**TAG meeting 2: What does it mean to be a Deep Green building?**

*Brainstorming session*

- Round 1: Defining success & group goals
- Round 2: Defining “deep green”

**Summary**

How do we measure Success? What are the goals for the TAG?

- Increased participation in the program
  - More, high performing buildings
  - Getting exceptional projects
  - Getting diversity of project types
- Pilot becomes standard or normalized (adopted as permanent program rather than pilot)
  - Leads to market change
  - More demonstration projects to serve as model (transparency – information about building design, construction and performance public)
- Develop a program that
  - Is accessible, easy to use.
  - Innovative - “blazes a trail”
  - Includes incentives that have a clear public benefit and attract participation from developers.
  - Accommodates a variety of building types and locations in the city (i.e. different criteria and incentives for residential vs. office buildings; different incentives / criteria based on the zone or area of the city).
  - Incorporates opportunities for existing buildings and new construction
  - Reducing policy and regulatory barriers
  - Goes beyond project by project
  - Increases credibility
- Develop a framework that.
  - Provides technical and financial feasibility
    - includes the cost of carbon; have a target / realistic dollars per ton
    - Real numbers showing payback (to developer; to public)
  - Include measurement and verification.

**What does it mean to be a deep green building?**

(In the context of the pilot program)

- Falls somewhere between buildings that achieves LEED Platinum and Living Building certification.
- Is innovative
  - Project breaks a rule or stretches a code
  - Avoids incrementalism
- Part of a closed loop
- Buildings that can evolve – “net zero ready”
  - Could be living building ready or capable (i.e. easy to improve to that level as technology improves)
  - Need to recognize different building types – some may never meet net zero
Deep green buildings should get better over time; they should be designed to adapt to new technologies. Part of larger context / system (looking at different scales – neighborhood, city, region, etc)
  - Goes beyond an individual building

Deep green will look different for different buildings.

What do we need / criteria / ways to get to more deep green buildings?
- Identify and address permitting roadblocks
- Tiered incentives and a variety of incentives
  - Financial
  - Tools / materials that demonstrate the benefits (real performance numbers to demonstrate the benefits)
- Recognize challenges for different building types
  - Top tier needs to “do it all” – meet water, energy, materials, and other goals
  - Second tier could focus on being exemplary in one or more area
  - Good to consider existing buildings as well
- Possible Criteria
  - LEED plus with all energy credits (except perhaps renewable ones)
  - EUI targets
  - Net Zero ready
  - Operational measurement
- Time is a big incentive
  - We should look at the permitting process
  - Are there standard building approaches that we can approve more quickly or with more predictability
- We don’t want to create a new rating system
**Overall brainstorming notes:**

**Measuring Success & Goals:**

- In general, we want more projects across a diversity of construction types
- Need participation and impact
- More projects
- Better performance
- More building types
- No permitting roadblocks
- End goals is normalization and making it accessible
- Accessible
- Tiered incentives
  - In progress rewards
  - Tiered incentives could be useful to get breadth and depth
- Scope is twofold: what is the goal and how do we get there?
- Need to prove results (environmental benefit + reasonable cost + reasonable maintenance + creditability)
- Real performance numbers
  - What’s the payback?
  - Need to come out with real numbers on owner payback and payback to the public
  - We should determine “what is the cost of the program per CO2 offset” use Inslee climate plan as target
  - Target for impact ($/ton)
  - Public benefits
- What = success
- How to achieve and measure
- Goals – Known results (e.g. LBc)
- Green building has financial and psychological barriers to overcome
- Role of group is supporting policy + marketing + education outcomes
- Should final numbers be required to be open; often cost as difficult to know as people often add inflate initial cost estimates to acknowledge uncertainty
- Need to get a feedback loop and regular updates to the program
- Overall goal is to make green building standard
- Incentives – from the city; money – financial analysis to know what will save money
- How? Educate, analysis, credibility
- Transparency of projects – feedback loop
- What to achieve and how to measure?
  - Beyond building by building
  - Scalable projects
- Program – larger effect
- Prioritize a major issue for 1 outcome
  - Example: Health (resonates with wider audience) – energy, water, etc all impact health
- Participation
  - New and existing building
  - Does there need to be a cap? Is the cap necessary (# of buildings)
Time/Number creates “test”

