Every building and community is sustainable so every person can thrive.

A Year of Change

As we entered 2020, a renewed sense of hope filled the Green Building Alliance (GBA) offices in Pittsburgh’s South Side. It would be a year of change for sure, with 10 years left to achieve the 2030 Challenge goals, the possibility of a more climate-friendly federal government administration on the horizon, and a renewed sense of optimism for the future. As we looked around our region, we could see progress happening across all green building fronts, and a budding partnership with the United Nations High Performance Building Initiative was blossoming to propel that progress even further.

The first few months of 2020 began like any other, planning out the year’s events and tours while tracking the progress of green building projects across the region. Everyone at GBA was looking forward to building on our work with businesses, schools, and local communities. Then, in early March, we abruptly discovered that work would take on a whole new meaning and sense of urgency.

As the COVID-19 pandemic grew in our country and region, we went home, suddenly unsure of a year that had looked so hopeful. Whatever promise of progress we had was instantaneously interrupted by a once-in-a-lifetime crisis affecting every facet of society. After the shock of spring, the fresh summer air turned to a thick scent of emergency. We were all thrust into months of isolation and unrest, and we protested for Black Lives, social justice, and our environment.

While the pandemic ripped back the curtain that hid the deep divisions in our society, it also reminded us of what makes us strong and resilient: our community and our love for one another.

At GBA, we were fortunate to be able to pivot quickly and efficiently to work from home, constantly adjusting and tweaking our normal slate of events, education series, and community gatherings. Everything turned digital—places and faces that we saw so regularly became framed squares on our computer screens. But we were still there. Through the loss and pain our communities were facing, we still found ways to come together. We transitioned our events into the digital realm, entering the unknown, but so strongly supported by our cherished community of members and partners.

When we began, we were unsure how people would react to virtual events, but we were quickly heartened as we felt the love and support of our community. Our events continued to grow and flourish, and any fears about attendance quickly abated as everything from tours to Emerald Evening continued successfully.

Most likely, this is because of you! Everything felt so uncertain at the beginning of the pandemic, but your support and passion for the issues Green Building Alliance works on kept us inspired to carry on our work with renewed optimism.

We like to say sustainability lies in our collective ability to evolve. If 2020 taught us anything, it is that we must evolve together to build a better, brighter, healthier, more just future for everyone to thrive. To everyone that believes that we can do better when we are together, GBA is with you, and we thank you!
Green Building Alliance positively transforms the world through the built environment to fight climate change, advance human health, achieve social equity, and create thriving economies. We work for a sustainable, healthy, and just future for all.

Goals

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.

Existing Buildings
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.
4. Every preK–12 school is a certified green, healthy school.

New Construction
5. Every new building and major retrofit is certified to LEED Silver, WELL Silver, Passive House, Net Zero 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.

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.
Green & Healthy Schools Academy

GBA’s Green & Healthy Schools Academy (GHSA) engages K–12 schools throughout Western Pennsylvania, reaching educators, administrators, facility directors, and students to promote high-performing, vibrant, healthy, and just school environments. Like many other education programs during COVID, GHSA adjusted to serve our school communities virtually, serving over 519 educators, youth, and facilities personnel through 14 events in 2020. This year also enabled us to build partnerships with other climate education organizations and document compelling narratives of GHSA’s evolution and successes.

K–12 Healthy, High-Performing Schools

Supporting healthy K-12 school buildings and operations has been more important than ever during the COVID-19 pandemic. Beyond keeping facility directors informed of the most cutting-edge guidance during the pandemic, GHSA continued our focus on maintaining healthy indoor air quality and giving guidance on green cleaning protocols for schools to keep students and staff safe in their buildings. We are proud of the 38 schools that have committed to the Pittsburgh 2030 District, a statement about the value of energy efficiency in schools. Whether school leaders have questions on energy efficiency improvements, major renovations on their building, or potential mold, lead, and radon testing and mitigation, we are always grateful to be a resource!

