



**MITHŪN**

DESIGNWORKSHOP

BEYOND THE BUZZ WORD:  
HOLDING "**GREEN**" ACCOUNTABLE



# PRESENTERS



## DEBRA GUENTHER, FASLA

MITHUN, PARTNER

DEB GUENTHER IS A PARTNER AT MITHUN, AN INTEGRATED DESIGN FIRM WITH OFFICES IN SEATTLE AND SAN FRANCISCO. HER WORK SPANS URBAN DESIGN AND LANDSCAPE ARCHITECTURE, ESPECIALLY PUBLIC AND PRIVATE PARTNERSHIPS THAT ADDRESS COMPLEX, INTERDEPARTMENTAL PROJECTS REQUIRING INNOVATIVE STRATEGIES AND CAREFUL LISTENING. SHE IS NATIONALLY RECOGNIZED FOR HER WORK IN SUSTAINABLE LANDSCAPE PERFORMANCE AS A LONGTIME ADVOCATE AND REPRESENTATIVE FOR THE SUSTAINABLE SITES INITIATIVE (SITES), AS A BOARD MEMBER OF THE LANDSCAPE ARCHITECTURE FOUNDATION AND AS A FELLOW OF CASCADIA REGION GREEN BUILDING COUNCIL.



## EDEN BRUKMAN

CONCENTER SOLUTIONS, PRINCIPAL

SINCE 1996, EDEN BRUKMAN HAS FOCUSED ON ESTABLISHING SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE SOLUTIONS FOR HUMAN HABITAT. SHE HAS HELPED SHAPE THE BUILDING INDUSTRY THROUGH STANDARDS FORMATION: COAUTHORED LIVING BUILDING CHALLENGE AND DIRECTED ITS EVOLUTION AND GLOBAL DEPLOYMENT FROM 2007-2012; SERVED AS THE FIRST TECHNICAL DIRECTOR OF THE HEALTH PRODUCT DECLARATION COLLABORATIVE; AND CONTRIBUTED TO THE EARLY DEVELOPMENT OF OTHER PROGRAMS SUCH AS THE PHAROS PROJECT AND ECODISTRICTS. ALSO A LICENSED ARCHITECT, EDEN'S ADVOCACY EFFORTS HAVE LED TO POLICY REFORM, DECENTRALIZED BUILDING AND COMMUNITY DEVELOPMENTS, AND THE CREATION OF A NETWORK OF LOCAL ACTION GROUPS IN CITIES ALL OVER THE WORLD.



## ERIN ENGLISH, FASLA

BIOHABITATS, SENIOR ENGINEER

MS. ENGLISH IS A SENIOR ENGINEER IN THE SANTA FE OFFICES OF BIOHABITATS, A NATIONWIDE FIRM DEDICATED TO ECOLOGICAL RESTORATION, CONSERVATION PLANNING AND REGENERATIVE DESIGN. MS. ENGLISH FOCUSES HER CHEMICAL ENGINEERING BACKGROUND ON INTEGRATING PROCESS-DESIGN WITH NATURAL SYSTEMS APPROACHES FOR WATER MASTER PLANNING, WASTEWATER TREATMENT, STORMWATER MANAGEMENT, AND REUSE. OVER THE PAST 13 YEARS, MS. ENGLISH HAS LED HOLISTIC WATER PLANNING AND DESIGN PROJECTS ACROSS A RANGE OF SCALES IN INSTITUTIONAL, COMMERCIAL AND AGRICULTURAL SETTINGS BY APPLYING INTEGRATED WATER STRATEGIES AND LIVING SYSTEMS DESIGN ETHIC TO THE BUILT ENVIRONMENT.

# MODERATOR



## ANNA CAWRSE, ASLA

DESIGN WORKSHOP, ASSOCIATE

ANNA CAWRSE JOINED DESIGN WORKSHOP IN 2012. WITH A MASTER OF LANDSCAPE ARCHITECTURE FROM HARVARD'S GRADUATE SCHOOL OF DESIGN AND A BACHELOR'S OF LANDSCAPE ARCHITECTURE FROM COLORADO STATE UNIVERSITY, ANNA BRINGS A PASSION FOR SUSTAINABILITY INTO EVERY DESIGN. ANNA HAS BEEN INVOLVED AND LED PROJECTS THAT TACKLE THE COMPLEXITY OF URBAN DESIGN WHILE CONSIDERING THE LOCAL COMMUNITIES, ENVIRONMENTAL SENSITIVITY, AND THE ECONOMICS OF A SITE. PROJECTS INCLUDE THE PUBLIC REALM FOR SUN VALLEY'S ECODISTRICT MASTER PLAN, THE PARKS OF AN URBAN INFILL PROJECT IN DOWNTOWN CALGARY, AND THE DESIGN OF POST OAK BOULEVARD IN HOUSTON, TX.

