



Shortcut to the Top 12 Essential Actions for your Green Building Program

Toolkit 2

These Top 12 Essential Actions from the King County **GreenTools' Roadmap to a Green Building Program** offer municipalities a shortcut to the core actions that build a strong foundation for any green building program. Start with these suggested actions to quickly make early planning decisions and use them as a starting point for your municipality's customized roadmap, adding actions as your program develops.



No green building program yet?

Use this sheet as a quick and easy starting point for identifying the first 12 actions to take during your first year of program development and implementation.



Already have a veteran green building program?

Review these actions to identify gaps and as a guide to investigate all the actions available through the full Roadmap to a Green Building Program!

Check out these Action Items in the **Full Roadmap** for additional details, resources and tools on how to tackle this Essential Action!



Getting Started

Conduct City Self Assessment

- 1 Identify any existing green initiatives in your jurisdiction, and complete your online City Profile – you can update it anytime!

Learn as much as you can about what your city already offers as well as community needs, so you invest time, staff, and money as effectively as possible for your jurisdiction!

2.1.6
2.1.9

Generate Program Support and Conduct Outreach

- 2 Secure endorsement for your green building program from department directors and elected officials early in the process, and through ongoing briefings.

High level support sends the message to the community and your stakeholders that this is an important program!

2.3.1
4.1.25

- 3 Look for program support and collaborative opportunities within your community and region. Talk to peer cities with green building programs and attend King County GreenTools Sustainable Cities Roundtables, trainings and tours to learn from others' experiences.

Why go at it alone or reinvent the wheel when you have great resources available to help? Tap into industry, businesses, non-profits, neighboring cities and the County for an efficient approach.

2.3.4
2.3.8
2.3.14

Create Program Framework

- 4 Select guidelines and standards (such as BuiltGreen, LEED, Energy Star, etc.) to reference, promote or require as key components of your program's framework.

Industry guidelines and standards provide excellent resources and benchmarks, and are a great way to align your community with larger scale efforts.

2.5.7

Create Program Infrastructure

- 5 Formalize your green building program by allocating staffing with both program development and technical expertise, and selecting a departmental home that already offers green building services or inspiration.

Phasing program development is easier when you have both content and process expertise on your team early on.

2.6.5
2.6.15



Developing and Phasing Program Content

Remove Barriers: Internal and External Education, Technical and Regulatory Barriers

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| 6 | <p>Identify and implement at least one ongoing internal training mechanism to build a baseline of green building knowledge for your program and auxiliary staff.</p> <p><i>Tapping into the numerous educational opportunities in the region will get staff up to speed in a quickly changing industry!</i></p> | <p>3.1.4
3.1.5
3.1.6</p> |
| 7 | <p>Formalize at least one method of offering project-specific support that targets green building planning, strategies, or technical assistance.</p> <p><i>Offering expertise and technical assistance early on is a great incentive, and supports future program initiatives oriented more towards changing policy or regulatory requirements.</i></p> | <p>3.1.27
3.1.29
3.1.32
3.1.34
3.1.35</p> |
| 8 | <p>Create webpages on your existing site that showcase the city's green building services available and links to outside resources and green building education opportunities.</p> <p><i>Your website can be an invaluable resource for your target audience as well as a core marketing tool for the program.</i></p> | <p>3.1.13</p> |

Support Early Innovators

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| 9 | <p>Seek out early innovators for insight. They can help your city find opportunities to become an early innovator with both new projects and operations of existing facilities.</p> <p><i>Learn from those on the ground at the forefront, and walk the talk by putting your city in the spotlight as an innovator.</i></p> | <p>3.2.6
3.2.7</p> |
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Create Incentives

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| 10 | <p>Identify and promote existing incentives that support specific project strategies, technologies and development patterns.</p> <p><i>Taking advantage of incentives that are already available is a great way to be immediately of service, while allowing you time to identify relevant and needed new incentives.</i></p> | <p>3.3.1
3.3.2
3.3.4</p> |
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Introducing and Maintaining Your Program

Market the Program and Conduct Outreach: Packaging Your Tools

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| 11 | <p>Coordinate marketing opportunities with ongoing or existing city sponsored community events.</p> <p><i>This is a great way to easily and efficiently spread the word about your program offerings.</i></p> | <p>4.1.20</p> |
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Develop Indicators, Tracking and Reporting Results

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| 12 | <p>Develop indicators to measure both outputs and outcomes of your program's operations.</p> <p><i>You can't manage what you don't measure - so identify key ways to track your program's impact in the community over time, and evaluate the effectiveness of program delivery.</i></p> | <p>4.2.1</p> |
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Want more? Check out the following complimentary resources and tools available through the GreenTools program:

- Download the full or condensed **Roadmap to a Green Building Program Handbook** for a comprehensive guide.
- Create a **Customized Roadmap** using the online tool.
- Tap into the numerous opportunities to engage with your peers through the **Sustainable Cities Roundtable** series, and the many **Trainings and Tours** offered by King County GreenTools.
- Join the **GreenTools mailing list** for updates on additional resources and events.



Roadmap Resources and Online Tool: <http://roadmap.greentools.us/>

Sustainable Cities Resources: <http://your.kingcounty.gov/solidwaste/greenbuilding/roundtable.asp>



Powered by the Solid Waste Division