1,000 Hours a Year Initiative

In 2020, GHSA and Women for a Healthy Environment (WHE) relaunched the 1,000 Hours a Year Initiative, funded by The Heinz Endowments, to help offset costs associated with testing and remediating lead and radon in schools and early learning centers. Since 2017, the 1,000 Hours a Year Initiative has partnered with approximately 80 K–12 school districts and childcare centers to provide training and technical knowledge to test and remediate radon and lead in their buildings.

Teacher and Student Engagement

In partnership with Communitopia and Remake Learning, GHSA launched bimonthly Climate Educator Happy Hours in the winter of 2020 to showcase local educators bringing climate education into their classrooms. Teacher Happy Hours attracted over 85 participants to cover topics on wellness, sustainability, virtual learning during COVID-19, and climate education.

In response to letters written by an 8th grade class, Woodland Hills School District passed a Climate Board Action Resolution, creating a district-wide Climate Change Committee to launch various sustainability initiatives in July 2019. GBA, as a key partner on this committee, co-planned the virtual 2020 Woodland Hills Youth Climate Action Summit, a youth-led summit attracting nearly 200 attendees and raising over $1,500 for Woodland Hills climate initiatives.

SHOUT

GHSA partnered with SHOUT (Social Handprints Overcoming Unjust Treatment), a coalition of South Fayette students championing equality for all people, to create monthly educational events during the 2020–2021 school year. SHOUT was developed by Dr. Chuck Herring, Director of Diversity, Equity, and Inclusion for South Fayette Township School District and longtime participant in GHSA programming. By pairing the Inspire Speakers Series event format with the Handprinting framework developed out of Harvard and MIT by Greg Norris, the SHOUT and GBA partnership created events that challenge stereotypes and leave net-positive social handprints by connecting through personal experiences. There are 12 SHOUT chapters in regional schools (and growing!).

GHSA’s Ellen Conrad and Brashear High School Foreign Language Teacher Ameeta Schmitt speak at Green Schools Conference and Expo in Portland, Oregon.
Sustainable Communities

In 2020, GBA worked in collaboration with Homewood Children’s Village and other community partners to recruit and train 36 residents and 10 youth from Homewood, Hazelwood, and the Hill District in a Climate Change, Health, and Equity (CCHE) curriculum. Staff helped create an equity framework for the City of Pittsburgh’s neighborhood planning process, continuing to draw correlations between the built environment and improving quality of life for all.

Comprehensive Planning

Embedding sustainability into regional comprehensive planning efforts in alignment with community vision is essential in achieving our 2030 objectives.

Implementation

Once a community plan is finalized, the real work begins in bringing that vision to fruition. GBA partnered with Hazelwood’s Center of Life as part of the Neighborhood Partnership Program (NPP) to continue to support and educate residents on sustainability in alignment with Hazelwood’s adopted comprehensive plan. The ability to stay engaged long term with partners builds the authentic trust and collaboration needed to implement real change in our communities.

The Pittsburgh 2030 District

The Pittsburgh 2030 District has set the standard for high-performance building by creating a community of over 160 organizations across a variety of sectors, including business, technology, government, healthcare, hospitality, and education. Through separate goals for new construction and existing buildings, the 2030 Challenge sets rigorous but achievable reduction targets in five-year increments. New construction and major renovation projects commit to carbon neutrality by 2030, while existing buildings pursue 50 percent reductions in energy use below national baselines. Both new and existing buildings commit to 50 percent reductions in water use and transportation emissions below regional baselines, while working to improve indoor air quality. With approximately 550 buildings committed, totaling over 80 million square feet, Pittsburgh is the largest 2030 District in the world. As of 2020, the Pittsburgh District saw a 28.9 percent reduction (with RECs) in energy use and a 42.1 percent reduction in water use. The District is proud to see that some new pledges have achieved amazing results. MuseumLab reduced its energy use by over 80 percent in its first year of operation.

