



# CASCADIA STRATEGIC COLLABORATION INITIATIVE

## Summary of 2006 Regional Survey Results



## ACKNOWLEDGEMENTS

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**Background**

The Cascadia Region Green Building Council sent an online survey to almost 200 organizations (See Addendum A) in the Cascadia Region (Washington, Oregon, Northern Idaho, British Columbia) with questions pertaining to how organizations working in green building and sustainable development are working and communicating effectively with one another and about what areas of focus their organizations will have over the next two years (See Addendum B). Ninety-six organizations responded to the survey.

The purpose of the survey was to gather information that could be used to develop a set of priorities and action items for the green building and sustainable development community in the Cascadia Region<sup>1</sup>. The data that was collected through the survey is intended to help build the foundation on which a communication network is developed to facilitate more effective efforts to collaborate and leverage resources. It was also intended to be used as a tool to gauge the degree to which goals outlined in the Green Building Action Plan (1999) have been achieved and what needs to occur to ensure continued success in regional green building activities.

Virtually all organizations that participated in the survey strongly agreed that systematic communication and collaboration among organizations was vital to effectively communicate the importance of green building and sustainable development activities in the region. Participating organizations also agreed that communication and collaboration is currently insufficient. Survey respondents indicated that they could substantially benefit from a systematic framework within which to share information with other organizations and expressed interest in collaborating on projects with other organizations with similar missions. The Strategic Collaboration Initiative: Toward a Greener Future summit was organized to address this need as expressed by participants in the movement.

Data from the survey was evaluated both by Cascadia Region and by sub-region within Cascadia: Western Washington, Eastern Washington, Western Oregon, Eastern Oregon, Idaho, and British Columbia. This was intended to facilitate partnering of organizations either working in the same region or working on compatible issues/activities. Table 1 describes the percent of the total respondents from each region:

Region	Total Responses	Percent of Total Survey Respondents
Western Washington	42	44%
Eastern Washington	8	8%
Western Oregon	29	30%
Eastern Oregon	2	2%
Idaho	5	5%
British Columbia	10	10%

Table 1. Regional break-down of participating organizations.

<sup>1</sup> Cascadia Region is defined as Washington, Oregon, Northern Idaho and British Columbia.

## Summary of Findings

### Issues

Organizations were asked to indicate the green building related issues their organization would focus on over the next two years and describe the amount of time and resources they would put toward those issues. They could indicate the following degrees of emphasis on each audience option: Significant Time and Resources, Some Time and Resources, Little Time and Resources, No Time and Resources.

The following “issues” could be selected:

- site issues
- planning and land use
- transportation
- water efficiency/ reuse
- energy efficiency
- renewable energy
- district energy development
- climate change
- commissioning
- salvaged materials
- indoor environmental quality
- indoor air quality management
- healthy materials/product toxicity
- health/ productivity/ human factors
- innovations in building products and technologies
- building design
- process/ integrated design
- affordable housing
- life cycle cost
- life cycle analysis (environmental)
- product stewardship/ manufacturer responsibility
- infrastructure development
- green purchasing/ environmentally preferable building materials
- green building valuation/ appraisal

On a regional level, participants indicated that they would focus efforts primarily on the following issues: energy efficiency, renewable energy, climate change. Respondents did not indicate that effort would be put toward the following issues: district energy development, commissioning, product stewardship/manufacturer responsibility.

Table 2 describes the issues that will both be given priority among the sub-regions by participating organizations in their work over the next two years and those that will not:

Region	Priority Issue(s)	Lesser Prioritized Issue(s)
Western Washington	Energy efficiency, Renewable energy, Climate change	District energy development, Commissioning, Green building valuation/appraisal
Eastern Washington	Energy efficiency, Renewable energy, Indoor environmental quality	Salvaged materials, Product stewardship/manufacturer responsibility
Western Oregon	Energy efficiency, Renewable energy, Climate change	Salvaged materials, Affordable housing, Product stewardship/manufacturer responsibility, District energy development
Eastern Oregon	Energy efficiency, Renewable energy, Climate change	Planning and land-use, Commissioning, Life cycle analysis, Product stewardship/manufacturer responsibility
Idaho	Building design process/integrated design, Planning and land-use	District energy development, Commissioning
British Columbia	Energy efficiency, Climate change	Indoor air quality management, Health/productivity/human factors, Salvaged materials, Product stewardship/manufacturer responsibility

Table 2. Primary issues of participating organizations.

