From the very beginning, green building has been an effort of inspired individuals. Every project and every building can be traced to a particular person who sought something better. As we look around the city, the results are immortalized in concrete, in the intricate structures that map our daily lives. But the movement has always progressed because of the people who dedicate their lives to this ever-changing target we call sustainability.

In September of 1993, a group of volunteers resolved to build a healthier region for everyone. Their vision has built a movement 25 years strong, and today Green Building Alliance stands as a community of architects, educators, engineers, contractors, developers, and citizens who create places where all people can thrive.

With each passing year, we understand the shifting limits of our communities. Advances in neuroscience, climate modeling, and materials analysis shift how we define sustainability, while growing wealth and inequality ask for whom we build.

More than any one success or technological triumph, sustainability lies in our collective ability to evolve, to continually reevaluate where we stand and where we are going. We’ve spent the last quarter-century reimagining our region, and we step into the future with the same tenacity and innovation of spirit. To everyone who believes that we can do better, we thank you.

Goals

Green Building Alliance advances innovation in the built environment by empowering people to create environmentally, economically, and socially vibrant places.

People

1. Every green building professional has a current, relevant credential that supports a culture of lifelong learning.

2. Citizens enjoy workplaces, schools, and communities that are sustainable, equitable, healthy, and resilient.

New Construction

5. Every new building and major retrofit is certified to LEED Silver, 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.

Existing Buildings & Major Renovations

3. 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.

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.

4. Every preK-12 school is a certified green, healthy school.

Western Pennsylvania is a manufacturing and technology hub that regenerates communities, the environment, and the economy.

Every building and community is sustainable so every person can thrive.
GBA Creates Impact at Scale

Sustainable Solutions for Every Neighborhood

GBA collaborates with communities to create systemic solutions for sustainable growth. In 2018, GBA helped author the Uptown Ecolnnovation District and Riverfront RIV District zoning overlays, linking development bonuses to measurable building performance targets for the first time in Pittsburgh’s history. Additionally, as chair of the Uptown EcoInnovation District’s infrastructure subcommittee, GBA tracked and timelined an implementation plan specifying improvements in energy, water, health, landscape, and waste management. To reflect planning processes in all 92 city neighborhoods, staff collaborated with the City of Pittsburgh to draft a new Neighborhood Planning Guide, in addition to informing All-In Pittsburgh’s work on inclusionary zoning and affordable housing.

- **1,210** members
- **3,544** professionals trained
- **1,037** hours technical assistance
- **1,210** K-12 schools & districts impacted
- **83**
- **$85.4** million saved by the 2030 District
- **80** pounds coffee composted
- **80**
Transforming the Region’s Urban Fabric

GBA is accelerating Western Pennsylvania’s sustainable transformation by providing expert counsel to 132 strategic projects across the region. As a technical advisor for the 178-acre redevelopment Hazelwood Green, GBA reviewed proposals for a site-wide Integrated Energy Service provider, in addition to supporting the development’s pursuit of certification under LEED for Neighborhood Development and the Living Community Challenge. Staff also conducted building performance evaluations with owners and managers representing over 400 buildings (70 million sq ft) of Pittsburgh’s economic center, including the 20-acre mixed-use 3 Crossings development in the Strip District and the nationally renowned David L. Lawrence Convention Center.

Defining Frameworks for Excellence

In 2018, GBA shaped several of the largest Institutional Master Plans in Pittsburgh, working with teams at UPMC, the University of Pittsburgh, and Duquesne University to develop measurable goals for energy and water use, transportation management, stormwater flows, public art, and community engagement. Within campuses’ planned growth, GBA created individualized energy baselines, in addition to facilitating high-level collaboration across project teams. As a result, the University of Pittsburgh requires all new developments to meet the rigorous 2030 Challenge for New Construction goals, while UPMC has committed to aggressive energy targets in their newest project. GBA continues to consult on long-range master planning efforts with major institutions citywide.