The Pittsburgh 2030 District is a public-private partnership facilitated by Green Building Alliance.

| 85.2 | MILLION SQUARE FEET OF COMMITTED PROPERTIES |
| 1.2 | MILLION METRIC TONS OF CO2 AVOIDED |
| 28.9% | ENERGY REDUCTION |
The Erie 2030 District

Building upon the model of the Pittsburgh 2030 District, as well as a decade of relationships in Erie and Northwest Pennsylvania, GBA established the Erie 2030 District. The Erie 2030 District includes over 90 buildings and approximately 4 million square feet committed. As of 2019 (prior to COVID-19), the Erie District saw a 14.8 percent reduction in energy use and will begin tracking water use in 2021. Erie’s commitment positions its city and county for a sustainable future, increasing the entire region’s economic competitiveness while boosting owners’ return on investment.

This project was funded with generous contributions from the Erie Community Foundation, Erie Insurance, Penelec Sustainable Energy Fund, Hillman Foundation, and Richard King Mellon Foundation.

Women+ in Green

GBA’s Women+ in Green (WIG) community continues to grow and evolve with new networking and collaboration opportunities for the region’s growing community of women+ in sustainability. The Women+ in Green program continued to hold virtual events throughout the year, including Book Club Discussions, WIG-led Tours, and the Coffee Talks Mentoring Series. The Virtual Women+ in Green Breakfast welcomed “Sheroes” from across our region, featuring keynote speaker Leah Lizarondo of 412 Food Rescue. We also developed strong partnerships with other local groups, including Women+ in Design, the Society for Women Environmental Professionals, and others.

Emerald Evening

GBA hosted the 2020 edition of our annual fundraising gala on Zoom, and we were excited to be able to interact in a socially responsible personal way with attendees through food and wine deliveries prior to the event. Normally, the gala would recognize and award GBA members and partners for recent accomplishments in sustainability improvements across all sectors. This year, we instead reflected on the region’s response to the COVID-19 pandemic and how partners in our industry helped ease the burden on our communities. This included many beautiful and heartwarming health and equity initiatives GBA members engaged in around the region. In total, 18 people and projects were recognized, and over 175 participants joined the unique member-centered celebration.

South Fayette High School’s Dr. Chuck Herring receives the Community Equity Award from the Emerald Evening 2020 Virtual Gala. With Dr. Herring’s help, South Fayette students have partnered with schools across the region to help them create SHOUT chapters of their own during the pandemic.
In 2020, GBA’s education department transitioned all content to a virtual setting while maintaining high standards and exceptional experiences. Our Health in the Built Environment series—a topic more important now than ever—featured five events, 12 expert presenters, and over 230 event attendees. We hosted virtual green building tours, Living Future Collaborative meetups, and technical trainings, including the LEED Green Associate exam prep course and Certified Passive House Designer Training—all in online settings. In 2020, the goal of GBA’s education department was to prepare stakeholders for the imperative role the built environment will play in healing both people and the planet.

**Tours**

Through our local partnerships, GBA continued to bring our members and the public behind the scenes at some of Pittsburgh’s pioneers in sustainability through virtual building tours held on Zoom. Led by green building experts and building professionals, GBA tours inform and educate participants in how local leaders are utilizing sustainable building practices and products.

**Inspire Speakers Series**

In 2020, GBA’s Inspire Speakers Series hosted its popular annual storytelling event live and onstage before transitioning content to an online format for physical distancing. To account for multiple systemic issues highlighted by the pandemic, our virtual Inspire Speakers Series focused on the interconnections among climate, equity, and health while layering in an overarching theme of sustainability for all. Inspire Speakers Series programs included Sustainable Community Case Studies; Reimagining the Future of Black Communities; and a look at The Global Village. Keynote speakers included Jacqueline Patterson from the NAACP’s environmental & climate justice program and Scott Foster from the United Nations Economic Commission for Europe. The Inspire Speakers Series and GHSA programs launched a new partnership with the student group SHOUT (Social Handprints Overcoming Unjust Treatments), presenting critical public conversations curated and facilitated by local middle and high school students.

