

Focus Group : Building Materials and Construction

Master Worksheet, Version 6

March 14, 2018

	Wish/Goal List: “We wish that/there was _____in Indiana County.”	Assets: Current resources/capacity that can contribute to achieving our goals/wishes.	Needs: Items/actions necessary to achieve our goals/wishes.	Potential Partnerships: Intentional agency/institutional connections needed to achieve our goals/wishes.	Actions
	EDUCATION				
1.	We wish that there was reduced energy consumption in building construction and use/lifespan in Indiana County	<ul style="list-style-type: none"> Existing weatherization Program(s) Building Supply Stores Grant Opportunities Contractors Energy Company Offerings Conservation Consultants 	<ul style="list-style-type: none"> Funding Trained Contractors Public Education Sustainable Buildings- Examples Local Renewable Installations- Commercial and residential Exploration of all possibilities- research 	<ul style="list-style-type: none"> ICCAP Lowes/Lezzer etc. Human Services ICOPD Municipalities Energy Companies Builders Assoc. Indiana County Conservation District Evergreen Conservancy 	<ul style="list-style-type: none"> Eco-Village tour at Cornell Identify potential grant opportunities Workshops for contractors and developers Marketing to innovative companies Work with business community Reduction campaign for communities Focus on one or two communities as examples for others Promote research and innovation through all outlets/partners Develop and implement a robust public education component
2.	We wish that S.T.E.M. programs throughout Indiana were greater in number and current in curriculum. (Greater investment)	<ul style="list-style-type: none"> ICTC School Districts IUP adult education Grant Programs Challenger Program Existing Program at Library 	<ul style="list-style-type: none"> Technology in schools Funding Public support Buy in from School Boards and Educators 	<ul style="list-style-type: none"> ICTC IUP School Districts Challenger Program Library 	<ul style="list-style-type: none"> Understand what exists Develop partnerships Research case studies Identify potential grant opportunities Make proposal appropriately
3.	We wish there were more/expanded Sustainability Programs/Curriculums throughout Indiana County.	<ul style="list-style-type: none"> School Districts/Tech Center IUP Sustainability Program 4-H programs 	<ul style="list-style-type: none"> Case Studies Public Support Buy in from Schools/educators More information regarding what exists 	<ul style="list-style-type: none"> ICTC IUP School Districts 	<ul style="list-style-type: none"> Understand what exists Research case studies Develop partnerships Develop plan with partners Implementation of plan
4.	We wish there was a “Makerspace” in Indiana County.	<ul style="list-style-type: none"> Existing brownfields/available sites Existing innovator/artisan community Grant opportunities Schools 	<ul style="list-style-type: none"> Investment Local buy-in More information Marketing Case Studies/Examples 	<ul style="list-style-type: none"> ICTC IUP School Districts Municipalities Library 	<ul style="list-style-type: none"> Research Develop partnerships Determine what a “makerspace” would include Identify potential locations Identify funding opportunities/investors Marketing/advertising to investors / potential space users
5.	We wish there was an “innovation center” for developing new products/practices.	<ul style="list-style-type: none"> IUP Small Business Development Center 	<ul style="list-style-type: none"> Investment Innovators 	<ul style="list-style-type: none"> County CEO Municipalities IUP/school districts 	<ul style="list-style-type: none"> What would it include? Different from makerspace? Develop necessary partnerships

		<ul style="list-style-type: none"> • IUP • Available Sites 	<ul style="list-style-type: none"> • Success stories • Planning • Local buy-in 		<ul style="list-style-type: none"> • Promote the idea • Find potential funding/investors • Secure potential location • Marketing/advertising
6.	We wish there was more awareness regarding Sustainable building materials and construction in Indiana County	<ul style="list-style-type: none"> • Multimedia outlets (radio, newspaper) • Website(s) • Good information is out there- no need to recreate the wheel 	<ul style="list-style-type: none"> • Good information • Good graphics • A spokesperson 	<ul style="list-style-type: none"> • Local professionals • Building community • Schools • Chamber of Commerce • County Conservation District 	<ul style="list-style-type: none"> • Develop/distribute Infographic • Host/advertise webinars • Invite/host speaker series • Work with Conservation District on using new building to educate the public/visitors
7.		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
		<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