Constructing a Citywide Civic Dialogue

Founded in 2012, the Inspire Speakers Series proposes a new vision for the city, one based on inclusive dialogue and shared prosperity. In its 8th season, the series welcomed more than 750 citizens to hear from nationally renowned thought leaders like artist Candy Chang, urban planner Walter Hood, and CEO of the International Living Future Institute, Amanda Sturgeon. Discussions on public art, placemaking, and equitable development were grounded by local changemakers like architect Patricia Culley, former Pittsburgh Steeler Will Allen, and artist Alicia Wormsley.
Driving Human-Centered Design and Construction

GBA advances increasingly ambitious standards for human health in the built environment, training more than 3,500 professionals in topics ranging from material transparency to biophilic design. With a focus on third-party verification, GBA hosted trainings for LEED, Certified Passive House Designers, the JUST label, and Living Product Certification, in addition to workshops targeting indoor air quality in K-12 schools. GBA also piloted its Sustainability Leadership Lab, a peer-to-peer cohort preparing young professionals to catalyze sustainable design across architecture, engineering, construction, and property development.

Building a 21st Century Workforce

As Pittsburgh shifts to an innovation economy, GBA is positioning skilled trades and construction professionals to access sustainable building markets. In 2018, GBA became only the third organization in the country to teach the Certified Passive House Tradesperson course. General contractor Norm Horn explains, “This course is part of a continued effort to maintain our company’s position as a leading authority on high-performance construction. Both trainers displayed an impressive command of the subject matter, and I would definitely recommend it to a colleague.” GBA also partnered with the City Energy Project and the City of Pittsburgh to teach GPRO Operations & Maintenance classes, equipping carpenters, electricians, operating engineers, and property owners to integrate high-performance practices into their daily work. Staff provided additional training through ENERGY STAR Portfolio Manager workshops.

Bridging the Gender Divide

“Being part of a foundational conversation with game-changing women is a once in a lifetime experience that can only happen at the Women in Green Breakfast.”

BRANA HILL QUEENS Org

GBA’s first Women in Green Breakfast connected more than 180 women, femme, and non-binary individuals who are redefining how we build community.
Cultivating a Culture of Sustainability

The Green & Healthy Schools Academy’s School Sustainability Culture Program asks educators to reimagine their connections to students, to their community, and ultimately, to each other. The program elevates sustainability to the level of organizational values, allowing school staff to create places and spaces where every student can thrive. In 2018, the program graduated its 148th participant, with representatives from more than 33 schools and districts across Western Pennsylvania and West Virginia. Educators have translated program principles into numerous curricular initiatives, including the student-led redesign of Pittsburgh Brashear High School’s maker workshop, library, and group meeting space, and Marshall County’s (West Virginia) district-wide sustainability activation, including trail-based outdoor education, a campus orchard, and student-led facilities benchmarking. The program’s fourth cohort launched in October of 2018 with 30 administrators, teachers, and staff across 15 schools and districts.

“As part of this cohort, I not only learned more than I ever knew existed, but I also grew as a professional educator and in my personal life. I hope to leave my own handprint on the world and continue this movement by sharing my last two years of learning.”

MEREDITH DAILE
Associate Principal, Wheeling Park High School

This initiative is made possible in part by the Benedum Foundation.

Creating a Community of Learning

GBA activates schools to become changemakers in their towns and communities. Supported by the Culture Program, Tucker County High School (West Virginia) transformed their job skills program into a sustainable entrepreneurship initiative, pairing student advocates with local businesses to catalyze innovation in the community. In Monongalia County, Eastwood Elementary School teachers launched Seeing STEM in a New Light: Girls Going Green, applying math and engineering curriculum to the business model for a school greenhouse. Students collaborated with a local restaurant and university to select profitable crops, while learning valuable skills in entrepreneurship. In partnership with Women for a Healthy Environment, GHSA also supported 60 schools and early childcare facilities through lead and radon testing and mitigation, ensuring every student begins with a healthy classroom.
Accelerating Sustainable Investments

The Pittsburgh 2030 District sets market standards for high-performance building by committing landmark properties to 50% reductions in energy use, water consumption, and transportation emissions by 2030, while improving indoor air quality. As the largest 2030 District in the world, the robust network of 512 properties (representing more than 80 million sq ft) has saved $85.4 million and avoided over 434,000 metric tons of CO2 to date. In 2018, the District successfully integrated the 2030 Challenge into the City of Pittsburgh’s Climate Action Plan, while multiparcel sites like the 28-acre Lower Hill have voluntarily committed to 2030 Challenge goals. To expand its collective impact, the District has committed 19 Affiliate Property Partners (representing nearly 10 million sq ft) from outside boundary lines, in addition to successfully launching the Erie Emerging 2030 District.

