



First Community Housing

Winning Support for Building Green

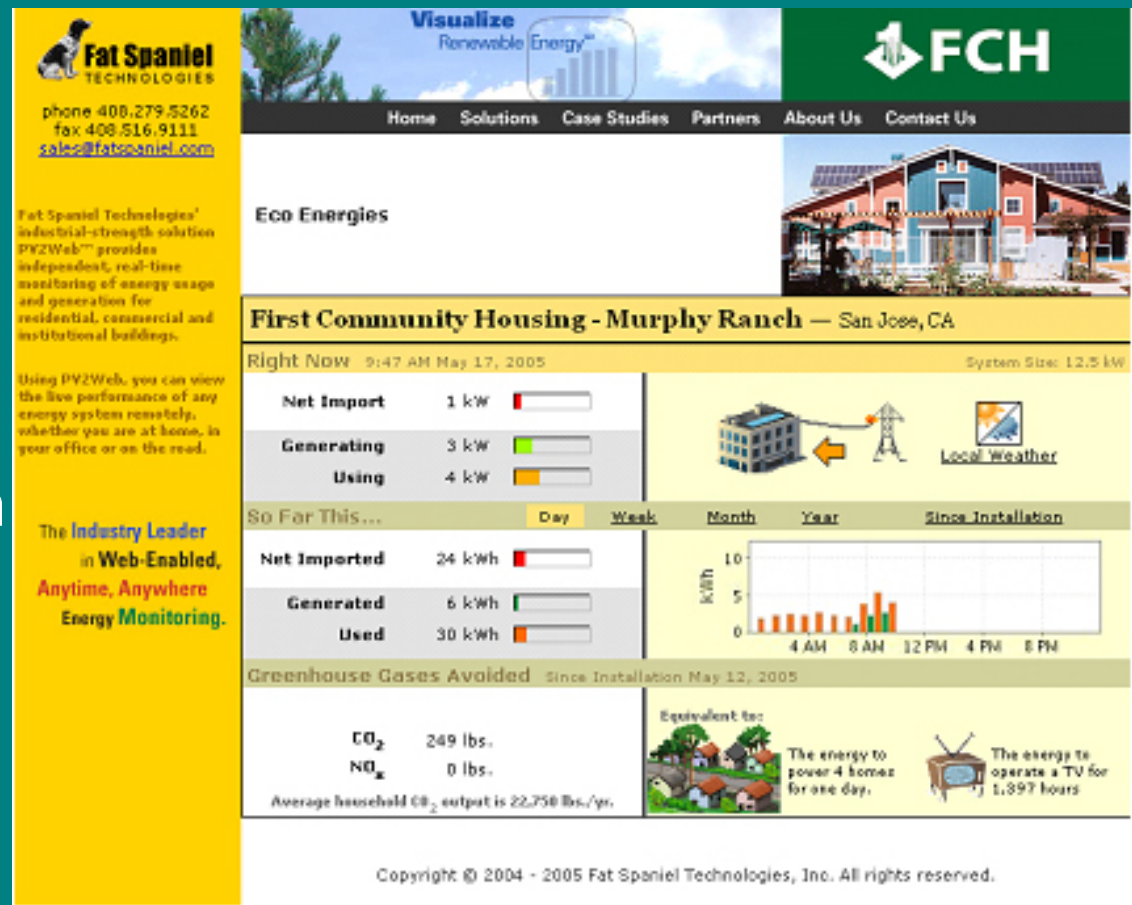


GREENBUILD
2006



Stakeholders in Project Chronological Order

- City & Public Agencies
- Community, Neighborhood
- Development Team
- Operations and Maintenance