James Harris, Superintendent of the Woodland Hills School District, speaks at Inspire Speakers Series: Inspirational Stories on the Intersections of Climate, Equity, and Health
The Greater Pittsburgh Center of Excellence On High Performance Building

The Greater Pittsburgh Center of Excellence On High Performance Building is a collaborative network of regional organizations established to help local building industries transform the way buildings are designed, constructed, and operated. Launched in 2017 by the United Nations Economic Commission for Europe, the network is currently composed of four Centers: New York City, Pittsburgh, Vancouver, and Wexford, Ireland, with other cities and regions slated to join the Network in the coming years. Each Center will support the Paris Climate Agreement and United Nations Sustainable Development Goals, focusing specifically on the rapid transition from “business as usual” to the “next generation” of building design and delivery. While the global goals provide the larger vision, each Center will work locally to create tangible results for the residents of their respective regions. Sharing and collaboration among network members will accelerate progress.

The Pittsburgh International Center of Excellence will build upon Western Pennsylvania’s rich history of building innovation and GBA’s long track record of leadership. In collaboration with many regional partners and stakeholders, GBA will lead the development and operation of the Center. In particular, the Center of Excellence will align with and extend GBA’s existing programs, scaling those efforts to achieve broader reach and greater impact. Activities and initiatives include advocating for progressive government policies and building regulation, collaborating with university research centers, building a knowledge network to promote best practices, delivering education and training to a wide spectrum of industry professionals, and providing direct technical assistance to project teams throughout Western Pennsylvania.

Apr. 2019
A seven-person delegation from Pittsburgh, including four GBA team members, visited the United Nations Economic Commission for Europe (UNECE) headquarters in Geneva, Switzerland, to discuss bringing a Center to the Pittsburgh region.

Sept. 2019
• GBA signed a Memorandum of Understanding with the UNECE, formally initiating the Pittsburgh International Center of Excellence
• The Center’s official status was announced publicly at GBA’s annual Emerald Evening Gala, and presented by Scott Foster, the Director of the Sustainable Energy Division at the UNECE

2020
• Throughout 2020, GBA conducted internal charrettes to generate ideas for future Center of Excellence projects. GBA’s team developed 200 ideas to support the various goals of both the Center and GBA
• Collaborating with the City of Pittsburgh and supported in part by an Energy Foundation grant, GBA launched Achieving Climate Goals Through Building Performance. The project goals include supporting municipal partners through education and training; increasing participation in the Pittsburgh Building Benchmarking Ordinance; promoting the design and implementation of energy reduction strategies; and advocating for city and regional policies that establish high-performance building standards
• To help execute the Center’s larger mission, GBA has initiated, and currently leads:
  1) The Research + Practice Group, responsible for helping to establish themes, agendas, action items, and outcome targets
  2) The High Performance Building Initiative’s Communications Campaign, responsible for creating a communications strategy to be replicated by Centers around the world
**Communicating Pittsburgh’s Story of Sustainability**

GBA works to amplify the Western Pennsylvania region’s sustainability story, elevating the accomplishments of local start-ups, organizations, policymakers, and researchers to shape our nationally recognized identity of sustainable leadership. Through our media and public relations project, Pittsburgh Green Story (PGS), we are furthering this mission to both the local and broader national audience. Throughout the course of last year, GBA and PGS were able to continue pitching and placing stories in media throughout the country. PGS also strengthens the region’s sustainability projects by sharing press releases featuring projects in the private and public sector. Despite the pandemic, PGS was still able to place over 25 articles in local and national publications and assisted in over 40 press releases for projects around the region. As the Pittsburgh region continues to evolve into a healthier, more sustainable city, GBA will be there to tell the story.

