

# **Green Homes North Program Guidelines Public Comments**

## Comments:

Locus Architecture

Minnesota Green Communities

Northside Arts Collective

Urban HomeWorks

## Public Meeting Summaries:

May 10, 2012 Workshop Notes and Summary

Prepared by the University of Minnesota Center for Sustainable Building Research

June 19, 2012 Community Input Meeting Responses

Prepared by Urban Research and Outreach-Engagement Center and Northside Home Fund

## Shoquist, Cherie

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**From:** Wynne Grant Yelland <wynne.yelland@locusarchitecture.com>  
**Sent:** Wednesday, June 20, 2012 4:42 PM  
**To:** Shoquist, Cherie  
**Cc:** Paul Victor Neseth; Adam Jonas  
**Subject:** Green Homes North Guidelines

Dear Cherie,

My business partner Paul Neseth attended the group discussion about Green Homes North at the U of M last month. After reading through the guidelines and discussing the program, we make the following observations and/or comments:

1. We feel there should be tiers of gap funding to cover differing levels of green (light green, medium green, dark green). If the baseline will be the minimum green requirements of the MN Green Communities Standards, why not offer a larger amount for projects striving to meet the requirements of the Living Building Challenge or NetZero?

<https://ilbi.org/lbc>

2. We feel the "design review" should honor projects of all styles. Within many green initiatives, preference seems to be given to sophisticated new mechanical systems, new products, fixtures, and technologies, but wrapped within a traditional exterior. While we honor context in our projects, a paradigm shift suggests a different approach to the status quo. Why is aesthetics any different? We don't feel every project has to be modern, but there should be a wide range of architectural styles represented - of which the quality is high throughout. The committee suggested could be stacked either way; who and how is this controlled?

3. Will gap funding be different due to the specific location of the blocks? Exact locations can vary within a block or two depending on the character and quality of the adjacent housing stock, not to mention proximity to busy streets and larger multi-unit housing. Will that be factored in somehow? How might that be assessed?

4. Is there a way that job training might be possible in conjunction with a DIY proposal, in an case where a homeowner learns how to build their own home (with assistance by a developer team)?

5. There's language about green products. What about green alternative types of construction such as straw bale, rammed earth, etc.? While they might be considered lower impact, they also focus less on "greentech" jobs and the support of that local industry. Could any of the initiative's funds be allocated to research, which would be available to all development teams and/or the general public?

Thanks much, we're excited to participate in the planning related to this program.

Best Regards,  
Wynne

**Wynne G. Yelland, A.I.A., LEED-AP**  
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BUILDING THE ART OF SUSTAINABILITY

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June 14, 2012

**Comments re: Green Homes North program guidelines**

I am writing to submit comments on the proposed program guidelines for Green Homes North on behalf of the Minnesota Green Communities initiative partners.

We support use of the Enterprise Green Communities Criteria including 35 optional points and adopting the two relevant Minnesota Overlay items as the minimum standards. Only two Overlay items, 3.1 Environmental Remediation and 7.2 Environmentally Preferable Flooring, apply to new single family homes. We recommend highlighting this to simplify the experience for builders.

We support having multiple tiers to the program, and suggest using 35 points as the baseline, 45 points as the second tier, and 55 points as the highest tier (these point levels are negotiable). Builders can select points that align with other goals of the program, for example Regional Material Selection, to earn a portion of the points.

We recommend builders certify through Enterprise where homes qualify for free certification. Eligible homes are affordable at or below 80 percent AMI for for-sale projects, or for NSP-funded projects, this definition extends to 120 percent AMI. <http://www.enterprisecommunity.com/solutions-and-innovation/enterprise-green-communities/certification>

For homes that are above the income limit to qualify for Enterprise certification, Minnesota Green Communities would consider providing certification. We would have to seek permission for providing certification with Enterprise and others. If Green Homes North is interested in pursuing this, let us know and we will look into it.

In the event Enterprise certification is not selected as the pathway for Green Homes North homes to follow, we at least recommend ENERGY STAR certification be required. [http://www.energystar.gov/index.cfm?c=new\\_homes.hm\\_index](http://www.energystar.gov/index.cfm?c=new_homes.hm_index)

Sincerely,

Janne Flisrand  
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## Shoquist, Cherie

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**Subject:** FW: Arts community comments on Green Homes North

**From:** Margo Ashmore [mailto:[mfashmore@aol.com](mailto:mfashmore@aol.com)]

**Sent:** Tuesday, June 19, 2012 9:36 AM

**To:** Shoquist, Cherie

**Cc:** [pat@carney.com](mailto:pat@carney.com)

**Subject:** Arts community comments on Green Homes North

Hello, Cherie,

Below and attached are comments on Green Homes North. We circulated your proposal and have had some informal conversations about the concept, though it was not hashed out at a Northside Arts Collective board meeting. The letter below was circulated to the board members yesterday and the members listed below asked to be signed on to it. Thank you for your consideration.