**Activities**

Organizations were asked to indicate the activities their organization would engage in over the next two years and describe the amount of time and resources they would put toward those activities over the next two years. The following “activities” could be selected:

- communicating/making the case for the financial value of green buildings
- funding/incentivizing/financing green building projects
- creating policy
- advocating for legislation
- providing professional education and training
- raising awareness for general public
- providing technical assistance
- conducting research
- providing an information clearinghouse
- writing and publishing case studies
- giving awards/recognition
- facilitating partnerships
- conducting post-occupancy evaluations of green buildings

Respondents could indicate the following degrees of emphasis on each audience option: Significant Time and Resources, Some Time and Resources, Little Time and Resources, No Time and Resources.

On a regional level, participants indicated that they would focus efforts primarily on the following activities: providing professional education and training, raising awareness for general public, facilitating partnerships. Respondents did not indicate that effort would be put toward the following activities: providing university/college level education, advocating for legislation, conducting post-occupancy evaluations of green buildings.

Table 3 describes the audiences that will both be given priority among the sub-regions by participating organizations in their work over the next two years and those that will not:

Region	Priority Activity(s)	Lesser Prioritized Activity(s)
Western Washington	Providing professional education and training, Raising awareness for general public, Providing technical assistance, Facilitating partnerships	Providing university/college level education, Conducting post-occupancy evaluations of green buildings
Eastern Washington	Providing professional education and training, Communicating/making the case for the financial value of green buildings	Providing an information clearinghouse, Giving awards/recognition
Western Oregon	Providing professional education and training, Communicating/making the case for the financial value of green buildings, Facilitating partnerships	Conducting post occupancy evaluations of green buildings, Advocating for legislation
Eastern Oregon	Communicating/making the case for the financial value of green buildings, Funding/incentivizing/financing green building projects, Providing professional education and training, Raising awareness for general public	Giving awards/recognition, Conducting research
Idaho	Raising awareness for general public	Funding/incentivizing/financing green building projects, Giving awards/recognition, Conducting post-occupancy evaluations of green buildings
British Columbia	Raising awareness for general public, Creating policy, Communicating/making the case for the financial value of green buildings	Providing university/college level education, Conducting post-occupancy evaluations of green buildings

Table 3. Primary activities of participating organizations.

**Audience**

Organizations were asked to identify their primary audience(s) and indicate the amount of time and resources their organization would put toward them over the next two years. The following “audiences” were available:

- general public
- architects
- landscape architects
- interior designers
- mechanical engineers
- civil engineers
- energy modelers
- other engineers
- commercial contractors/builders
- home builders
- home owners
- home remodelers
- construction/waste managers
- specifiers
- commissioning agents
- demolition contractors
- building/sustainability consultants
- facilities managers
- elected government officials
- non-elected government employees
- planners/urban designers
- real estate brokers
- appraisers
- developers
- finance sector bankers/accountants
- CEO's
- insurance agents
- lawyers/legal professionals
- media (press)
- product designers
- product manufacturers
- product retailers
- project managers
- teachers/instructors/professors
- students (K-12)
- students (Higher Education/Vocational)
- researchers
- lobbyists
- non-profit
- social benefit/community organizations

Respondents could indicate the following degrees of emphasis on each audience option: Significant Time and Resources, Some Time and Resources, Little Time and Resources, No Time and Resources.

On a regional level, participants indicated that they would focus efforts primarily on the following audiences: general public, architects, and non-elected government employees. Respondents did not indicate that effort would be put toward the following audiences: demolition contractors, appraisers, lawyers/legal professionals, product designers, lobbyists, and insurance agents.