Principles

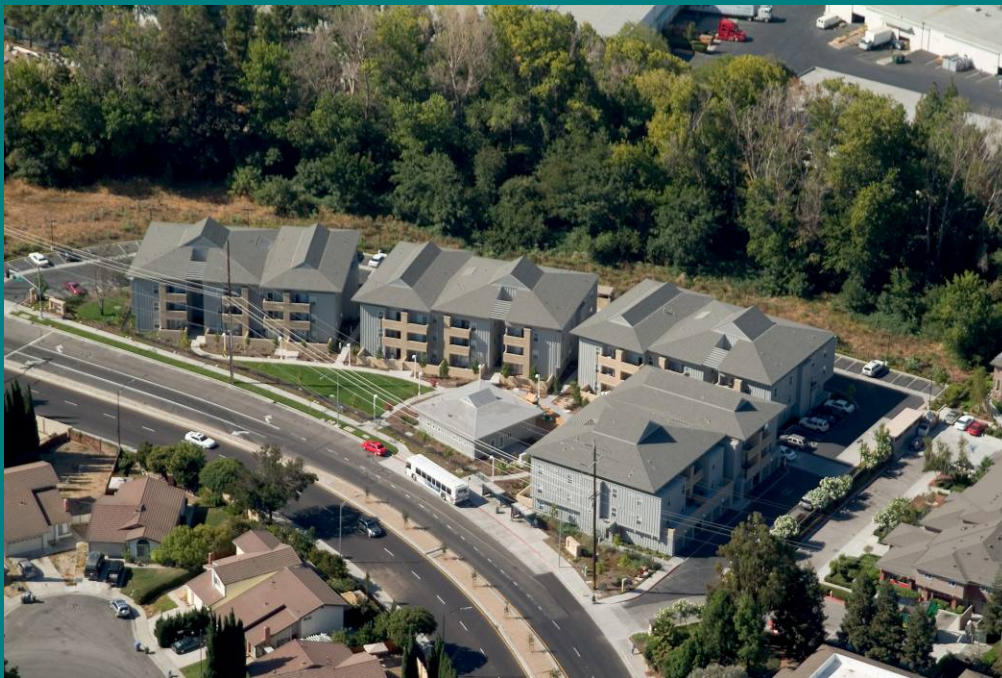
- Experience – having experience allows the development of
- Standards – Based on experience, tried and true solutions
- Track record – of consistently producing according to standards, therefore being a reliable partner
- Communications – collaborative process that enables every stakeholder to be heard and appropriately responded to, in order to achieve consensus, political will
- Education – enabling team members to make informed decisions
- Integration/QA – what did we learn for next project? What is impact on standards and next process?

Betty Ann Gardens

East San Jose

78 Unit Family Project

Exceeds 2001 Title 24 by 25%



Office of Jerry King, Architect

Public Process

- Housing Department
 - Political considerations
 - Department Requirements
 - Local Representative
- Community Hearings – 2 Public hearings with notice
- Planning & Zoning Commissions
- City Council Approval
- Funders Review CalHFA

City and Public Agencies, Political Arena

- Staff – 4 – 5 years ago indifferent, now interested if city is interested
- City Council, Planning Commission - initial area of support. Opportunity for politicians to demonstrate vision and leadership.
- Neighborhood Groups becoming interested but mostly concerned about density, parking, impact on services and schools



Green Roof and Butterfly Habitat

Murphy Ranch

Morgan Hill, CA

100 Family Townhouses

Exceeds 2001 Title 24 by 26%

Process

- Planning Staff responding to State requirement
- Planning Commission
- Design Review
- City Council
- 2 Community Meetings
- Funders Review – CalHFA



Fisher-Freidman Associates

Neighborhood and Public

Identify Issues, Prepare Responses, Create Buy In
Public concerns

- fear of higher crime
- lower property values
- poor upkeep of property
- change is usually skeptically viewed (worse alternative ?)
public benefit vs. alternative
- have answers to above

Champion outside of developer
Communication – outreach -
candor



Development Team

Architect and Design Team

Contractor Office – Field

Subcontractors Office – Field

Benefits – industry going there and need to stay competitive

Healthier working conditions for workers

Participation on green project - satisfaction



Operations & Maintenance

- Overcome old patterns
- Reward participation
- Partner in process of reviewing results



Hydronic
heat



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