

## Services

### Life-Cycle Focused

- ☑ Master Planning
- ☑ Pre-Programming Studies
- ☑ Planning/Analysis
- ☑ Plans Review
- ☑ Maintainability Analysis/Review
- ☑ Value Engineering Team Member
- ☑ Project/Program Development
- ☑ Facility Condition Assessment Surveys
- ☑ Value & Cost Management
- ☑ Project/Program Management
- ☑ Construction Management
- ☑ Organizational Change Management
- ☑ Training (& Training Materials)
- ☑ Financial & Business Consultation

### Building Automation Systems

- ☑ Building Automation Systems (BAS) Assessment
- ☑ Cost Analysis of Sole-Source BAS
- ☑ Open Protocol BAS Integration Project Support
- ☑ BAS Specification Development
- ☑ BAS Procurement Program Support
- ☑ General BAS Program Development

## Goal

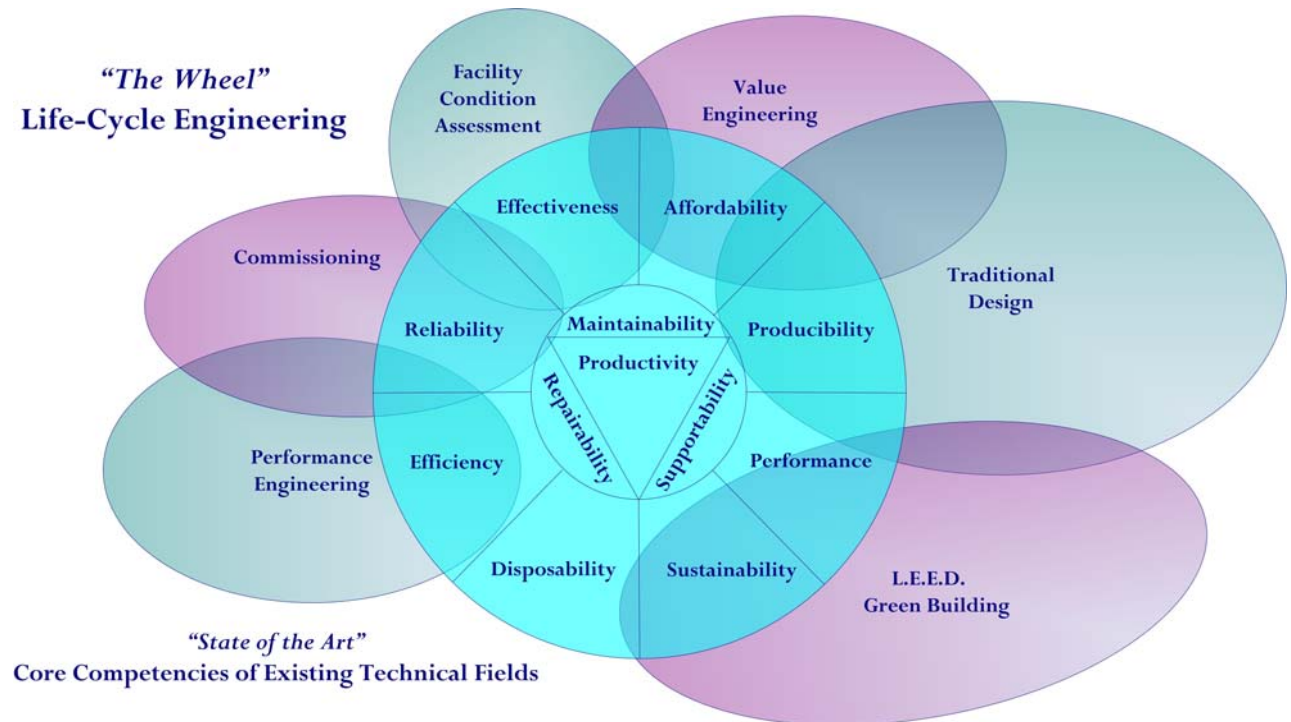
*“Almost all facility managers that I have spoken with believe that more emphasis needs to be placed on the life-cycle impacts of facilities during their design and construction. Significant maintainability and productivity issues are regularly left to be resolved long after construction has been completed.”*

*“I believe that there are enlightened professionals within the design community, perhaps as many as 20%, who also realize that significant process improvement is needed and are willing to help create it.”*

*“My goal is to work with this ‘Core of Excellence’ to catalyze meaningful change for those whose resources we steward.”*

*Robert Blakey*

### “The Wheel” Life-Cycle Engineering



## Focus

### Life-Cycle Optimized Design

Life-cycle optimized design is simultaneously responsive to customer needs and to life-cycle outcomes. It considers operational outcomes expressed as producibility, reliability, maintainability, supportability, and disposability; as well as the traditional requirements of performance, effectiveness, and affordability.

The initial phases of design are where the implementation of the principles of life-cycle engineering are most critical. Experience has indicated that there is a large commitment in terms of technology applications, the obligation of resources, and potential life-cycle cost at this point in project design and development. As much as 75% of the project life-cycle cost may be “locked in” at this early stage. Further, the costs of major changes escalate exponentially during later phases of the project life.

Whole life design of building projects is an engineering approach just beginning to mature. An intrinsic part of this process is the operation/maintenance/repair portion of the cycle. Often in the past it has been overlooked until long after the design phase of a project is completed.

A consultant experienced in these life-cycle issues can be an invaluable member of an effective team focused on minimum whole-life facility cost and maximum system effectiveness.

### Building Automation Systems

Complex technology, particularly related to Building Automation Systems, is an area where a relative small initial investment can have a major effect on a building’s life-cycle cost. Expert knowledge is required when considering technical capabilities and purchasing strategy alternatives to maximize customer benefit from the installation of these systems.

Many of these hurdles could be reduced, or eliminated, by an experienced consultant working on behalf of the customers as they seek innovation to make their purchasing policies and technical specifications more effective

## People



**Robert Blakey** is the founding principal of Strategic Equity Associates. Robert graduated from California Coast University with both a Bachelors of Science Degree in Management and a Masters of Science Degree in Engineering Management. Robert has over 15 years experience in management with much of it in the area of Facilities Management and Project Management

From 1999 through 2003, Robert worked as a Facilities/Projects Manager with the City of Seattle with responsibilities covering over 130 different properties.

In addition, Robert is a licensed engineer in the US Merchant Marine. He holds a Chief Engineers license for Steam, Motor, or Gas Turbine Vessels of Any Horsepower (unlimited), and has over 20 years experience in various disciplines of mechanical and electrical engineering. He is also licensed as a Boiler Supervisor by the City of Seattle. His experience includes work with both marine and land-based central plant facilities with capacities ranging up to 68,000 Hp (50,000 KW).

Areas of specialized training include electronics, instrumentation, programmable logic controllers, DDC HVAC automation systems, pneumatics, refrigeration, power generation equipment, maintenance/property management data systems, technological forecasting, and life-cycle cost engineering analysis.



## Mission

*“To support customer, designer, and industry initiatives that promote the increase of equity and the generation of long-term strategic value in the complex decisions of today’s markets.”*

## Robert Blakey, Principal

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