- Pilot as a program becomes normalized
- Continue to reassess the bar
- Framework with cost carbon
- Addresses a barrier = blazes a trail;
- Should there be multiple standards?
- Lower EU first & then add renewables (net zero ready)
  - Operational goals
- Water
- Buildings should get greener over time
- Beyond building ready
- Connection to district / neighborhood approaches
  - Menu of what is available
- Part of closed loop
- Open to approaches to achieve targets
- Atmosphere for innovation
- Flexibility for areas w/out clear benchmarks
- District vs. site orientation times

What is deep green?

- Code
- LEED Plat
- Deep Green
- LBC
- Regenerative

- On its way to sustainability
- LBC ready
- Different for each building type
- Uses least energy to function (per occupant)
- Pushes the market (in wake of project)

- LEED v4 – provide criteria that may inform Deep Green?
- Needs to be all encompassing
- Tiers – Matrix
  - Use standards as back check
- Developers want predictability
- Focus on City Benefits
  - Priority Green – energy, water, waste
  - 2030 – energy, water, transportation
- LBC categories encompassing
  - LEED Platinum + All EA credits
  - Lower EU first & then add renewables (net zero ready)
    - Operational goals
- Water
- Buildings should get greener over time
  - At minimum, not becoming worse
- M&V drives improvements
  - “EBOM requirement?"
- Tie to 2030 district?
- New buildings – easier to get efficient; old – less equipment
- Scale jumping – how to connect to larger picture
- Positive to offset negative
- Beyond building ready
- Connection to district / neighborhood approaches
  - Menu of what is available
  - Part of closed loop
  - Open to approaches to achieve targets
- District vs. site orientation
- Location specific priorities (aka LEED regional credits)
- Building specific priorities
- Challenge with predictability – provide range
- Multiple department tools and opportunity to enhance
- Time – permitting / timeline incentives
  - Buildings more complicated to design
  - Pre-evaluated approval times

- We should consider all aspects of sustainability, but we should also look for opportunities to set a standard for a specific element – ex. human health is hard to argue with so this presents an opportunity to really drive change in this area
- Easier to define sustainable (no impact/closed loop) than deep green
- Could be living building ready or capable (i.e. easy to improve to that level as technology improves)
- Want to avoid incrementalism
- Need to recognize different building types – some may never meet net zero
- What is the impact you can have at multiple scales?
- We don’t want to create a new rating system
- Goal is to get housing to zero living cost
- Historically, government and private sector have taken turns leading the way and the pushing up the market
- Participation is important
- Deep Green could be between Living Building & LEED Platinum
- Helping people transition to LEED v4 is important as we could see a drop off in participation
- Top tier needs to “do it all” – meet water, energy, materials, and other goals
• Second tier could focus on being exemplary in one or more area
• Good to consider existing buildings as well
• We should seek to start a dialogue on the true cost of decisions
• Goal could be for each project to break a rule to test boundaries
• Deep green will look different for different buildings.
• We could use LEED or other program as a measuring stick or check even if they don’t get certified
• Focus on elements benefiting public like energy, water, waste, and maybe transportation
• Possible Criteria
  o LEED plus with all energy credits (except perhaps renewable ones)
  o EUI targets
  o Net Zero ready
  o Operational measurement
• Deep green buildings should get better over time; they should be designed to adapt to new technologies
• It may be cheaper to get environmental benefits through better new buildings than improving old buildings
• Closed loop system is good goal
• Important for goal not to be too prescriptive
• Considering thresholds that don’t have clear benchmark would be good
• Should we have location-specific priorities like LEED?
• Need to have conversation about what’s possible
• Do we want to take on big issues like perception of water reuse or state rules; we may want to start conversation at least
• Time is a big incentive
• We should look at the permitting process
• Are there standard building approaches that we can approve more quickly or with more predictability

Information for group

• Group would like
  o Summary of City goals
  o Summary of City mission statements
  o Summary of existing City incentives
  o Review of what other cities are doing