



City of Seattle
Office of Economic Development

Memo

Date: September 7, 2012

To: Councilmember Sally Clark
Councilmember Tom Rasmussen
Councilmember Richard Conlin
Councilmember Jean Godden

CC: David Yeaworth, Legislative Assistant to Councilmember Sally Clark

From: Steve Johnson, Director, Office of Economic Development

Re: Coordinated Environmental Services Delivery

This Memo is intended to explain the purpose and intent of the Coordinated Environmental Services and to detail the individual and department responsibilities for team participants. Active team participation is required by the Mayor from the Office of Economic Development (OED), Seattle Public Utilities (SPU) and Seattle City Light (SCL).

Background

In 2010, the City Council passed a Statement of Legislative Intent (SLI) #26-1-A-1. The SLI stated in part "The Council requests that the Office of Economic Development coordinate, integrate, and improve access to the array of environmental sustainability services that the City offers. This will involve working with other departments to identify and coordinate environmental services and unify outreach and services to businesses."

In 2011, OED engaged a consultant and organized an inter-departmental work group to review the array of environmental services offered to businesses by our City departments in order to develop a strategy for better service delivery. The study revealed that there were 25 different programs offering environmental assistance to businesses, many of them offered by Seattle City Light (SCL) and Seattle Public Utilities (SPU). A document was developed and delivered to the Mayor and Council. Key recommendations of the work were to:

- Develop a simple, high functioning web-based portal, with dedicated resources to maintain it;
- Initiate efforts to integrate and coordinate outreach, beginning with a jointly funded pilot outreach project to business sectors targeted by multiple programs (such as small and medium-sized businesses, businesses of color, immigrant-owned businesses, or historically underserved or disadvantaged businesses) and neighborhoods; and
- Cross-training of program staff in all departments.

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Subsequent to this report, the OED team has been given direction from the Mayor's Office to develop a Pilot Project that can demonstrate a cooperative cross-departmental approach to service delivery. Due to budget and time pressures, it was determined that we should look at enhancing an existing program rather than developing something new.

As we examined existing programs, we found that what would most easily be enhanced was the "Get on the Map" project (GOTM) that resides inside the SPU's Resource Venture (RV) program operated by Cascadia Consulting. RV staff is delivering on an integrated program to SPU that spans all the SPU lines of business (water, wastewater and solid waste) and they also deliver an integrated program to the Office of Sustainability and Environment (OSE) that includes coordination with and referrals to the energy conservation programs of SCL and Puget Sound Energy. By enhancing the GOTM program, we can most easily deliver a Pilot Project of Integrated service delivery and test to see what works and how to do this best.

The Coordinated Environmental Services Pilot Project Major Goals

- Train external staff to understand the offerings of SPU and SCL
- Develop integrated messaging of environmental sustainability that covers all aspects of business activities that relate to both Seattle Public Utilities and Seattle City Light
- Deliver an integrated message to businesses in the target areas
- Small business program representation at 1-2 business events

Major Activities of the Coordinated Environmental Services

With additional funding from SCL, RV outreach staff will be trained to address energy conservation opportunities with all small businesses visited through the existing GOTM outreach efforts planned for 2012. Activities and outcomes will include:

- Cross-training of existing RV and Community Power Works outreach staff to identify energy conservation opportunities at a variety of small businesses
- Conduct bi-lingual outreach to 200 small businesses in two target neighborhoods – University District and Rainier Valley – to generate quality leads and referrals to existing SCL business conservation programs
- Each non-food service related business will receive an integrated analysis to determine conservation potential over one or more site visits
- At least 25 referrals to SCL small business programs with at least ten rebate coupons issued from referred businesses
- SCL small business program marketing through the use of program collateral during additional outreach directly to businesses, at relevant business events, and through the online GOTM application; and
- Update of GOTM website and materials to include SCL materials

After the implementation of the pilot project, City staff will contract with a third-party consultant to evaluate whether this integrated approach is effective in delivery conservation messages for SCL as well as SPU. We plan to report back to Council with the results in the 2nd quarter of 2013.