Table 4 describes the audiences that will both be given priority among the sub-regions by participating organizations in their work over the next two years as well as those that will not:

Region	Priority Audience(s)	Lesser Prioritized Audience(s)
<b>Western Washington</b>	Non-elected government employees, General public, Commercial contractors/builders, Elected government officials, Developers	Appraisers, Lawyers/legal professionals, Product manufacturers, Product designers, Insurance agents
<b>Eastern Washington</b>	Architects, Students (higher education/vocational), Mechanical engineers, Teachers/instructors/professors	Construction waste managers, Insurance agents, Demolition contractors
<b>Western Oregon</b>	Home owners, Architects, General public	Demolition contractors, Appraisers, Researchers, Insurance agents, Student (K-12), Lobbyists
<b>Eastern Oregon</b>	Architects, Commercial contractors/builders, Home builders, Home owners, Home remodelers, Elected government officials, Developers, Media (press)	Specifiers, Building/sustainability consultants/Lawyers/legal professionals, Researchers, Demolition contractors
<b>Idaho</b>	General public, Architects, Home owners, Planners/Urban Designers	Commissioning agents, Demolition contractors, Finance sector/bankers/accountants, Marketing professionals, Product designers, Product Manufacturers
<b>British Columbia</b>	General public, Non-elected government employees, Developers	Demolition contractors, Insurance agents, Product retailers, Marketing professionals, Product designers, Lobbyists

Table 4. Primary audiences of participating organizations.

Respondents were also asked to identify the specific subregions and cities where they are or plan to target their efforts. Results indicate that the majority of organizations in the Cascadia Region will be working on projects with a focus on metropolitan areas: Washington State, Seattle, Oregon and Portland. Very few organizations indicated that they planned to work on projects in the Bend, Victoria and Okanogan Valley areas. Strategies are needed to engage underserved and lesser populated areas within the Cascadia Region.

**Scale**

Organizations were asked to select the scale(s) on which their organization would primarily work over the next two years. The following choices were available: Small Scale Tenant Improvement/Remodeling; Large Scale Tenant Improvement/Remodeling; Single Building; Multiple Buildings/Campus; Neighborhood; City; State; National; and International.

On a regional level, participants indicated that they would focus efforts primarily on city (47% of organizations), national (45% of organizations), and single building (43% of organizations) scales in the Cascadia Region. Few organizations indicated that they would be doing work on an international level (8% of organizations).

Table 5 describes the scales that will be given priority among the sub-regions by participating organizations in their work over the next two years:

Region	Scale(s) Where Work Will Focus	Percent of Organizations Working on Scale
<b>Western Washington</b>	City	43%
	Single Building/Multiple Buildings/Campus	40%
	State	38%
<b>Eastern Washington</b>	Single Building/City	50%
	Small scale tenant improvement/remodeling/ Multiple Building/Campus/State/National	25%
<b>Western Oregon</b>	State	55%
	City	52%
<b>Eastern Oregon</b>	Single Building	45%
	State/City	100%
<b>Idaho</b>	Small scale tenant improvement/remodeling/ Single Building/Neighborhood/ Multiple Building/Campus	50%
	Small scale tenant improvement/remodeling/ Single Building/Neighborhood	40%
	City/State	20%
<b>British Columbia</b>	Multiple Building/Campus	60%
	Small scale tenant improvement/remodeling/ Single Building/Neighborhood	50%
	Single Building/Neighborhood	40%

Table 5. Scale focus of participating organizations.

### Construction Type

Organizations were asked to select the construction type(s) that would be given priority by their organization over the next two year. They could choose from the following construction types: new construction, retrofits/renovations, operations & maintenance.

On a regional level, participants indicated that they would focus efforts primarily on the following construction types: new construction (64% of organizations). Results indicated operations and maintenance (33% of organizations) would receive the least focus by organizations in the region.

Table 6 describes the construction types that will be given priority among the sub-regions by participating organizations in their work over the next two years:

Region	Priority Construction Type*	Lesser Priority Construction Type*
Western Washington	New construction (62%), Retrofits/Renovations (62%)	Operations & Maintenance (40%)
Eastern Washington	New construction (75%)	Operations & Maintenance (0%)
Western Oregon	New construction (59%), Retrofits/renovations (52%)	Operations & Maintenance (31%)
Eastern Oregon	New Construction (100%), Retrofits/renovations (100%)	Operations & Maintenance (0%)
Idaho	New Construction (40%), Retrofits/renovations (40%)	Operations & Maintenance (0%)
British Columbia	New Construction (80%), Retrofits/renovations (60%), Operations & Maintenance (60%)	N/A

Table 6. Priority construction types of participating organizations.