Quantifying Pittsburgh’s Transportation Transition

In 2015, GBA piloted Western Pennsylvania’s first regional commuter survey, creating a baseline to measure transportation emissions reductions. This year, GBA relaunched Make My Trip Count with over 20,000 responses detailing multimodal transportation paths, commuting challenges, and solution viabilities at the block level. Initial results have already directly informed Pittsburgh’s Bus Rapid Transit plan and the City of Pittsburgh’s transportation demand management, while regional transportation authorities such as the Port Authority and the Southwestern Pennsylvania Commission continue to incorporate the data into long-range transportation modeling.

This project was funded with generous contributions from the Hillman Foundation, Microsoft Corporation, and Duquesne Light Company.
Elevating Stories of Pittsburgh’s Transformation

GBA amplifies Western Pennsylvania’s sustainability narrative, elevating the accomplishments of local start-ups, policymakers, and researchers to shape a nationally recognized identity. Through the initiative Pittsburgh Green Story, GBA has placed stories in NextCity, Building Magazine, TechCrunch, and Forbes Magazine, drawing new audiences while attracting investment interest. On September 20, 2018, GBA marked its 25th anniversary by honoring 25 transformative projects at our Emerald Evening Gala. Ranging from the U.S. Steel Tower to the Children’s Museum and Carnegie Libraries of Pittsburgh, the celebration commemorated some of the region’s most influential leaders and their sustainability achievements.

This initiative is made possible by generous funding from the Richard King Mellon Foundation.

A Network 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 International Living Future Institute, MIT’s SHINE lab, and Project Drawdown connect national thought leaders with local practitioners, while staff forge regional partnerships by serving on 30 committees and boards, including the Oakland and Uptown Task Forces, the Master Builders’ Association Green Builders Committee, and Eden Hall’s K-12 Advisory Board. GBA further extends its influence through an active member community, counting 174 different companies and 1,036 individuals as advocates.

“GBA events are my life-line. They revive and reinspire me to reach for even greater change in my own life. There’s a community out there waiting to welcome you.”

NATALIE HARMON
Michael Baker International
A Movement for Change

Green Building Alliance has become a movement for change, a community of architects, engineers, educators, contractors, government officials, and citizens who advocate for healthy and vibrant places. Our work is at once inspired by your achievements and founded on your challenges, and we strive to build a shared transformation.

Thank you for a quarter-century of collaboration.
2018 Sponsors

- 3RI Building Sustainability
- AIA Pittsburgh
- American Iron and Steel Institute
- Arconic
- Automated Logic
- Avison Young
- Bakery Square
- Berner International Corporation
- Blumling & Gusky
- Bohlin Cywinski Jackson
- BranchPattern
- BuroHappold Engineering
- C.J.L. Engineering
- Cohen Seglias Pallas Greenhall & Furman PC
- Covestro
- CPower
- Desmone Architects
- DLA+ Architecture & Interior Design
- DMI Companies
- DRS Architects
- Duquesne Light Company
- EPIC Metals
- evolveEA
- Faros Properties
- FedEx Ground
- Filtech Inc.
- Flaura Teeter Landscape Architects
- Forba Flooring Systems
- Giant Eagle
- Henderson Brothers
- Huckestein Mechanical Services
- Humanscale
- Huth Technologies
- Jendoco Construction Corporation
- Knoll
- Mascaro Center for Sustainable Innovation
- Mascaro Construction Company
- Master Builders Association
- Michael Baker International
- Mistick Construction Company
- Oxford Development Company
- Peoples Natural Gas
- Perfdia Weiskopf Wagstaff + Goettel
- PITT OHIO
- PNC
- Renaissance 3 Architects, P.C.
- Siemens
- Sota Construction Services, Inc.
- SSM Industries, Inc.
- St. Moritz Building Services, Inc.
- Standard Air & Lite Stantec
- Tall Timber Group
- The Efficiency Network
- Total Energy Resources, LLC
- Trane
- UPMC and UPMC Health Plan
- Urban Redevelopment Authority of Pittsburgh
- WGL Energy
- WTW Architects