The undersigned are board members and members of the Northside Arts Collective; brief background and relevant credentials are listed below. Here are our comments on the Green Homes North initiative:

We support concentrating the building of new green homes in areas that have already received government and non-profit investment, if the critical mass can be such that the new residents feel safe, and that there is in place already, or easily put in place, an active group of residents such as a block club, where people watch out for each other and drug houses and other mayhem are discouraged.

Like a tic-tac-toe board, to truly "protect" one block requires that the eight blocks around it are occupied by homeowners and responsible renters. To protect those nine requires 16 to surround them, 24 around them, and so on. It will be an academic challenge to find areas on the North Minneapolis map where this would work. As in the Hawthorne Eco-Village, other public and community resources will need to be enlisted for continued vigilance.

We also recommend that these homes be constructed for and pre-marketed to an affinity group; it's a way of avoiding flooding the existing non-profit development/redevelopment pipeline, and will give potential buyers assurance that they will be buying into a special community.

We are of course suggesting the common denominator be artists. The presence of artists, teaching artists, and arts in general, is a stabilizing force and leading edge in the hope for a better and more culturally-rich, positively expressive community. One need only look at how well-mannered the huge crowds were for the Northern Spark festival.

We are aware that some previous efforts to simply market a project as possible for artist live/work have not resulted in the homes being occupied by "real artists" or even by people in arts-related occupations. We would look forward to working with CPED to develop this model and follow through with its marketing.

Sincerely,

**Pat Carney**, Carney Group Marketing and Communications (North Minneapolis business and building owner),  
photographer, Northside Arts Collective (NAC) President

**Robert Johnson**, NeoNeon, neon and visual artist, North Minneapolis homeowner, NAC Treasurer

**Keiona Cook**, Qe' Bella fashion and visual artist, North Minneapolis resident and business owner affected by the 2011 tornado, NAC Secretary

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**Meg Corcoran**, Scribblenest, felting artist, North Minneapolis homeowner, NAC board member

**Lynn Albright**, North Minneapolis homeowner, performing and visual artist, NAC board member

**Mick Brogan**, North Minneapolis business owner and homeowner, NAC board member

**Margo Ashmore**, NorthNews owner, Agent of Change real estate and consulting, NAC member and consultant

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## Shoquist, Cherie

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**From:** Russ.Barclay <russ.barclay@urbanhomeworks.org>  
**Sent:** Thursday, June 21, 2012 9:24 AM  
**To:** Shoquist, Cherie  
**Subject:** FW: Green Homes North Program Input

**Cherie,**

### FEEDBACK

We have been impressed by the process that CPED has undertaken to develop the Green Homes North Program. It was nice to attend the meeting at the U of M at which city officials, architects & designers, developers, and contractors were engaged in a process that included breakout groups discussing what a successful program would look like. While there were some people who thought within the "green home box" there were others that thought about the potential of the process to leave a lasting impact on the community—contractor capacity building, contractor technical development, workforce development, continued catalyzing efforts of development. The next meeting that we attended was at the Land Bank—this was more of a Q & A that was bent towards getting houses started and completed. Potential for-profit and non-profit developers and builders considered the risks/rewards of doing business with the City. The meeting yesterday that we attended was at Summit OIC and the focused discussion was about workforce development opportunities.

Generally speaking, we are glad that CPED is engaging people and entities in the program development process. However, I am cautiously reserved to see how much of the feedback that CPED will be able to implement into the program—anything beyond construction specific projects with overlying goals gets complicated. We fear that at the end of the process the primary focus of the program will be simply about 100 green homes in 5 years with the community economic development efforts and workforce development goals as secondary and happenstance—a trickle-down effect of sorts. The integration and support systems of community economic development efforts and the workforce development goals need to be written into the Green Homes North Program.

Moving beyond the general thoughts towards specifics:

1. We are concerned about their timeline vs. target construction dates. Thus far CPED has been pushing this program working from the date that they could soonest start construction based on city processes (neighborhood, city council approval, RFP process). They hope to have everything signed by the Mayor by the end of October and then to have contracts in the hands of approved developers by November 2 and then for construction to break ground on November 3. Most would argue that Nov. 3 is not the most opportune time to begin excavating for a new construction project. Winter is coming thus adding labor costs to most scopes of work. As you will see, the project costs are already high. Introducing winter conditions into the project schedule of a new construction project will not only introduce higher costs (up to 25% based on scope) to the project but also introduce the likelihood of compromised quality of work, compromised product performance, and compromised efficiency.
2. We are concerned about the RFP process. Developer's "proposals that minimize the use of subsidy (development gap) and provide the highest standards of quality green, energy efficiency, and overall sustainability will be prioritized in the selection process." There needs to be program clarity to define the sweet spot of the program outcomes. The highest standards of quality is a very subjective definition when brought into relationship with the minimization of subsidy. A set or a cap of subsidy would help developers determine what is the highest deliverable based on the total development costs. Another concern is that in order to deliver a process and product that clearly defines the project costs and subsidy required, a developer could sink a lot of architectural and design money and time into something that may or may not be approved. You mentioned that you were working on some funding/resources to help with subsidize these costs.
  - a. Proposal for 1 & 2: Move target date for construction starts to Spring 2013. Redesign the RFP process to 2 phases:

