

Sustainable Building and Planning Advisory Committee

February 4, 2009 – Meeting Summary

The following items were discussed at the meeting:

- Review of education and outreach timeline
- Survey questions used as a tool to gauge support for different potential program elements, not to gauge effectiveness or quality of presentation.
- Timeline should incorporate short term and long term outreach efforts (i.e. short term would be presentations to groups, long term could be focus groups for feedback on proposed program, once the shorter feedback has been received from group presentations).
- What is the mission with outreach? Our mission is two fold: 1) to educate public and promote green building as a practice and potential program, 2) to gauge public support through surveys and feedback.
- Survey should be focused to answer the questions the Committee needs to know in order to determine the direction or form the recommendation to the Council should take.
- Feedback should be constructive and should be posed in a manner that presents options as opposed to open ended questions.
- PowerPoint use should be limited during presentations.

The following items were assigned at the meeting:

- Everyone – come up with two survey questions by February 17th – in time for Mariel to incorporate into a final survey before the February 18th meeting. Examples of questions that may be helpful to have feedback on are as follows:
 - The Committee needs to gauge what is important to the public. Questions will address scope of program.
 - EX: Should a future building program focus on residential, commercial, additions, and remodels?
 - EX: Should it only focus on energy conservation or are there other environmental elements that should be addressed in a building program?
 - Now come up with your own! – don't worry about how you phrase it; this will most likely be tailored to a uniform format anyway, such as, "rate your level of support on a level of 1-5." If you were going to sit down and develop a new building program, what would you like to know from the public in order to know if it would be supported? You can get as detailed as you want. It may be helpful to review the mock programs Mariel has handed out.
- Contact the group next to your name and ask if they would be interested in a presentation, get info. on the meeting dates for March and April.

- Troy –NAHB
- Mariel – contact Sonora Institute, Co-sponsored workshop
- Jolyon- Energy Star and Idaho Power presentation (need dates established so we can invite those that we give presentation to – work with Mariel on scheduling if it is going to be at the City).
- Craig – Sawtooth Board of Realtors, Sustain Blaine
- Jay – develop a theme or message for presentation
- Craig – work with Mariel to finalize surveys, including online survey development
- Garth, Jolyon, Chip, and any others that can find data from reputable sources on the energy savings and return on investment for green building techniques and technologies, which can then be incorporated into the presentation. This information can be general. It will help highlight the economics and hopefully dispel some of the fears that green building costs too much.