\*Percentages indicate percent of participating organizations that will focus on the construction type.

### Building Type

To obtain more detailed information, they were also asked to select the building type(s) that would be given priority by their organization over the next two years. They could choose from the following building types: residential, hospitals, grocery, office, universities, schools, laboratories, retail, and large scale retail (big box).

On a regional level, participants indicated that they would focus efforts primarily on the following building types: residential (50% of organizations), office (38% of organizations) and schools (28% of organizations). Few organizations indicated that they would focus on the following building types: grocery (16% of organization), laboratories (15% of organizations), and large scale retail (big box) (15% of organizations).

Table 7 describes the building types that will be given priority among the sub-regions by participating organizations in their work over the next two years:

Region	Priority Building Type*	Lesser Priority Building Types*
Western Washington	Residential (45%), Office (38%), Universities (33%)	Large scale retail (big box) (19%), Grocery (17%), Laboratories (14%)
Eastern Washington	Schools (50%), Residential (38%)	N/A
Western Oregon	Residential (48%), Office (41%)	Grocery (17%), Large scale retail (big box) (17%)
Eastern Oregon	Residential (100%), Office (100%), Retail (100%)	N/A
Idaho	Residential (60%)	N/A
British Columbia	Residential (70%)	Hospitals (10%), Laboratories (10%), Large scale retail (big box) (10%)

Table 7. Priority building types of participating organizations.

\*Percentages indicate percent of participating organizations that will focus on the construction type.

## Conclusions

Organizations in the Cascadia Region working on green building and sustainable development currently plan to focus efforts on metropolitan centers within the region (Seattle and Portland). Very little attention is planned on being paid to projects on a national and international scale. The majority of projects will seek to influence residential scale building projects. Activities of participating organizations will be directed toward those education/outreach based in nature.

Data points to three primary areas of opportunity for collaboration within the Cascadia Region:

- *Outreach Opportunities:* Significant opportunities exist to develop projects that engage underserved parts of the Cascadia Region (Okanogan Valley, Bend, Victoria).
- *Projects of Global Significance:* Constructing work-plans that address the target audience while simultaneously being easily adaptable by other regions, states and used internationally could be an effective method for addressing the deficit of effort being put into national and international scale projects.
- *Coordinated Effort in Building Demand for Green Homes:* A regionally coordinated effort is needed to maximize efficacy, efficiency, and increase audience of green building/sustainable development projects in the Cascadia Region. The majority of organizations indicated that they will be focusing on residential scale projects, education/outreach, and targeting the general public. This sets the stage for a dynamic opportunity to collaborate on a regional education/demand building campaign for green homes.

**Addendum A. List of Participating Organizations**

**Western Washington**

Washington State Department of Ecology  
NW Energy Coalition  
Habitat for Humanity of Washington State  
Sustainable Development Taskforce of Snohomish County  
Seattle Steam  
Pomegranate Center  
RE Sources for Sustainable Communities/The RE Store  
BCRA  
Built Green of King and Snohomish Counties  
Oregon Section of the American Society of Civil Engineers  
Seattle Central Community College  
AIA Seattle/ Committee on the Environment (Sub-committee of the AIA)  
Puget Sound Clean Air Agency  
Pierce County Public Works and Utilities - Water Programs  
Sustainable Seattle  
King County  
International Facility Management Association  
Northwest Building Salvage Network  
Futurewise  
EnergyIdeas Clearinghouse  
Dept. of General Administration (Engineering and Architectural Services)  
King County Solid Waste Division  
Puget Sound Energy  
Seattle City Light  
ISS  
Pacific Lutheran University  
Sustainable Connections  
King County Department of Natural Resources and Parks  
Sustainable Style Foundation  
UW Integrated Design Lab  
Washington State Recycling Association  
Puget Sound Action Team  
The Evergreen State College  
Institute for Environmental Research and Education  
Lighting Design Lab  
Sustainable Living Center  
The RE Store  
Network for Business Innovation and Sustainability  
Enterprise Community Partners  
Climate Solutions  
EnergyIdeas Clearinghouse  
Puget Sound Regional Council

