

Leadership with LEED



CAMPAIGN BRIEF U.S. GREEN BUILDING COUNCIL

Governments Embrace and Reward Leadership with LEED

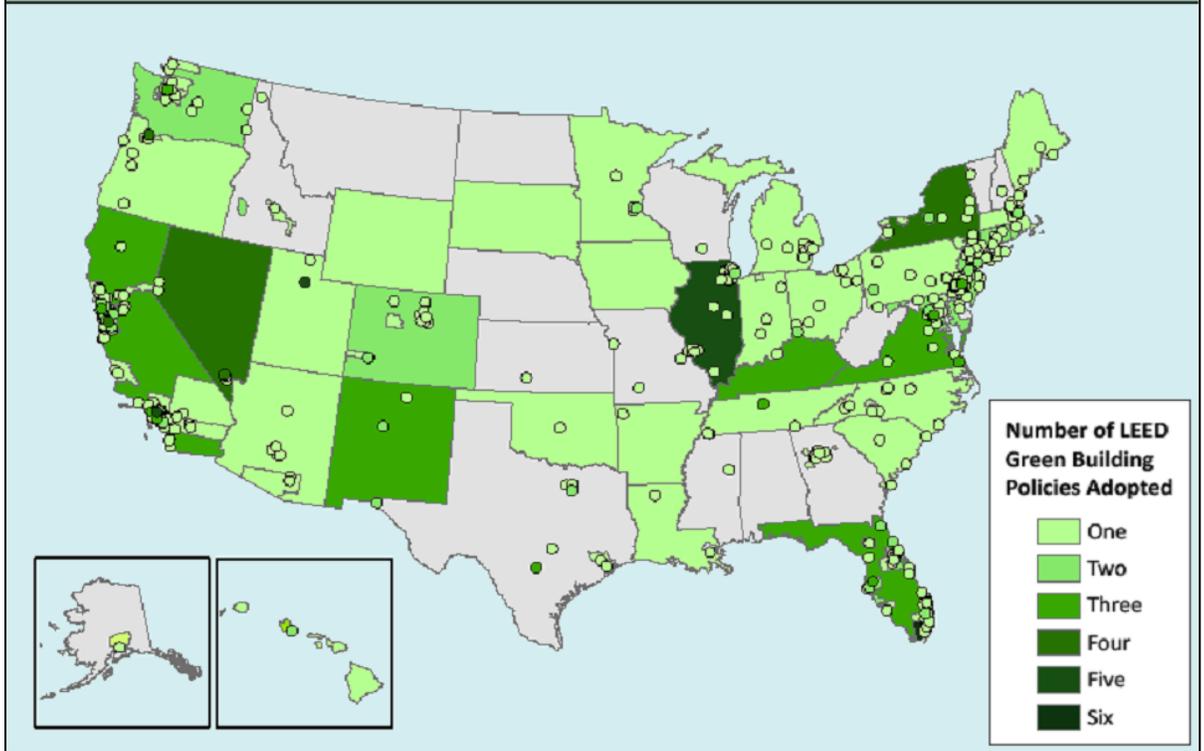
The many benefits of green building are being embraced by governments at all levels and proliferated through policy that promotes further advancement in the public and private sectors. LEED-based initiatives (see map below), including legislation, regulation, executive orders, resolutions, ordinances, requirements and incentives can be found in **442** localities across the country. This means **384** cities/towns and **58** counties across **45** states are embracing healthy, vibrant, efficient and cost-effective buildings and communities and promoting the use of LEED to benchmark green building design, construction, renovation and operation. **34** state governments (including the Commonwealth of Puerto Rico) have LEED-based policies, as well as **14** federal agencies or departments and numerous public school jurisdictions and institutions of higher education across the United States. The list of LEED green building policies can be accessed at USGBC.org/Government. Please note that this list is not exhaustive.

Spreading Green Building Leadership

The green building industry is driven by market demand for better, healthier, more efficient buildings, but green building flourishes in environments where policies have been passed both to encourage and to remove barriers to building green. USGBC's Leadership with LEED campaign promotes public policy that specifically encourages the use of the LEED green building rating system, the world's most widely used and best respected tool for designing and verifying green building performance, from Certified to Silver, Gold and Platinum.

USGBC's Leadership with LEED campaign will connect and coordinate green building advocates, chapters, companies and building professionals working on policies that encourage green building with LEED. USGBC has created supporting materials and legislative templates for all who would like to engage policymakers in their community.

Number of LEED Green Building Policies Adopted by 2010
in U.S. Cities, Counties and States





A Variety of Policy Options

By advocating for one of many policy options, green building advocates can play a major role in unleashing the potential for healthy, vibrant, efficient and environmentally responsible communities through greener, better buildings. The best policy choice will depend on the specific community’s context. All policy ideas are amendable and can be combined to form a suite of green building policies that will foster growth and progress in the twenty-first century economy. [Download draft leg text for [green public buildings](#) and [private sector incentives](#)]

- **Public Buildings Choose LEED by Example**

25 states and more than 100 localities have committed to LEED certified new construction. If your community has not committed to green public buildings at least the LEED certified level, help them make that pledge.

- **Invest in Private Sector Leadership**

Financial incentives are the most powerful policy tool for encouraging green buildings, whether in the form of grants, enhanced financing, tax credits or deductions. USGBC supports performance-based incentives, where larger incentives are available for the highest levels of certification. (See [here](#) for more info).

- **Move the Needle at No Cost**

Remove barriers to building green by promoting policies that speed up the process or that provide special zoning permissions for projects that demonstrate green building leadership. Expedited permitting is a creative way to encourage green building at no cost to the jurisdiction. A density bonus for LEED projects is a way to leverage the power of the zoning laws to incentivize private development that serves both public and private interests by offering qualified projects permission to build, rent and sell more green building floor space on their lot. (See [here](#) for more info).

Governments Choose LEED.

Did you know...?

- **Government owned or occupied LEED buildings make up 27% of all LEED projects.**
- **The federal government has 641 certified projects and another 3,954 pursuing certification.**
- **State governments have 794 certified projects and 1,883 pursuing certification.**
- **Local governments have 1,240 certified projects and 3,156 pursuing certification.**

Eliminate Wasteful, Leaky, Unhealthy Public Buildings

Many older public buildings are in need of an efficiency update to save taxpayer money. These buildings are often community icons and a source of identity and pride that are worthy of improvement.

States and municipalities can commit to certifying some or all of their facilities to LEED for Existing Buildings: Operations & Maintenance. USGBC has a variety of tools and programs designed to help define and implement the necessary improvements to achieve the healthy, high-performing buildings that our communities (and public coffers) deserve.

Scaling Green Building and Driving Down Costs with the LEED Volume Program

State governments and some large cities and counties that will be building or renovating 25 or more buildings in the coming years should explore the dramatic cost savings and program efficiencies of the [LEED Volume Program](#). The program works by establishing verifiable guidelines that streamline the certification process without compromising LEED’s rigorous standards. It dramatically increases the efficiency of LEED certification, lowers the associated costs, and as a result, unleashes LEED as a compelling and attractive tool for building or renovating a portfolio of green public buildings.

Resources

Model legislation is available for supporting green building policy at all levels of government. Visit www.usgbc.org to access these resources.



For more information on USGBC’s Leadership with LEED campaign, contact Matt Pearce, Campaign Specialist, at mpearce@usgbc.org.