- i. Phase 1: Approve development partners based on historical new construction data with current analysis, experience, knowledge of the performance standards, and proposed implementation strategies for workforce development and local economic development impact. Option to partner lesser experienced developers with more seasoned developers to learn the ropes.
  - ii. Phase 2: Approve Project based on site specific design standard, construction drawings, and process of construction (economic development and workforce). Competitive bidding and such would be completed prior to project submittal so that the entire project can get approved or denied at one time. This would address one of the subcontractor's questions about how they may be involved in the design phase of the project and not be excluded during the construction phase.
3. Development Gap: Based on the conversations at the last Green Homes North meeting, you said that CPED may employ a development gap dollar range based on the need of the each specific project. EX. One project may only need \$20k gap while another needs \$80k gap. Based on some historical data that we have from previous new construction projects we show a development ranging from \$115k-\$140k (based on \$140k appraisal value of 3 br/ 2 ba) without engaging our traditional construction program crews (training and volunteers) in addition to subcontractors. The standards of construction for those projects were beyond the Green Community Standards but not extreme cutting edge (ie. Passive Home standards). We could cut back on some of these standards but then the question begs to be asked, are we doing "green" home construction?
4. Design and Green Standards: The intent of the program is not to do an somewhat green construction standard to but to produce a truly healthy, sustainable, eco-friendly home for future home buyers and the community. See a list of construction standards that we implemented in these houses noted for the above development gap projects—
- a. Insulated Concrete Form Foundation: insulated foam foundation blocks that have 2 ½" of foam on the interior and exterior side of the 8" thick concrete foundation wall.
  - b. Basement slab has 2" insulation foam boards under the slab.
  - c. Integrated drain tile system with sump pump
  - d. Advanced framing techniques used to frame the home: 24" on-center exterior wall layout; 24" energy heels on roof trusses to allow for full fill attic insulation at the roof rafter/exterior wall union.
  - e. Closed cell spray foam in basement rim joists
  - f. Open cell spray foam in exterior wall
  - g. R-50 blown cellulose attic insulation
  - h. Heat Recovery Ventilation system to allow for fresh air cycling into tightly air sealed home
  - i. Power vented water heater and furnace
  - j. Exterior venting of bath fans and microhood
  - k. Cement board lap siding

Also, Ben has done a nice job of summarizing our approach to construction:

- a. When developing rehab scopes of work, UHW focuses on three main areas (these priorities were developed with help from the University of Minnesota Cold Climate Housing Department):
- b. Step 1: Take care of the people first. Ensure that homes are safe and restorative.
- c. a. Provide uncompromised combustion safety.
- d. b. Execute a sound ventilation/filtration design and operation plan.
- e. c. Ensure deliberate pollutant management indoors and out.
- f. Step 2: Take care of the building. Protect the original house and the resources already invested in it.
- g. a. Protect home from exterior and interior water.
- h. b. Provide a warm and dry foundation.
- i. c. Make the house is as tight as possible.
- j. Step 3: Take care of our planet. Be vigilant guardians against excessive energy, water, and resource consumption.
- k. a. Improve home thermal integrity; including high performance windows.
- l. b. Install high-efficiency equipment, lights and appliances.
- m. c. Develop a sound water conservation strategy
- n. d. Use low-impact materials where appropriate.

- o. UHW embraces healthy house standards which leads to Energy Efficiency. This obviously helps us contain costs in operating the buildings as well. The scopes of work that we develop factor these priorities.
5. Work Force Development: The process of development is just as important or more so than the product. Strategic considerations and partnerships need to be formed and integrated into the program design of the Green Homes North. Every project that takes place in a community is an opportunity to engage and empower local residents in the development process. The workforce development meeting gave people a good idea of what is out there for individuals, contractors, and developers to resource with. If these entities are not wedded to the program then it is to the discretion of developer's to choose the construction methodology to produce the product. There were only 2-3 developers at the meeting yesterday and 1-2 general contractors (if that). At that point, it would be up to the developer's mission alignment with the workforce development to engage or not engage that into the process. Some will not engage because it can be more costly, less streamlined endeavor. However, we think that it is necessary for the process success of this program.
  6. Lasting/Catalyzing Economic Impact on Community: I love that you said that you're not interested in 100 homes but more for this program. That said, it is imperative to get it correct or as close to correct from the program outset. Partnerships that are community minded first would lend itself towards longer lasting economic and community development impact that extends beyond property taxes and tax base development for overall city needs (I understand the need for this as well). For example, partnering with NAZ and NAZ families to work towards home ownership of new healthy homes would integrate nicely with stabilizing home life for the educational benefits of children in the community.