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

**Technical Assistance**

GBA staff provided over 1,200 hours of staff technical assistance to more than 100 projects in the region, including the Pittsburgh International Airport, local nonprofits impacted by COVID-19, and the Riverfront and Uptown EcoInnovation development projects. GBA continues to advise the major institutions on completing their Institutional Master Plans and to work with our partners to achieve their ambitious sustainability objectives.

**Policy**

Achieving 2030 goals requires simultaneously reducing energy demand through building improvements while also planning for clean energy sources. In 2020, GBA worked closely with the City of Pittsburgh and major Oakland institutions to develop the Oakland Energy Master Plan that builds off the existing shared district energy system while planning for a decarbonized energy strategy. Moving forward in 2021, the team will serve as project manager for this important initiative and continue to make an impact through collaboration and innovative thought leadership.

GBA continues to advocate for high-performing building code and zoning policies, including an expansion of net-zero standards for public buildings and supporting new state legislation for C-PACE (Commercial Property Assessed Clean Energy) to include multifamily and resiliency property improvements.

**C-PACE**

In 2020, Allegheny County selected a program administrator and launched the Commercial Property Assessed Clean Energy (C-PACE) program. Erie County legislature began to consider C-PACE in 2020. This innovative financing tool enables energy efficiency and building improvements in counties where it has launched. GBA promotes this tool when meeting with building owners, developers, architects, and contractors to encourage utilization to meet our 2030 goals and increase greener, healthier, more sustainable buildings in the region.

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**60+ ARTICLES AND PRESS RELEASES SHARED ABOUT PITTSBURGH’S SUSTAINABILITY JOURNEY**
A Movement for Change

Green Building Alliance has become a movement for change, a community of architects, engineers, contractors, developers, educators, youth, 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 continue our regional transformation. Thank you for 28 years of collaboration!
Individual Members continued

Joseph Brandel
Scott Bricker
Matthew Briley
Tracy Brindle
Manresa Britton
Jeremiah Brooks
Hayley Brugos
William Bryan
Amanda Buczynski
Ev Bunowski
Jill Burt
John Burns
Daniel Burns
Laure Butler
Randy Butler
Emile Cabecsa de Baiza
Alex Calder
Meredith Calfe
Brendan Campbell
Carl Campbell
Doug Campbell
Rob Campbell
Jessica Conaway
Kristen Cano
Robert Carpenter Jr.
Natcha Carr
Mike Carroll
John Carson
Jeffrey Carly
Melissa Caruso
Tracey Case-Daddis
Chris Casey
Lyne Casper
Natasha Catino
Danny Carone
Michael Cherock
Michael Chappetta
Brian Chipa
Sara Chodkowski
Sarah Chi
Denise Church
Dave Clark
Brad Claus
John Ceary
Kristen Clemens
Jenna Clements
Anna Clever
Sandra Clausen
Alex Co.
Erica Cahan
Heman, PhD
Lauren Colao
Alexandra Corometa
Greg Coni
Shannon Connery
Tara Connolly
William Connolly
Ian Cook
Dave Corvin
Chelsea Cowan
Ashley Cox
Christy Cramer
Amanda Creps
Amy Criss
Jerry Crockatt
Ryan Culley
Kelly Cummings
Prem Damani
Tania Danby
Daniel Danahy
Stefani Daines
Bidgerta Dagherty
Bhakti Dall
Rebecca Davidson-Wagner
Alex Davis
Brad Davis
David Davis
Cindy Day
Corinne Dali
Nancy Day
Lucy de Barbero
Fred Deau
Jimmy DeCace
Jennifer Deemer
Guy DePazza
Steffi Degennaro
Kristi Delinger
Manresa Delo Russo
Audra Delia
Patricia DeMarco
Karen Dengler
Stewart Denise
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Vincent DiMenna
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Tim Dougherty
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Craig Duda
Kimberly Dutt
Elizabeth Duan
Beth Dutton
Lynn Dye
Beth Eckenrode
Rick Eckstrom
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Maggie Elinsky
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Natalie Engle
Brian Ensign
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Carlid Fadelon
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Par Feikels
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Bruce Ferguson
Eric Ferguson
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Jenna Ferrer-Dobson
Jim Fields
Nicole Ferriamente
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Natalie Grandinetti
Katie Grauer
Patrick Gray
Thomas Gray
Nicole Graycar
Jeremy Greenwood
Kayeigh Gregory
Rebecca Griffin
Carole Griswold
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Douglas Guttmann
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Margie Haan
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Janet Longenecker
Chase Loper
Joe Lucano
Rebecca Lucare
Veronica Lukash
Julia Lu\n
Eric Luz
Jerry McClean
Dan Mack
Kara Magodagahan
Matthew Mahoney
Courtney Mahonren
Daniele Malagnardino
Keith Malinowski
Jim Mal
Julie Malts
Chris Mansfield
Shana Marashian
Kurt Marburger
Anastasia Markov
Isabel Marques
Dean Marrocco
Leslie Marshall
Karen Martin-Shaffer
Michael Mascaro
Bren Mascara
Will Masters
Shelby Mastovich
Barbara Matejuka
Suzanne Mathieson
Loraine Mattson
Jim Mau
Rod McAdams
Casey McAndrew
Jeffrey McCreary
Kristen McClay
Cedar McColm
Bridget McCoy
Doug McMull
Jeffrey McDaniel
Caleen McDonough
Conor McGarvey
Mickey McGlasson
Bill McGrew
Brian McGuire
Rage McKee
Jodi McKinney
Reed Mcmang
Brendan McManus
Barbara McNulty
Kavin McNulty
Michael McNulty
Jeanne McPh\n
Deanna McPeake
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Rags McQuade
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Todd Perine
David Perry
Joseph Petak
Tiffany Peter

