

Summary of Potential Incentives for Discussion

URM Policy Committee – August 23, 3012

What is an incentive?

An incentive has little or no direct financial impact on completing retrofits, but can help achieve broader goals of the retrofit program.

Goals of incentives

- Encouraging retrofit beyond Bolts Plus
- Garnering early participation and action
- Supporting a positive image for retrofit program

Types of incentives

Economies of scale - Completing retrofits at a neighborhood scale

- Share costs of materials between owners completing retrofits
- Special pricing for building contractor services
- Special pricing for retrofit materials
- Identify buildings that can share structural supports
- Reduce city infrastructure costs -one time only service disruption

Co-benefits from other retrofit programs

- Deep green
- Historic preservation
- Seismic
- ADA program
- OEM - co-marketing earthquake preparedness
- Energy Efficiency retrofits

Outreach and educational resources

- Information fairs, web and print material
- Hosted how-to workshops
- Forum sharing lessons learned from CA
- Case studies of completed retrofits
- Neighbors helping neighbors with resource and expertise

Technical resources

- Collaborate with universities on standard practices for retrofits and new (affordable) technology
- Pro-bono services from AIA, etc to non-profits
- City or non-profit job training programs - how to do retrofits

Publicity and marketing

- Publicize list of retrofitted buildings
- Post retrofit status on MLS
- Recognize volunteers with awards and certificates
- Plaques on retrofitted buildings
- Certificates for high quality retrofits
- Mission-based organizations partner with for-profit organizations to fund retrofit, with advertising benefits to the for-profit organizations

Program implementation

- Allow phased, incremental or partial retrofits
- City facilitator to help property owners navigate retrofit program
- De-couple retrofit requirements from other upgrade requirements such as ADA, fire, electrical
- Provide zoning flexibility for seismic upgrades
- Provide Swing Space to live and do business during retrofit

Financial partnerships

- Corporate buy-in to subsidize local franchise retrofits
- Favorable insurance rates based on certificates of retrofit

Other groups to engage

- Trade organizations - DSA, Masonry Institute, BOMA (?)
- Historic preservation organizations
- Neighborhood community groups

References:

[Incentives to Improve California's Earthquake Safety](#): An "Agenda in Waiting"- CA Seismic Safety Commission, June 1999

[Seismic Retrofit Incentive Programs](#) - A Handbook for Local Government [FEMA-254, 1994](#)

Notes from 7/26/2012 DMC Participant Brainstorming Activity on Unreinforced Masonry Buildings