Thanks,

Russ Barclay  
Urban Homeworks, Inc  
Real Estate Development Director

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"Perpetuate the Hope"

**GREEN HOMES NORTH - WORKSHOP**  
**10.May 2012 Notes and Summary**

**CONVERSATION 1 PROGRAM DEVELOPMENT - SUMMARY**

**C1.Q1 What is your vision of success for the Green Homes North program?**

*Key themes:*

- (1) Families supported in strong neighborhoods, with a mix of housing types that excite residents and support re-birth and re-vitalization
- (2) Successful program consists of certified green homes—efficient, healthy, and durable—that contribute to neighborhood and property values; serving as a model, replicable; build community trust, and diverse economic community
- (3) A vibrant and revitalized northside with stabilized and increasing population; home values; and jobs

*A distillation of program elements from the discussion:*

City meets its goals—enough subsidy, buyers

Job creation and new successful contractors

Community buy-in and support

Families supported in strong neighborhoods, with a mix of housing types that excite residents and support re-birth and re-vitalization

Changed public perception of north Minneapolis neighborhoods

Successful program consists of certified homes that contribute to neighborhood and values—serving as a model, replicable, build community trust, and avoid gentrification

Pragmatic in approach

Health homes, neighborhood and community

Energy saving

New market developed (not a shift in demographics)

Successful homeowners, successful families

Green building is the norm

Affordable green homes for all

Completed aesthetically engaging homes.

Sustained economic benefit

A reversal of the current trend of private market disinvestment

Population stabilized and increasing on northside

A renewed housing stock that is built to last—durable, cheap to run and cheap to maintain

Self-reliance of home, neighborhood and community

Decreased need for subsidy by fifth year

Increased understanding of what “green” is

The homes produced are special and loved by the neighborhood and the owners; they inspire others to redevelop the other lots and blocks

## **C1.Q2 How can success be embedded in the program?**

### *Key themes:*

- (1) The program should layout a clear market strategy for the number, type and location of homes to be built. (Potentially year by year target areas)
- (2) All program elements should be clear, pragmatic and user friendly and embed verification and accountability;
- (3) Strong feedback loop for continuous improvement year over year and sharing success—replicable program not carbon copy houses
- (4) The program needs clear branding and marketing strategy to create momentum and maintain it over the 5 year period
- (5) The program should have a design review process—the process should cover aesthetics as well as sustainable goals and criteria
- (6) The “green” or sustainable criteria for the program should be clear; set goals; outcome measures; and verification systems.
- (7) The “green” standard should be tiered and potentially ramp-up
- (8) Job creation, training and local sourcing should be part of the program
- (9) Strong community process should continue through-out

### *A distillation of program elements from the discussion:*

Use a variety of green standards; certification; area business fostered

Qualified contractors (new contractors, local contractors)

Market understanding—where (location) and how much

Clear delineation of product type

Tangible year-to-year goals, with understood metrics for outcome for all goals

Community amenities and homes

Clarity—clear goals, process, guidelines

Forward-looking building design

Strong narrative

Strong branding

Pragmatic approach

Start in strong market

Gap friendly standards

Homeowner involvement

Strong feedback loop for continuous improvement year over year

Community involvement

Area cluster

Start in strong areas

Establish coordinated material and vendor requests

Centralized buying

Tiered structure of green (sustainability)

Replicable program not carbon copy houses

Home certification

Design Review (holistic review of homes to include, aesthetic and sustainable performance criteria)

Establish process for clear in put from stakeholders (community, neighbors, future owners, industry—architect to contractor)  
A commitment for the five-year period  
Home care manuals required—provide a template  
Focus on cost effective green strategies--  
Aggressive marketing campaign  
Support and training for contractors and residents  
Embed accountability into the program structure  
Open and transparent process  
Integrated design  
Design as priority  
Verification

Conversation 1 – Big Board Summary.

**Group A (8)**

**Integrated design**

**Team Make-up**

At least – designer, developer, builder; buyer/homeowner  
Preferred – funder and neighborhood

Courage to do something different

Project Team Education

Not limited to property boundary (community focused)

Notes from verbal presentation

Narrowed discussion to : this should be an integrated design process.

We can't do things the way we've always done and expect it to be innovative and exceptional

Team education - for the homeowner, developer

Whatever we do is great - not just limited to construction sites but also impacts community

**Group B (7)**

**Economic Impact**

Integrated small business

Contractor engagement and development process to ensure lasting neighborhood economic benefit

Notes from verbal presentation

This group focused on one area - have workforce folks and developers -how do we make this have lasting economic development

Not just green homes - jobs, economy initiative

How can we build in very first milestone - creating small contractor capacity to do these projects? In order to hit the green benchmarks, we don't have to build in big

builders from other parts of metro. Create small contractors – develop skills, train to keep the money in the area.