# OUTLINE

## SESSION MARKETING STATEMENT

More than ever landscape architects are being asked to design projects with measurable results. This session will look at how experts in the field of landscape architecture, architecture and engineering are transcending scales of sustainability by creating high performance projects at both the planning and site scale.

## LEARNING OBJECTIVES

- Determine how to set project goals that can be integrated into the design and ultimately measured.
- Understand the challenges that landscape architects face when trying to achieve sustainability at various project scales.
- Learn how to better track landscape architecture and building materials used in construction.
- Examine various rating systems and certifications that apply at both the planning and site design level.

## OUTLINE

### INTRODUCTION

1. Context, challenges, and perceptions of a creating a Sustainable Landscape. It's ok to use the "S" word.

a. From lofty planning goals to site design: Understanding the scales of project sustainability: EcoDistricts to Louisiana Children's Museum.

b. Primer to case studies and sustainable measurement techniques

i. Lloyd EcoDistrict

ii. Sustainable SITES initiative

iii. Healthy Living Initiative

iv. Living Building Challenge

v. Health Product Declaration Collaborative (HPD)

vi. Sustainable Development Goals

# OUTLINE

## **Q1. WHAT ARE YOU FOCUSED ON PROFESSIONALLY AND WHAT SCALE OF WORK DO YOU MOSTLY TACKLE?**

### ***Biohabitats***

#### 1. Ecological/Water Resources Engineer

a. Science-based consulting firm with focus on ecological restoration, conservation planning and regenerative design

b. Utilize the power of scale to help clients see the broader ecological context of their projects, and help them understand their place in the landscape-scale hydrologic, migratory and habitat context

c. On the topic of water, Biohabitats has worked from the small scale single building to community wide scale, all of which have unique opportunities and challenges

### ***Mithun***

#### 1. Landscape Architect

a. Interdisciplinary firm focused on design for people for positive change – exploring equity, health, biodiversity

b. Range of scales from a museum to workplace to transmission corridor to neighborhood

- Louisiana Children’s Museum (health and New Orleans Water Plan – w/Biohabitats)
- Turtle Creek Offices in Dallas (on an oxbow, healthy workplace)
- Creston Duwamish Corridor (criteria for pollinator pathway designed by Seattle City Light)
- Sun Valley (health metrics and with Design Workshop)

### ***Concenter***

#### 1. Licensed Architect transitioned to education/outreach/policy

a. Co-author of/contributor to industry standards as a mechanism for change (Living Building Challenge, Declare, HPD, Pharos, Ecodistricts)

b. Now, working at a different scale, consulting on development of organizations that are connecting the dots globally

# OUTLINE

**Q2.** THERE ARE AN INCREASINGLY BROAD RANGE OF STUDIES, MODELS, REPORTS, AND PROTOCOLS AVAILABLE TO DESIGNERS AND OTHERS IN THIS FIELD, OFTEN FROM WIDE-RANGING BUT RELEVANT PERSPECTIVES AND DISCIPLINES. **HOW DO YOU INTEGRATE RESEARCH INTO YOUR WORK AND HOW DOES THAT INFLUENCE WHAT TECHNIQUES ARE IMPLEMENTED AT DIFFERENT SUB SECTORS OF THE INDUSTRY?**

## *Biohabitats*

1. Conservation targets/methodology, watershed/sewer shed/stormshed mapping, perform ecological field assessments, ecological engineering evolutions. Integration to create a science-based approach

## *Mithun*

1. Brief history of evolution of research at Mithun
  - a. 1. LIT REVIEW PHASE: SLU Resource Guide; 2. CONCEPT TESTING PHASE: Lloyd Crossing (test conceptual financial model); 3. IN-HOUSE ECOLOGIST + PLANNER cua +

## *Concenter*

1. So often we jump into implementation and get caught up in it - need to make sure first that we are asking the right question and really understand the implications. What is the desired outcome? Then research is key - a combination of learning technical details and partnering it with research on emerging trends/opportunities.

**Q3.** EVERYONE KNOWS THAT WE SHOULD BE “GREEN” AND MOST OF US KNOW WHAT IS SUSTAINABLE IN OUR WORK, BUT WHAT SOMETIMES GETS OVERLOOKED IS THE WHY AND THE HOW. **WHAT STRATEGIES TO YOU UTILIZE TO ADRESS THE WHY AND THE HOW OF SUSTAINABILITY?**

## *Biohabitats*

1. Ultimately the need that exists is to help others cultivate a sense of stewardship, one that they can become excited about, and share.
  - a. Trying to avoid just employing this or that green/sustainable technology or process.
  - b. Getting people’s attention, and holding it, can sometimes be incredibly challenging: patience, time to discuss, etc is needed.
  - c. In other cases though we find incredible inspiration from our clients who come to us with a deep sense of concern and care.