**Eastern Washington**

New Buildings Institute  
WSU Extension Energy Program  
Habitat for Humanity-Spokane  
Spokane Community College  
Department of Urban Planning, Public and Health Administration, Eastern Washington University  
Inland Northwest Chapter of the Appraisal Institute  
WSU Integrated Design Lab  
AIA Spokane

**Western Oregon**

University of Oregon  
Metro Solid Waste and Recycling  
University of Portland  
NW Natural  
Oregon Building Congress  
Construction Specifications Institute  
Earth Advantage Inc.  
Oregon Department of Energy  
the ReBuilding Center  
Oregon Natural Step Network  
3 Phases Energy  
Illahee  
Energy Trust of Oregon, Inc.  
Portland Development Commission  
ULI OREGON/SW WASHINGTON  
Toulan School of Urban Studies and Planning  
Solar Energy Assoc. of Oregon  
Northwest Energy Efficiency Alliance  
Green Building Services  
Cascadia Region Green Building Council  
Oregon State University  
Northwest Earth Institute  
International Facilities management Association Oregon and SW Washington Chapter  
AIA Portland Committee On The Environment  
City of Issaquah  
Metafore  
NBIS  
MHCC  
EcoTrust

**Eastern Oregon**

3EStrategies  
Green and Solar Homes Oregon

**Idaho**

City of Sandpoint  
Inland Northwest Eco-Center  
Northwest Ecobuilding Guild  
University of Idaho Department of Architecture  
North Idaho Public Forum on Sustainability (PFOS)

**Western British Columbia**

City of North Vancouver  
City of Richmond  
Simon Fraser University Community Trust  
BC Sustainable Energy Association  
Douglas College  
The University of British Columbia  
Terasen Gas  
Light House: Sustainable Building Centre  
Greater Vancouver Regional District (GVRD)  
BC Hydro

**Addendum B. 2006 Survey Questions**

1. Please indicate if you agree or disagree with the following statements. Systematic communication and collaboration among organizations involved in green building and sustainable development is:

- vital to further advance green building and sustainable community.
- currently insufficient.

2. With regards to how your organization interfaces with other green building/sustainable development organizations:  
My organization

- has thorough knowledge of the current initiatives projects and partnership opportunities of most other organizations.
- could substantially benefit from a systematic framework to share information with other organizations.
- would be interested in collaborating on projects with organizations that have missions similar to ours.

3. Please indicate the usefulness of the following communication and collaboration tools and methods to learn about the priorities and activities of similar organizations create strategic partnerships and

- A regional summit
- A series of local meetings
- An online database and/or forum where people involved in green building/sustainable development organizations can share ideas information on specific projects announce events and ascertain
- An annual event where people in the region can meet one another and share ideas and best practices
- Topical Listserves and Email Newsletters
- Targeted dialogue sessions on particular focus topics
- Other useful communication tools: Please list additional suggestions.

4. Please indicate in order of priority for the following communication and collaboration tools and methods.

- A regional summit
- A series of local meetings
- An online database and/or forum where people involved in green building/sustainable development organizations can share ideas information on specific projects announce events and ascertain
- An annual event where people in the region can meet one another and share ideas and best practices
- Topical Listserves and Email Newsletters
- Targeted dialogue sessions on particular focus topics
- Your first suggestion
- Your second suggestion

5. Please indicate the amount of time and resources your organization will spend on the following issues over the next two years.

- Site Issues (e.g. Stormwater management, erosion control)
- Planning and Land-use
- Transportation
- Water Efficiency and Reuse
- Renewable Energy
- District Energy Development
- Climate Change
- Commissioning
- Salvaged Materials
- Indoor Environmental Quality
- Indoor Air Quality Management
- Healthy Material/Product Toxicity
- Health/Productivity/Human Factors
- Innovations in building products and technologies
- Building Design Process/Integrated Design

- Affordable Housing
- Life Cycle Cost
- Life Cycle Analysis (Environmental)
- Product stewardship/Manufacturer responsibility
- Infrastructure development (e.g. recycling)
- Green purchasing/Environmentally Preferable Building Materials
- Green building valuation/appraisal

6. What are the most significant barriers to green building and sustainable development that could overcome through a united regional effort?