What is missing – small, local trade contractors, neighborhood resident organizations should be here

### **Group C (5)**

Lovability

Resident involvement

Education Research

Job Training

Business opportunity

Advancing these (the project) goals in city area

Ripple effect to the housing market

### Notes from verbal presentation

Houses must be lovable. If not, won't be sustainable if people don't like them, they won't be sustainable

Not 1920 bungalow – can be out of the box and still something that people will love

Neighborhoods must be involved

Education component – learn as we go along and hopefully be able to report what works in the

neighborhood and city

Job training and business component – people can learn how to install and train, opportunities for green

businesses to use their products

Goals can be advanced throughout city

On Northside would have livable effect – positive, on market

### **Group D (4)**

#### 1. New Residents

- Correct price point (green subsidy)
- Green sweet spot (ROI)
- “new” north
- Economic infrastructure

#### 2. Market Plan

- Market analysis (buyers, professionals)
- Need successful launch (cluster, health market)
- Educated buyers (especially green)
- Streamlining (process, models)

#### 3. Subsidy

- Dollars
- Streamlined process
- Market niche clarity

## Notes from verbal presentation

1. Markets
  - a. Building market diversity
  - b. Attracting new residents
  - c. Making sure opportunities are there for existing residents if they want a home w/ enhanced features
2. Visibility and success
  - a. Not just launch important but how to keep in continuous public eye, showcase successes and leverage over time
  - b. Sinking in w/ other neighborhood and vitality enhancement strategies - livability - can demonstrate tangible enhancements to neighborhoods
3. Pragmatic implementation
  - a. Streamlining - reduce red tape, open and transparent to developers
  - b. Homebuyer education strategies and input, resources at hand to make it a reality
  - c. Sustainability - what we are measuring in terms of costs,
  - d. Measuring successes

(missed one theme)

### **Group E (1)**

#### **Bikable/Walkable Connected**

Community with amenities, mixed incomes, mixed use and mixed housing types create unique desirable neighborhood

Housing is pragmatically green (focus on energy, water, health and durability)

Recognizing realities building on strengths

What is missing? Multifamily rental, public works (transportation), health department, construction code series, public safety, regulatory enforcement of existing rental, MPRB, schools

#### Notes from verbal presentation focused on Q2.

We are focusing on this program but what else can we be doing simultaneously to make green housing successful?

Should be focused on homes for all - multifamily as well as single family

Connectivity, economic development

Creating a balance between costs and what are in the standards - creating more of a program

Recognizing what is missing. What other departments besides housing should be involved? - health

dept, public works, etc.

Plan review - i.e. If doing Passivehouse, how does that relate to # windows, etc.?

Public safety - livability

Enforcement - if we identify these lots and work in a particular area, when it comes to enforcement of

code – when it comes to other things that can impact – code, landlords, rental property – things we can't always control, how do we enforce these things?  
Realities of North – if schools aren't strong point, what are the strong points?  
Building on assets and  
targeting geographically, where do you start?

### **Group F (2)**

- Sustainability Benchmarks
  - Construction budget
  - Testing
- Measure Project Success
  - Community impacts
  - Specifically energy (health)
- Early wins = achievable goals
- Good Design & Variety
- Building Market Diversity
  - Attract new residents
  - Opportunities for existing owners
- Communicate Success (ongoing)
- Prudent development gaps
- Cluster Development = Visible Impact
- Community Amenities, Mixed Use
- Reduced Red Tape
- Homebuyer Education and input
- In-sync Strategies
  - Public safety
  - Schools
  - Neighborhood amenities

### Notes from verbal presentation

Building 20 houses a year for 5 years - lends to continuous improvement, feedback loop, sharing

knowledge

Where to start – in a green area where you have the greatest chance of success or do you start in a red

area or do you do both simultaneously?

Involving neighborhoods is critical

Confidence, connectivity trust, amenities

### **Group G (3)**

#### **Visions of Success**

- Thousands of new residents
- National model of a “green” community
- Great houses

- Training and employing northside residents in green jobs
- “evolution toward revolution”
- Monitor performance, research and feedback to continuous improvement
- Private/public partnerships

#### Notes from verbal presentation

##### Market analysis/simplify group

- Price points critical, ties into green stuff but also layers of subsidy
- Trying to find green sweet spot, ROI short and long term
- New N. Mpls, economic structure when bldgs built
- Market analysis, what will bring buyers in to Mpls, why buy green home vs. rehab homes
- Successful launch key - will have negative effect if not successful
- Educated buyers important part of process, knowledge of some green components, how to take advantage
- Streamlining - smaller # of models to make this easier

#### **Group H (6)**

Make sure it can be replicated

Start in the strongest market

Create a standard for measurement

Create a new market, not a change in the demographics

Design it to create a strong brand

Use Parks as an asset to greening

Encourage local businesses to implement green practices

Job Creation

Gap friendly design standards

Missing? Park Board

#### Notes from verbal presentation

Whatever we develop and design, program has to be able to be replicated

Start in the strongest market and learn before going into challenging markets

Measure - create new market, not a change in demographics

Designing to create a strong brand -- focused on Ecovillage - use as asset to create more community,

create some more green

Branding concept - encourage local business to invest in green

The group closed with a long discussion about creating gap-friendly design

standards - we aren't suggesting we short change system but that it's balanced

What is missing: realizing who is not in this room. Schools are almost outside of these discussions but we always say it's the elephant in the room - it is challenged - market and families - will be a barrier

