\$125,000 approved April 1999. The BCP asks for an additional \$125,000 annually. In the event that additional funds become available, the budget below identifies where to apply them.

### **Staffing**

Staff submitted a BCP requesting 1 integrated waste management specialist position and 1 associate architect to support education, training and guidelines development. If approved, these positions would be available in July 2000.

Additional support can be provided through an internship program that offers paid internships to architecture students (see Action Steps, Task 3).

### **Partners**

The goal of this measure is to provide a comprehensive approach to educating people about sustainable building. Thus, it is possible to enlist match-funding support from other organizations with similar goals, or at a minimum work collaboratively on an informal basis. Organizations, include (see appendix 1):

- Entities participating in the State Government Green Building Workgroup
- US Green Building Council
- American Institute of Architects, Committee on the Environment (AIA-COTE)
- Local governments
- Lawrence Berkeley National Laboratory
- Universities – U of California, California State Universities

## **Action Steps and Budget**

These action steps will be complete by CIWMB staff, contingent upon the appointment of designated green building staff.

Task 1: Set education, training, and guidelines development priorities.

- Survey potential target audiences about their needs.
- Analyze information and set priorities for education, training, and guidelines development.

Task 2: Develop and maintain a website for distributing sustainable building information.

- Create draft website.
- Solicit comments from sustainable building experts and potential web site customers.
- Solicit feedback, maintain and improve website (on-going).
- Publicize website and services.

Task 3: Develop internship program for architect or other appropriate students in green building design. Budget: \$60,000, Anecdotal information suggests that to compete with the private sector, students should be paid from \$13-15 per hour. Should the CIWMB be unable to hire students with appropriate skills, these funds would be directed to Task 5, develop educational and training materials.

- Identify California universities and colleges with appropriate curriculum.
- Explore options for setting up internship program.
- Set up internship program.
- Market program.
- Interview and hire students.
- Assign students to tasks that support green building program and utilize their skills.

Task 4: Develop new guidelines.

Budget: \$65,000

- Identify existing guidelines and identify needs (see Task 1).
- Develop contract concept and scope of work for Board approval.
- Issue Request for Proposal (RFP).
- Evaluate proposals and upon Board approval, award contract.
- Develop guidelines, this includes peer review of draft guidelines.
- Prepare final guidelines.
- Distribute guidelines on-line and through other organizations.

Task 5: Develop new educational and training materials.

If additional funds become available, they could be applied to this task. Additionally, if the CIWMB is unable to implement Task 3, those funds would be directed towards Task 5.

- Identify existing educational and training materials and identify needs (see Task 1).
- Develop contract concept and scope of work for Board approval.
- Issue RFP.
- Evaluate proposals and upon Board approval, award contract.
- Develop educational materials, this includes peer review of draft materials.
- Prepare final materials.
- Distribute materials on-line and through other organizations.

Task 6: Conduct regional training seminars.

Recycled Content Building Products training seminars are already being planned for Spring 2000. For additional training to be completed within the 2-year time frame, more funds will be needed.

- Identify existing educational and training programs, identify target audience and their needs. Select locations for training. (see Task 1).
- Develop contract concept and scope of work for Board approval.
- Issue RFP.
- Evaluate proposals and upon Board approval, award contract.
- Develop training curriculum, advertise, and conduct training.
- Review training evaluation forms by participants and prepare a report.

Task 7: Write articles for professional journals, magazines, newspapers, and other media.

- Identify target audiences and their needs. (see Task 1).
- Identify target audiences' key sources of information.
- Select appropriate publications or communication vehicles.
- Write articles and submit them for publication.

Task 8: Develop and conduct green building/sustainable materials sessions at existing conference forums. Give presentations at workshops, conferences, local government planning meetings and other meetings.

- Identify target audiences and their needs. (see Task 1).
- Identify the conferences, workshops, and meetings that the target audiences' participate in.
- Submit abstracts to appropriate conferences or contact meeting organizers to get on the agenda.
- Give presentations.

Task 9: Monitor circulation of materials, types of requests, services provided, and effectiveness.

- Select information to collect.
- Collect information and analyze it biannually.
- Report on impact of education and training on sustainable building efforts within state by June 2001.

### ***Measures***

Possible indicators of success include:

- Number of tools (case studies, models, guidelines, fact sheets, training workshops) developed and disseminated.
- Track number of hits at web site pages.
- Track number of requests.
- Track number of people attending educational and training events.
- Qualitative information from surveys of customers.

## **Appendix 1: Potential Partners in a Statewide Sustainable Building Program**

Note: CIWMB staff have not had the opportunity to present the draft Sustainable Implementation Plan to these organizations. To our knowledge, all have planned or implemented sustainable building activities and could be part of a collaborative effort to advance green building practices.

### **Foundations:**

Tides (Presidio in San Francisco)

### **Industry:**

Building Industry Association

#### Utilities:

- Pacific Gas & Electric Company
- Sacramento Municipal Utility District
- San Diego Gas & Electric
- Southern California Edison
- Southern California Gas Company

### **Federal Government:**

General Services Administration  
Environmental Protection Agency  
Department of Energy

### **Local Government:**

Alameda County Waste Management Authority  
& Recycling Board  
City of Chula Vista  
City of Fremont  
City of Long Beach  
City of Los Angeles  
City of San Diego  
City of San Francisco  
City of San Jose  
City of Santa Barbara  
City of Santa Monica

### **Non-profit:**

American Institute of Architects - Committee on the Environment (AIA-COTE)  
Architects/Designers/Planners for Social Responsibility  
Global Green  
New Building Institute  
U.S. Green Building Council

### **State Government:**

Calif. Integrated Waste Management Board  
Calif. Energy Commission  
Dept. of General Services  
Dept. of Health Services  
Office of Water Conservation