Green Building Alliance

Annual Report 2020
Individual Members continued

Donations

Whether you’re a dedicated annual giver, contributed at an event, or spontaneously chose to donate, your gift continues the drive to create a present and a future where every person can thrive. Thank you to all who gave during 2020!

Donors

GBA recognizes our donors of $5,000 or more as Lifetime Members. We thank the amazing generosity of the following members:

GBA Advocates

Thank you to our donors who give EVERY month!

GBA Advocates

Thank you to our donors who give EVERY month!

Felix Fukui
Brian Wolovich

Donors

Lifetime Members

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Frank Almenander
Alexandra Apostolou
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Elisabeth Udyawar
Yekena Nsell
Obie Nneko
Amy Nixon
Daniel Owoc
Knapp Patel
Christian Pegrer
Nancy Peters
Doreen Petri
Gioa Petropoulos
Sueila Pipal
Brittany Prischak
2020 Financial Summary

**Grants + Individual Giving** 52.31%
**Government Grants** 17.33%
**Membership** 3.91%
**Sponsorships** 6.89%
**Contracts** 9.87%
**Program + Event Revenue** 24.61%
**Miscellaneous** 1.08%

**TOTAL INCOME**
$1,030,048

**Program Services** 78.24%
**General + Management** 13.98%
**Fundraising** 7.78%

**TOTAL EXPENSES**
$1,464,220

Thank you to our Funders

Of course, we couldn’t do any of the work included in this report without the generous backing of our funders.

GBA’s talented and creative staff members provided stakeholders with much-needed hope, information, and community throughout an unprecedented year. Here’s what our event attendees appreciated most from our staff in 2020...

“I have to tell you this was one of the best presentations I’ve seen during COVID...”

“Thank you so much for hosting this event. This was my first GBA event and I loved every second of it. I left feeling inspired and energized, which has been somewhat lacking this 2020...”

“I love all GBA events – they leave me feeling so uplifted and empowered!”

“I have to say – GBA’s webinars so far have been some of the most well-run and organized, from the Zoom tools inclusion at the login email, through the presentations themselves.”
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