2018 Funders

- BNY Mellon
- Claude Worthington Benedum Foundation
- Colcom Foundation
- Energy Foundation
- Hillman Family Foundations
- Penelec Sustainable Energy Fund of the Community Foundation for the Alleghenies
- PNC Charitable Trusts
- Richard King Mellon Foundation
- The Heinz Endowments
- The Pittsburgh Foundation
- The White Pine Fund
- West Penn Power Sustainable Energy Fund

Individual Members continued

- Ryan Walsh
- Frank Walters
- Grace Wargo
- James Wastelle
- Suzanne Wastake
- Sean Walters
- Chris Wart
- Frederick Wart
- Sheila Webb
- Isabelle Weber
- Wayne Wehle
- Andrew Weiner
- Alan Weiskopf
- Adam Wenger
- Jane Werner
- Bernadette Werntges
- Jeff Weissel
- John West
- Jennifer Westgate
- Adam Whalen
- David Wheeler
- Jane Wheelan
- Christian Whetaker
- Apple White
- Leigh White
- Tim White
- Lisa Whitley
- Mary Whitney
- Adam Wick
- Tim Welk
- Tom Wiley
- Jay Wilkinson
- Colin Williams
- Kelli Williams
- Naomi Williams
- Ryan Williams
- Clifford Wilks
- Bud Wilson
- Joseph Wingfield
- Kule Winkler
- Gerrod Winston
- Ivette Winston
- Brian Winters
- Clay Wissell
- Lori Wisniewski Azzara
- Andy Wisniewski
- Dylan Witz
- Brian Wofford
- Mark Wolfgang
- Mark Walckosky
- Brian Wodrich
- Michael Woods
- Oscar Worthy
- Jason Waytair
- Gregory Wozniak
- Lisen Wright

2018 Financial Summary

Revenue
- Foundation Grants 79%
- Sponsorships 11%
- Education & Training 4%
- Membership & Donations 3%
- Contracted Services 2%
- Miscellaneous <1%
- Total Revenue $2,151,820

Expenses
- Personnel 54%
- Contracted Services 18%
- Events 11%
- Operations & Business 9%
- Travel & Meetings 4%
- External Grants 3%
- Miscellaneous <1%
- Total Expenses $1,653,742
## Current Sponsors

### Luminary
- FedEx Ground
- Humanscale
- Mohawk Group
- Siemens

### Platinum
- Covestro
- BuroHappold Engineering

### Gold
- Epic MetalWorks
- Oxford Development Company
- Stantec

### Silver
- American Iron and Steel Institute
- BranchPattern
- DLC TestLab
- Jendoco
- Mascaro
- MTECH
- Process Systems
- Stantec
- WGL Energy

## GBA Staff & Board of Directors

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- Megan Zeigler: Vice President, Pittsburgh Water and Sewer Authority
- Jeremy Snyder: Treasurer, BuroHappold Engineering
- Michael Barnard: Secretary, Oxford Development Company
- Will Allen: Nascent Group Holdings
- Patricia Culley: Bohlin Cywinski Jackson

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- Zach Huth: Huth Technologies
- Jeff McDaniel: Innovation Works, Inc.
- Don Morrison: BlueTree Allied Angels
- Demeshia Seals: DLS Consulting
- Noah Shaltes: PJ Dick
- Mark Smith: DMI Industries
- Kara Magoolaghan: Event & Outreach Coordinator
- Guy McUmber: Northwest PA Branch Director
- Paige Colao: Outreach & Resource Coordinator
- Bev Collier: Executive Assistant
- Eileen Conrad: Green & Healthy Schools Coordinator
- Natalie Stewart: Communications Director
- Katie Lockley: Green & Healthy Schools Senior Director

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