

+ GOALS



PEOPLE:

- 1 Every green building professional has a current, relevant credential that supports a culture of lifelong learning.
- 2 Citizens celebrate workplaces, schools, and communities that are sustainable, equitable, and resilient.

EXISTING BUILDINGS:

- 3 All existing buildings meet or exceed the 2030 Challenge goals to reduce energy use, water use, and transportation emissions by 50%. All buildings are carbon neutral by 2050.
- 4 Every K-12 school is a certified green, healthy school.

NEW CONSTRUCTION:

- 5 Every new building and major retrofit is LEED or WELL Silver, Passive House, zero net energy, Living Building, or better.
- 6 All new buildings are carbon neutral by 2030, and meet the 2030 Challenge goals of 50% reductions in water use and transportation emissions below baselines.

COMMUNITIES & SYSTEMS:

- 7 Every new development is certified LEED-ND Silver, WELL Community Silver, Living Community Challenge, or better; existing neighborhoods are empowered as ecodistricts.
- 8 Western Pennsylvania is a manufacturing and technology hub that regenerates communities, the environment, and the economy.

+ NETWORKS OF INFLUENCE

GBA leverages a broad network of partners to drive sustainable practices at every scale of the built environment. Our strategic alliances with the City Energy Project, Pittsburgh Living Product Hub, and Pittsburgh Ecodistricts Collaborative (emerging) connect national leaders with local practitioners, while our regional partnerships support green buildings and sustainable communities across Western Pennsylvania.

GBA is also a member of several national sustainability networks of influence, including the U.S. Green Building Council's (USGBC) chapter network, the 2030 Districts Network, and the Green Schools National Network.



+ GBA IN BRIEF

Green Building Alliance advances innovation in the built environment by empowering people to create environmentally, economically, and socially vibrant places. Founded in 1993, GBA is an independent 501(c)3 nonprofit organization — and one of the oldest regional green building organizations in the United States. GBA proudly serves Pittsburgh and the 26 counties of Western Pennsylvania, with stakeholders across the Mid-Atlantic, United States, and world.

+ OUR VISION

EVERY BUILDING AND COMMUNITY IS SUSTAINABLE SO EVERY PERSON CAN THRIVE.

+ OUR VALUES

While the built environment is inherently resource-intensive, we aspire toward sustainability that positively impacts planet, people, places, and markets.

REGENERATION + INTERCONNECTIVITY

LEADERSHIP + INNOVATION We are committed to transforming the built environment within a generation, using proven solutions and innovative approaches to advance our vision.

We collaborate with professionals and residents to create places where all people can thrive.

COMMUNITY + EQUITY



STRATEGIC



PARTNERS NETWORKS

PLAN

STRATEGIC PLAN



EMPOWER COLLABORATION LEADERSHIP CERTIFICATION

DRIVE INNOVATION & DEMAND IN THE GREEN BUILDING MARKET

- Provide a range of educational experiences varying by topic, expertise, and learning style
- Specialize in trainings across certifications and credentials, including LEED, GPRO, Passive House, and Living Future
- Educate stakeholders on established and emerging issues for healthy indoor environments and communities, including the WELL Building Standard, social and geographic determinants of health, equitable development, biophilia, and more

NURTURE A COMMUNITY OF SUSTAINABILITY PROFESSIONALS TO SHARE BEST PRACTICES & INTENSIFY IMPACT

- Uphold integrative peer-to-peer and cohort learning strategies for owners, service providers, nonprofits, and K-12 schools
- Launch a Change Agent Cohort of professionals committed to more sustainable built environments
- Systematize Emerging Professionals group to foster the next generation of green building leaders
- Maintain nonprofit sustainability support, including group workshops, technical assistance, and mini-grant allocation

SUPPORT SUSTAINABILITY PLANNING & EVALUATION TO GALVANIZE TRANSFORMATIVE IMPACT

- Strengthen technical support provided to project teams, developers, funders, and municipalities
- Continue project reviews for the City of Pittsburgh, Urban Redevelopment Authority, and Uptown Ecolnnovation District
- Provide owner advisement to projects of varying scales, with sustained support for Hazelwood Green

ADVOCATE FOR SUSTAINABILITY AT ALL SCALES OF THE BUILT ENVIRONMENT

- Update and incentivize city green building legislation and beyond code building application
- Champion Erie Resiliency Plan and Community Resilience Action Network Erie (CRANE) green roadmap
- Collaborate on sensible statewide green building, energy and water efficiency, and financing policies
- Partner to create healthy products purchasing guide and commitment