7. Please indicate how much time and resources your organization will spend on the following activities over the next two years. Please take time to fill in the "Other" column as your most important objectives may not be included on the list.

- Communicating/making the case for the financial value of green
- Funding/Incentivizing/Financing Green Building Projects
- Creating Policy
- Advocating for Legislation
- Providing Professional Education and Training
- Providing University/College Level Education
- Raising Awareness for General Public
- Providing Technical Assistance
- Conducting Research
- Providing an Information Clearinghouse
- Writing and Publishing Case Studies
- Giving Awards/ Recognition
- Facilitating partnerships
- Conducting Post Occupancy Evaluations of Green Buildings

8. Please select the scale(s) on which your organization will <u>primarily</u> work over the next two years.

- Small Scale Tenant Improvement/Remodeling
- Large Scale Tenant Improvement/Remodeling
- Single Building
- Multiple Buildings/Campus
- Neighborhood (Infrastructure planning)
- City
- State
- National
- International
- Other (please specify)

9. Please select the construction types that will be <u>priorities</u> for your organization for the next two years.

- New Construction
- Retrofits/Renovations
- Operations and Maintenance
- Other (please specify)

10. Please select the building types that will be <u>priorities</u> for your organization for the next two years.

- |               |                               |
|---------------|-------------------------------|
| -Residential  | -Schools                      |
| -Hospitals    | -Laboratories                 |
| -Grocery      | -Retail                       |
| -Office       | -Large Scale Retail (Big Box) |
| -Universities | -Other (please specify)       |

11. Please indicate the amount of time and resources your organization will spend on the following audiences over the next two years.

- |                                      |   |
|--------------------------------------|---|
| -General Public                      | -Real Estate Brokers                    |
| -Architects                          | -Appraisers                             |
| -Landscape Architects                | -Developers                             |
| -Interior Designers                  | -Financial sector/Bankers/Accountants   |
| -Mechanical Engineers                | -CEO's                                  |
| -Civil Engineers                     | -Insurance Agents                       |
| -Energy Modelers                     | -Lawyers/Legal professionals            |
| -Other Engineer                      | -Marketing Professionals                |
| -Commercial Contractor/Builders      | -Media (press)                          |
| -Home Builders                       | -Product Designers                      |
| -Home Owners                         | -Product Manufacturers                  |
| -Home Remodelers                     | -Product Retailers                      |
| -Construction Waste Managers         | -Project Managers                       |
| -Specifiers                          | -Teachers/Instructors/Professors        |
| -Commissioning Agents                | -Students (K-12)                        |
| -Demolition Contractors              | -Students (Higher Education/Vocational) |
| -Building/Sustainability Consultants | -Researchers                            |
| -Facilities Manager                  | -Lobbyist                               |
| -Elected Government Officials        | -Non-profit                             |
| -Non-elected government employees    | -Social Benefit/Community Organizations |
| -Planners/Urban Designers            |   |

12. Where is (are) your primary targeted audience(s)?

- |                   |                         |
|-------------------|-------------------------|
| -British Columbia | -Portland               |
| -Northern Idaho   | -Seattle                |
| -Oregon           | -Spokane                |
| -Washington State | -Tacoma                 |
| -Bend             | -Vancouver              |
| -Eugene           | -Victoria               |
| -Okanagan Valley  | -Other (please specify) |
| -Olympia          |                         |

13. I am willing to participate in activities resulting from this survey in the following ways:

- |              |                                |
|--------------|--------------------------------|
| -Funder      | -Outreach                      |
| -Advisor     | -IT Advisory Services          |
| -Speaker     | -Public Relations/Publications |
| -Facilitator | -Other Volunteer               |

14. Please see the list below of organizations who have been asked to complete this survey and indicate if we omitted and organizations that you feel should be involved.