## **CONVERSATION 2 SUSTAINABILITY - SUMMARY**

### **C2.Q1 What should the overarching sustainability goal(s) be?**

*Themes compiled from the worksheets.*

Strong incorporation through out of the 3Es—equity, ecology, economics  
Homes that are energy efficient, water efficient, durable and of high design quality  
Neighborhood and blocks have sustainability overall—zero energy use, connected neighborhoods, transit, bikeway, greenway  
Express the value of the neighborhood and community  
Homes integrated with site and neighborhood  
Sustainable strategies that create self-reliance  
(A goal should be) to build on existing systems and resources, making them stronger and expand what is already being done  
Net-zero energy and waste – set energy allowance for homes during design  
Appropriate use of technology and materials  
Performance based outcomes with verification—capitalize on future savings  
Look for opportunities to create energy generation district or block  
Raise the bar year over year on energy  
Green job creation and training  
Do human impact assessment (Humanimpact.com)  
Consider short and long-term costs in program evaluation and targeting  
Improve understanding of green through education to all involved—contractor to owner; city staff to designers.  
Achievable, accountable, accessible and catalytic outcomes  
Customer confidence  
Create healthy indoor environments for health and well-being  
Local materials, jobs, and contractors

### **C2.Q2 What are three specific goals that should be included in the program?**

*List compiled from the worksheets.*

New green homes  
New green jobs  
New green connections  
Green, cheap, self-reliance, self-generating of energy on site  
Local expertise and materials  
Beauty  
Energy allowance  
City changes to codes to support and implement sustainable design (window issue?)  
Renewable should be included; this will address many energy issues  
Measurement of approaches/strategies  
Include – walking and transit as part of energy use  
Neighborhood values expressed  
Inventive  
Incentive  
Feedback loop of information (increase knowledge within industry)  
Innovative testing  
Quality design

Maximize home performance design  
Measured proof of what is  
Provide broader support for families  
Meeting PH (passive house) energy performance  
ROI results/POE  
Community engagement  
HERS score of 50 or better first year; 40 third year; 30 fifth year  
Services homebuyer education  
Builder education – build better  
Realtor education – how to sell these houses  
Lender education – location/energy efficiency mortgage product  
Do no harm.  
Health  
Efficient – Energy Star + Water Sense  
Cluster around a green space  
Ease of use  
Durable built for the long term  
Health for occupant and planet  
Feedback loops for continued improvement  
Job creation  
Turn yellow to green  
Two models – (1) transit; (2) strictly resident  
Multiple styles of family housing  
Turning yellow to light green (HMI)  
Start with two model – Transit/retail corridor and residential  
Education about “green” “sustainable”  
Levels of green building  
Job creation  
Offer spectrum of design (? to innovative)  
Site/neighborhood/green – not just home itself  
Community energy sources  
Leverage buying capacity over 5 year term  
Subsidy tied to tier level commitment  
Certification (available through Green Communities)  
Beauty/lovability (inside and out)  
Local sourcing – people, materials  
Green amenities – Greenways  
High Quality  
Low Energy  
Unique/marketable/attractive  
Quality  
Low maintenance  
Designs  
Very high energy standard – net zero?  
Foolproof systems (HVAC/materials) for health and durability  
Zero ran-off stormwater

Innovation: zoning to allow live/work; carriage houses; close streets for gardens  
Building the local  
Have the greatest level input for the start  
Mixed income  
Performance  
Durable materials (low/no maintenance)  
Energy Efficiency (utility independence)  
Landscape Sensitivity (visible)  
Net zero energy or net zero ready  
Net zero water (landscape only?)  
Local materials (threshold?)  
Local contractors (neighborhood)  
Inherently durable building assemblies  
Passive survivability

## **TOPIC/GOAL Intersection**

### **IDEA MARKET PLACE – What are you interesting in talking about?**

1. Engaging community – so it is not top down
  - What is sustainability and how green? 3E Integration
  - Environment, economy and equity. How do we embed those concepts in building a healthy - home?
2. Energy efficiency
3. Renewables
4. ROI sweet spot
  - a. tracking and monitoring to figure out what that sweet spot is
  - b. Performance – goals, not whole thing but one of the major organs. Do no harm, IAQ, heat and moisture (HAM)
5. Customer confidence – people are getting the green they thing they are expecting. Cost effective verification
6. Challenge the idea of green costs more. Being more sustainable does not cost more.
7. Targeting location – Where do we start. Emotional symbolic issue. Start in toughest or easiest market?
8. Locally sourced materials and labor – economic impact

### **Location + Targeting**

- Target both yellow and green areas of housing market strength in dual tracks. (see maps: Brett Carlson, Northside Home Fund, 4.27.12 – CPED, Folwell Center for Urban Initiatives)
- Look for momentum
- Unique Property (zoning changes)
- Whole block focus and scattered sites
- Residual impact on energy of neighboring properties
- RFP process

### Notes on verbal presentation – Location

Dual track important

Build on momentum, not creating from scratch

Unique property – might not be accessible in other parts of city – rezone

Big splash by doing whole block vs. dispersed property

Residual effect of new building might impact neighboring buildings through energy testing, how those might be improved as well

RFP – opening up to have builders and developers have input

### **Customer Confidence (+ Verification)**

- Tier 1: Threshold/baseline required - Green Communities Certification
- Tier 2: Local sourcing of labor + materials

- Tier 3: Innovation points
  - Energy
  - Transport/connectivity i.e. greenway
  - Food access
  - Stormwater
  - Design (green)
  - Neighborhood amenities
- Question: How can value over time be preserved for resale?