## *Mithun*

1. Find the driver through the process – usually isn’t clear for a while.

# OUTLINE

a. Current focus is on landscape maintenance – biggest sustainable impact. Talking to facilities not always enough. Need to return to conversation with decision makers, board, facilities, new staff.

c. Broad understanding

## *Concenter*

1. Not everyone thinks we ‘should’ be green - typically find some way to connect with them that does matter -- more than the distinction of “being sustainable” (if that is not their motivation).

b. Transition from theoretical to experiential - when people start to care about something.

c. How to reconnect to human habitat.

i. Examples from LBC teams/manufacturers with HPDs and how they changed formulations once they understood what was in their products.

**Q4. ONE OF THE BIGGEST CHALLENGES WE ALL FACE IS DETERMINING HOW OUR PROJECT IS GOING TO MEET SUSTAINABILITY GOALS. HOW DO EACH OF YOU SET PROJECT GOALS THAT CAN BE INTEGRATED INTO THE DESIGN AND ULTIMATELY MEASURED?**

## *Biohabitats*

1. Ultimately the need that exists is to help others cultivate a sense of stewardship, one that they can become excited about, and share.

a. Trying to avoid just employing this or that green/sustainable technology or process.

b. Getting people’s attention, and holding it, can sometimes be incredibly challenging: patience, time to discuss, etc is needed.

c. In other cases though we find incredible inspiration from our clients who come to us with a deep sense of concern and care.

**Q5. WE JUST SPOKE ABOUT CREATING MEASURABLE GOALS FOR PROJECTS OF ALL SCALES BUT THE NEXT STEP IN CREATING A PROJECT THAT IS HOLDING “GREEN” ACCOUNTABLE IS THE ONE THAT I FIND MOST INTIMIDATING, CHOOSING THE METHODS AND PROCESS IN WHICH YOU TRACK A PROJECT’S PERFORMANCE. WHAT PROGRAMS/TOOLS ARE OUT THERE AND HOW DO YOU CHOOSE WITH ONE IS APPROPRIATE FOR A PARTICULAR PROJECT?**

## *Concenter*

1. Outside the profession explicitly, but one to watch - the Global Goals for Sustainable Development, (UN) announced late September - 17 of them, the interrelationships and greater potential impact. Bringing together cities and citizens, scientists and practitioners.

# OUTLINE

## 2. Quantified Planet

- a. monitor urban metabolism and ecological vital signs through the international deployment of sensors and other technology networks

## **Q6. HOW DO YOU MEASURE THE DESIGN PERFORMANCE VS. THE ACTUAL PERFORMANCE OF YOUR PROJECTS?**

### *Biohabitats*

1. Wastewater permits tend to force the issue on at least a water quality sampling front. We have created Bioworks, a division within Biohabitats to help clients plan on this feedback loop, participate with it and ultimately inform our work.

### *Mithun*

1. Rare to have the actual performance data. Example of organizations that have stake in the performance data - Colorado Health Foundation for Mariposa; Seattle Public Utilities at Zoomazium
2. Top weighting during SITES proces.
3. Green Health Partnership with UVA and USGBC in collaboration with the Robert Wood Johnson Foundation - testing Mithun projects to develop LEED for health credits and health credits for portfolio based organizations.

### *Concenter*

1. Reasons why LBC required a full year of occupancy before projects were qualified for certification, and some changes that were made to completed projects because of those experiences

## **Q7. WE MENTIONED RESEARCH EARLIER AND HOW IMPORTANT IT IS IN ORDER TO CONSTANTLY CHALLENGE YOUR PROCESS AND DESIGNS. WHAT ARE SOME INTRIGUING EXPERIMENTS THAT ARE TAKING PLACE NOW IN THE PROFESSION THAT ARE UTILIZING SOME OF THE LATEST RESEARCH AND DATA COLLECTION? WHAT ARE SOME OF THE GREAT SUCCESS STORIES OF PROJECTS THAT HAVE MET OR EXCEEDING THEIR INITIAL GOALS?**

### *Mithun*

1. Streetwize crowdsourcing tool - democratizes data and supports communities in building their own identities

### *Concenter*

1. [www.streetlightdata.com](http://www.streetlightdata.com): harnesses the power of Big Data from anonymous mobile devices to measure consumer mobility patterns across the United States.
2. A google-x offshoot: <https://flux.io>
3. Related to the Global Goals: <http://quantifiedplanet.org/>