CATALYZE SUSTAINABLE INNOVATIONS FROM INITIAL INVESTMENT TO WIDESPREAD ADOPTION

- Drive creative funding models, including PennSEF, energy efficiency capacity credits, PACE, and impact investing
- Investigate transformative project financing that catalyzes sector-shifting change across schools, communities, and cities
- Identify market gaps for innovators and first adopters in regenerative technologies

INCREASE ACCESS TO INTERNATIONAL BEST PRACTICES IN GREEN BUILDING

- Reinvigorate technical inquiry library with "Ask Olive" online advice forum
- Bolster inquiry-driven connections to service providers, funding sources, government agencies, and product suppliers
- Convene Health Learning Circle to develop regional implementation of healthy building and maintenance practices

STRENGTHEN MEMBERSHIP ENGAGEMENT STRATEGIES TO PROMOTE CROSS-SECTOR COLLABORATION

- Grow GBA membership across Western Pennsylvania, including Advocate and Lifetime membership levels
- Honor GBA member contributions with dedicated member-only events and opportunities
- Enhance relationships with stakeholders from public, environmental, and community health domains

LEVERAGE GBA'S NETWORK OF STRATEGIC PARTNERSHIPS

- Maintain USGBC chapter status, 2030 District Network leadership status, and Green Schools National Network engagement
- Support City of Pittsburgh in benchmarking implementation, expansion, and analysis through training delivery and data support
- Partner with Pittsburgh Living Product Hub to advance green manufacturing in the region

PROVIDE ACCURATE & ACCESSIBLE INFORMATION ON GREEN BUILDINGS & COMMUNITIES

- Publish weekly national newsletter that pairs regional events with leading international stories
- Transform website to reflect GBA's mission, vision, and strategic initiatives; integrate all websites
- Catalog and analyze regional green and ultra-efficient building performance across certification approaches

CREATE CONTENT THAT ALLOWS ALL CITIZENS TO REALIZE SUSTAINABILITY PRINCIPLES & PRACTICES

- Broaden access to GBA events through public library of videos and downloadable guides
- Curate blog to feature local perspectives, regional developments, and national trends

COMMUNICATE PITTSBURGH'S SUSTAINABLE TRANSFORMATION ON THE LOCAL, NATIONAL & GLOBAL STAGE

- Create suite of presentation tools for regional GBA Speakers Bureau
- Expand depth and breadth of Pittsburgh's green story through national media placements and coverage



ADVANCE PERFORMANCE INNOVATION POLICY



CONNECT RESOURCES EXPERTISE PEOPLE



SHARE PERSPECTIVES SUCCESSES STORIES



PITTSBURGH 2030 DISTRICT

FULFILL 2030 CHALLENGE'S INTERIM GOAL OF 20% REDUCTIONS IN ENERGY USE, WATER CONSUMPTION & TRANSPORTATION EMISSIONS

- Release Indoor Air Quality Protocol for baseline creation and annual reporting
- Recruit, engage, and support buildings smaller than 100,000 square feet
- Create Oakland transportation baseline and conduct Make My Trip Count 2.0

STRENGTHEN DATA ANALYTICS & CONTEXTUALIZATION TO DRIVE PERFORMANCE-BASED DECISIONS

- Collaborate with utilities to streamline consumption data quality and reporting
- Implement software tools for enhanced visualization, benchmarking, and analysis of District wide and individual property progress

EXPAND 2030 CHALLENGE PARTICIPATION REGIONWIDE

- Expand boundary to Uptown Ecolnnovation District and other strategic areas
- Continue public participation through Bridge to 2030 education series
- Advance exploratory Erie 2030 District toward Emerging District status
- Create 2030 Affiliate Property standing for any building that pursues and annually reports toward 2030 Challenge goals



SUSTAINABLE COMMUNITIES

EXPLORE COMMUNITY-SCALE ENGAGEMENT TO EXPAND ENVIRONMENTAL, ECONOMIC & EQUITABLE IMPACTS

- Partner with place-based stakeholders to identify best GBA leverage points
- Partner with emerging Pittsburgh Ecodistricts Collaborative
- Create Community Sustainability Leadership cohort to provide education and technical assistance to neighborhoods and regional communities



GREEN & HEALTHY SCHOOLS ACADEMY

BUILD CULTURE OF SUSTAINABILITY IN K-12 EDUCATION & ADMINISTRATION

- Complete third cohort of School Sustainability Culture Program
- Benchmark six years of School Sustainability Culture Program
- Explore model for Sustainability Culture Program at district and national scales
- Support direct youth engagement through environmental clubs

AMPLIFY GREEN & HEALTHY SCHOOL OPERATIONS & CONSTRUCTION

- Scale green and healthy schools workshops throughout Western Pennsylvania and West Virginia, re-engaging committed participants and reaching new audiences
- Develop national school facility operations credential
- Advance healthy school practices through trainings, walkthroughs, and mini-grants