Notes on verbal presentation – Customer confidence

Build on familiar and achievable but build on that

Require green bldg certification – achievable and cost effective

Encourage to go above and beyond – second tier should be about community – tier 2

Tier 3 – Where fits into all other discussions others are having, i.e. district energy, connectivity that north is lacking. RFP would encourage what makes sense.

Q. If not green when you do it the first time, benefit of green can be recaptured at resale. But we weren't sure what was right way to do that

**Energy/ROI/Training**

- Don't reinvent the wheel
- Use GGC; "Challenge House" program – uses HERS = well known
- Training of raters, inspectors, contractors
- Pattern Book of Great Details
- Homebuyer support
  - Initial education
  - Ongoing contacts
- Group buying of building components
- Realtor training
- Green Mortgage Products

Notes on verbal presentation

Don't worry about the wheel – we know how to build

Stumbling blocks – builders, inspectors – need education

DOE program advantage – HERS rating

Pattern book

After homes are built, education is important. We know it is but don't know who does education well

Group buying building components – cheaper

Realtor training so they can sell it

**Community**

- Environment – healthy homes; green home; strong sustainable neighborhood
- Economy – mixed income ladder low to 115% - 125% AMI; business capacity  
local hiring local procurement

- Equity – level playing field; rent/homeownership

#### Notes on verbal presentation – Community

All processes begin and end w/ community. Design constraint that is very important  
 Environment – healthy home, green home, and strong sustainable neighborhood. N. Mpls be known for the green home – people would want to know more about what is going on in there

Economy – mixed income from Section 8 to people in corporate jobs. Focus on business capacity – local hiring and coop – buyers

Equity – creating a level playing field. Rental – high density, not just single family and home ownership –

Supports the trend that people are choosing not to own. How to create a lively street level community

#### **Local Sourcing**

- Equity – generate local green collar jobs
- Economy – grows local economy two multiple effect; create market for homes
- Ecology – reduced transportation emissions
- Implementation – goals; incentives; education; purchasing; strategies

#### Locally sourced materials and labor -

Green collar jobs, green economy strategy

Local sourcing key piece – creates those jobs, grow local economy, and creates demand. As giving folks living wage jobs, gives them \$ to buy the houses – creates circle.

Ecology not transporting materials from all over to get here

Implementation – do you do this by working into the goals – source % of materials this way ...tiered structure...etc. Achilles heel of the process is tracking that.

Reaching all green builders and materials in this area.

Figuring out a purchasing strategy – creating demand but do it in a way that we aren't bidding each other up making costs higher, bid down

#### **Renewable Energy**

- Integration – green space/business/public space
- Obtain CIP goals
- Self-reliance
- Business benefits
- Residents benefits (society, neighborhood)
- Work w/NGOs
  - Social entrepreneurs
  - Local manufacturers
  - Local energy economy
  - Training and jobs

- Green energy financing
- Financing and technology

Renewable energy-

Integration of this would be good renewable energy and green space, public space. Nationwide model – green homes, envelope landscape, renewable included. This doesn't exist – whole buffet.

Help utilities achieve CIP goals as well and also benefit community.

Self reliance – residents in North now that cold weather is over, people have outstanding utility bills. Using renewable energy helps bottom line overall. St. Paul – turbines example.

Opportunities for Univ. involvement – working w/ NGOs, i.e. NGO in Cambridge – working w/ people to

avoid energy poverty, etc. U – use local people to do these jobs

Green energy financing

What is missing that can make this happen – financing and technology

**Cost of Green**

- Sustainability must be incorporated/considered from the beginning
- Cost must include long term savings and benefits (not just first cost)
- Variety of unit types and sizes
  - Townhomes
  - 2bedrooms
  - Etc
- Future proof – solar/zero energy ready
- Consider (question) market “needs and wants”
  - Is a 2 car garage necessary?
  - How many bedrooms and bathrooms are necessary/appropriate?
- Marketing North Minneapolis

## Green Homes North- Community Input Meeting Responses

C = Aariah Fine (612) 568-0867

I = Camille Maddox

**Question 1: What is your vision of success for the Green Homes North program?**

**A:**

- Quality Design
- Real Green, Sales!
- Collaborative Partnerships
- Local Jobs/ Economic Development
- National Model of Rebuilding Community
- A Place and Involvement of New Voices/New Ideas/Accountability/ Achievability

**B:** The vision of success for the Green Homes North would be to have individuals and families placed in quality and efficient housing. Of course in thinking in terms of tornado victims, a lot of families and lives were displaced. This could be a chance for them to regain what was lost. (Renters to Homebuyers) Creating stability to families, children and to the community.