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	ECONOMIC DEVELOPMENT				
1.	We wish that there were more investors/investment in sustainable construction in Indiana County.	<ul style="list-style-type: none"> • County CEO • Local banks • IUP business school • Local contractors • Local stores • Homeowners • Potential incentives 	<ul style="list-style-type: none"> • Investment opportunities • Investors to target • A certain niche • Public education • Incentives 	<ul style="list-style-type: none"> • Local banks • Local developers • Municipalities • County CEO 	<ul style="list-style-type: none"> • Advertise/market • Develop a niche • Find investors to target • Develop/promote opportunities for investment in partnership with banks
2.	We wish that there was a reuse/recycle center for construction materials.	<ul style="list-style-type: none"> • Recycle Center • Construction community • Renovation/redevelopment is common • Grant opportunities 	<ul style="list-style-type: none"> • Collective community support • Location • Funding 	<ul style="list-style-type: none"> • Recycle Center • Municipalities • Builders Association 	<ul style="list-style-type: none"> • Develop relationships • Develop idea further (location, costs etc.) • Garner support from community • Find funding • Implement project • Market/advertise
3.	We wish that there was a competitive business environment for sustainable building materials/construction	<ul style="list-style-type: none"> • Competitive design/construction market • Renovations and additions are common • Institutions/large companies (stand to gain) • 	<ul style="list-style-type: none"> • Providers • Availability • Promotion • Public Education • Demand 	<ul style="list-style-type: none"> • Large institutions – show them the way • Contractors- Builders association • Chamber of Commerce 	<ul style="list-style-type: none"> • Marketing to existing and potential businesses • Developing partnerships with building community • Provide/find resources and workshops and education to developers, builders, and community • Develop/utilize a web presence • Develop an “angies list” for sustainable contractors
4.	We wish there were incentives to utilize sustainable materials/ implement best practices.	<ul style="list-style-type: none"> • Allowed by law (MPC) • Case studies, examples • Cost effective tool • Municipalities 	<ul style="list-style-type: none"> • Research/information • Public Support • Municipal Understanding and buy in 	<ul style="list-style-type: none"> • Municipalities • Schools • Developers 	<ul style="list-style-type: none"> • Meet with municipalities to discuss/promote • Recognize through “sustainable certification” program • Provide information/host a workshop for municipalities
5.	We wish that there were more solar, wind, and geothermal installations in Indiana County.	<ul style="list-style-type: none"> • Local providers • Grant opportunities- Solar Energy Program • Energy production legacy 	<ul style="list-style-type: none"> • More local providers-competition • Research- case studies • Greater demand • Public Education • Incentives for installation/less barriers to installation • Cost effective solutions 	<ul style="list-style-type: none"> • Large companies/institutions • Municipalities • Builders Association • Realtors Association- rentals/marketing of efficient real estate opportunities • Local providers- discount to locals • Homeowners 	<ul style="list-style-type: none"> • Develop a scaled bundling/coop program for cost savings • Work with local companies and contractors to develop a “local to local” discount program • Provide education/outreach/workshops regarding grant opportunities • Promote the inclusion in new building projects (ICCD building)

6.	We wish that there were more adaptive reuses of land/buildings and brownfield redevelopments in Indiana County.	<ul style="list-style-type: none"> Existing buildings Vacant buildings Existing brownfields Grant opportunities 	<ul style="list-style-type: none"> Funding programs marketed Incentives for adaptive reuse Inventory of potential sites for reuse/redevelopment 	<ul style="list-style-type: none"> County CEO Municipalities County Planning Commission Evergreen Conservancy County Conservation district 	<ul style="list-style-type: none"> Promote the establishment of a land bank Develop partnerships and discuss needs “put it all together” in some sort of infographic Utilize web presence
7.	We wish that Indiana County was a center for research, development, and production of innovative sustainable building materials and practices.	<ul style="list-style-type: none"> IUP- SBDC and Incubator Existing manufacturers ICTC School districts Local Banks 	<ul style="list-style-type: none"> Program infrastructure Investment Local entrepreneurs- people Good projects 	<ul style="list-style-type: none"> Universities (local and regional) Chamber of commerce County CEO Entrepreneurs/investors Banks Conservation district Builders association 	<ul style="list-style-type: none"> Use new ICCD building as a demonstration project site Work with partners to gauge interest Develop a plan with partners
8.	We wish that there was active participation from banks in offering banking products (loans etc.) specifically geared toward sustainable projects	<ul style="list-style-type: none"> Local banks Opportunity for improvements Product availability and cost is coming down 	<ul style="list-style-type: none"> Banks to participate Citizen education regarding costs/benefits of efficiency projects Promotion of available loans 	<ul style="list-style-type: none"> Local banks Builders Association Municipalities 	<ul style="list-style-type: none"> Design a proposal for the banks Include for businesses and homes Make contacts and meet with banks Help to advertise/promote/market programs
		<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">

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	JOB TRAINING & WORKFORCE DEV.				
1.	We wish that there were training and placement programs directly related to Sustainable Building Construction/Materials	<ul style="list-style-type: none"> • Indiana County Workshop • ICTC • County CEO • Library • Schools • Conservation district new building 	<ul style="list-style-type: none"> • A spokesperson • Funding • Technical assistance 	<ul style="list-style-type: none"> • Conservation district • ICTC • Library • Schools • County CEO • Builders Association • Community based organizations • Penn State Coop Extension • IUP 	<ul style="list-style-type: none"> • Develop partnerships • Work to include in existing programs • Develop new training programs • Market programs • Implementation • Look for speakers • New ICCD building as location • Look into Honeywell Energy Solutions
2.	We wish that there were informational meetings regarding Sustainable Building Construction/Materials in Indiana County.	<ul style="list-style-type: none"> • Schools • New ICCD building • News media availability • Web presence • IUP Sustainability Program • Existing contractors/companies that are regional 	<ul style="list-style-type: none"> • Presenters/experts • Location • Funding • Organization • Leadership 	<ul style="list-style-type: none"> • School districts and ICTC • Universities (local and regional) • Municipalities • Builders association • ICOPD 	<ul style="list-style-type: none"> • Work with Conservation District and other partners to develop a plan/program
3.	We wish there were apprenticeship programs in Sustainable Building Construction that allowed hands on training.	<ul style="list-style-type: none"> • People looking for work • ICTC programs 	<ul style="list-style-type: none"> • Organization • Leadership 	<ul style="list-style-type: none"> • Builders Association • Engineering/Architecture/design firms • ICTC • School Districts 	<ul style="list-style-type: none"> • Work with schools and local contractor/building/design/engineering communities to develop and implement a program • Market/advertise/promote program
4.	We wish that there was more awareness of existing training programs and job placement programs	<ul style="list-style-type: none"> • ICTC • Career Link • County CEO • Chamber of Commerce • Local Media • Web presence 	<ul style="list-style-type: none"> • Inventory of existing programs • 	<ul style="list-style-type: none"> • ICTC • County CEO • School Districts • 	<ul style="list-style-type: none"> • Find or put together a “webinar” regarding what exists • Analyze existing programs • Complete an infographic • Advertise/promote existing programs including through online methods
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