**C:**

- Northside residents moving into homes that are: Lower income and People/Families of color
- 50% employees building live within 55411-12

**D:**

- Minimal Gap Financing
- At Least 50% for Profit Developers
- Measures built into program/ RFP Evaluation Period that allows program to be revised if gap is in excess of \$50,000

**E:** One that builds quality well-designed homes that are energy efficient and have a small eco footprint and ultimately increase the appeal of the Northside to the larger region.

**F:**

- Talk with folks who have most interest, residents give input
- Home ownership for renters already in North
- Homeownership for tornado
- Quality well-designed homes
- 50% for profit developers (more info)

**G:** The houses enhance the quality and craftsmanship of the original housing stock. They are truly green and therefore will reduce the energy consumption of the new owner.

**H:** That the homes that get built are sold to long term home owners

**I:**

- Increased amount of long-term homeownership on the Northside
- Strengthening of weaker housing markets on Northside
- Attraction of new families to Northside

**Question 2: How can success be embedded in the program? What are the critical program requirements and components for success?**

**A:**

- Don't get too fast with process
- Seriously evaluate proposals and keep option to extend process, re-evaluate, tweak, and revise
- Take some risk/ you learn from failure or from revision
- Community must improve with this initiative and urban environment (community and initiative need to be linked)

**B:** Success can be embedded in the program by having developers funding the goal of the program in full accordance. There has to be a public discussion (which is happening) and making same that this project is fully feasible (for all parties and monies invested). Strategy/ balance of project

I don't have any definite comments on the requirement and components for success. There does have to have some sort of metric/measurement to trade/record year by year of this project.

**C:**

- Focus in Zone #2, #1/ Not in #3
- Do Not fund/subsidize already stable areas
- Partner tightly with homeownership programs for low income families
- Coincide clearly with programs to address blight, code violations

**D:**

- Reject proposals with gap financing in excess of \$50,000
- Re-evaluate program in year one with willingness to abandon program if finances are not able to sustain next year goals. Don't be too reluctant to put an overambitious plan on hold if it will mean long-term success for the neighborhoods

**E:** Have teams that include architects, developers, and builder/contractors, with a neighborhood review committee that would include a designer

Well designed, easy to maintain homes

**F:**

- Funding packages for a variety of homeowners
- Marketing
- Having priority given to tornado affected properties
- Timeline expanded over 20 years
- Don't want GMAC

**G:**

- These are homes that attract long-term homeowners
- They reduce the carbon footprint- energy efficient
- Homes the entire neighborhood can be proud of

**H:** Care taken with the timeline for this program matches that of the markets ability to absorb these properties for home ownership

**I:** In terms of the workforce development component make sure Northside residents that are trained to be green certified continue to match the proposed green standards for program, especially since all the green standards for the homes in the program are not yet fully developed

Make sure there is a plan to get those that are trained working on the construction of the homes. A plan to ensure the majority of Northside residents that are trained are able to find jobs working to construct the Green Homes

***Question 3: What are the most important design elements? Do some neighborhoods have design guidelines that should be provided to developers that hope to be part of this program?***

**A:** No Answer

**B:** The most important design elements are quality, efficient, stable, controlled, and common sense housing. I have seen the Humboldt Greenway. I would love to see something Northside bound that models this Greenway.

**C:**

- Not too big, cost effective for low income families to afford mortgage

- Think very hard about building for the needs of low-income families of color to have affordable high-quality housing

**D:**

- Cluster homes but not consecutively on the same block
- Neighborhood Councils/ Housing Committees' housing standards should be provided as supplements to RFPs

**E:**

- Windows and quality materials
- Appropriate yard and plantings
- The most critical piece any good design is not just guideline but that it needs to be contextual

**F:** Designs should allow for transformation of families, large families, grandparents live-in/ rental and home-owned

**G:**

- Yes, I feel that the neighborhood should be involved in the approval of designs
- Only really good designs will attract interest
- Green needs to be truly green and hopefully innovative

**H:** Homes that fit into the existing environment that it's built in. 2<sup>nd</sup> part of question- No! let us see what they will propose.

**I:** There definitely should be collaboration between developers and neighborhoods when coming up with designs

***Question 4: What would you want developers to know/think about prior to submitting a proposal for Green Homes North?***

**A:** No Answer

**B:** I would think that developers need to know how this project has initially unfolded to the community/public. Also, what are "pros and cons" of taking on this project. I would think you'd rather someone take this on really believing in this project.

**C:** The purpose of this program is to build stability in North for the current residents. Employing northsiders, housing northsiders

**D:** We don't want the same plan/evaluations scattered across neighborhoods

E: That they are not just building homes, but they are also building neighborhoods.

F: Targets both Green/Yellow/Light Red close but not directly

Homeownership in a creative way, if it does not serve the best needs of the program the city may slow it down and ask folks to go back

G:

- Quality workmanship is a priority
- Potential collaboration with neighbors for marketing landscaping- showing of (last word illegible starts with p and ends with l)

H: That we're open to ideas

I: That in terms of the workforce development component the goal is to employ Northside residents. Additionally, to make sure their design/ plan for homes fit into the existing neighborhoods. They cannot just come on with one plan if they are planning to build in a variety of neighborhoods on the Northside.