

Greenbuild 2013 Report:

Community-based Sustainability Forum



Background on the event

The quality and health of our built environment directly impacts the health of our communities, economies and environment. The green building movement has been successful in addressing issues of environmental health and has made the business case for green building. In order to make green buildings and communities a reality for ALL, continued attention must be placed on the human and social health impact of triple-bottom line performance – especially in low-income and under-represented communities. Due to global threats to environmental and economic resilience, often sustainable action in these communities is a matter of sustaining life in the immediate short term.

This inaugural event aimed to assess and advance the connection between sustainable and equitable development at the neighborhood level. Examples of sustainability and regeneration initiated within low-income, under-represented communities were presented and celebrated. The dialogue mirrored the integrative processes by engaging the broader ‘neighborhood’ of players, including faith, cultural, social service, community development and economic-opportunity leaders in lively discussion and problem solving. We began to explore the question: what can the green building community learn from local responses that aim to transform a community from surviving to thriving?

The event was facilitated by urban revitalization strategist Majora Carter from [Majora Carter Group](#) (South Bronx) and featured panelists Arthur Johnson of , [Sustain the Nine Center for Sustainable Engagement & Development](#) (New Orleans), Ernst Valery of [Ernst Valery Investment Corp](#) (Baltimore) and Fred Brown of [Kingsley Association](#) (Pittsburgh). Attendees represented a diverse group of green building leaders, community development professionals and community-based advocates.

Session Objectives

- ▶ Strengthen the knowledge base and build awareness of connections between sustainable & equitable development
- ▶ Assess the state of green building relative to equitable development within underserved communities
- ▶ Celebrate community-based sustainability success stories
- ▶ Identify opportunities for USGBC and its network to support and advance green, equitable development

Session Agenda

- 9:00 Registration & breakfast
- 9:15 Welcome by Kimberly Lewis
- 9:20 Setting the stage for the Forum: Community-based Sustainability
- 9:30 Tabletop Introductions
Name, association & area of expertise
- 9:35 Tabletop Discussion
What is needed to truly support community-based sustainability in underserved communities?
- 10:00 Popcorn Round 1
What already exists that supports community-based sustainability?
- 10:10 Popcorn Round 2
What should exist?
- 10:30 Salon discussion with panelists
- 11:00 Open Forum Discussion
What's the best way for USGBC & our network to support these efforts?
- 11:25 Reflection, Wrap-up & Next steps
- 11:30 Adjourn & networking

Welcome by Kimberly Lewis

This year marks the 20th birthday of the U.S. Green Building Council. We give thanks to all of you who have been with us along this incredible journey. It is the dedication of the USGBC Community that keeps things moving. It keeps us fresh, invigorated and inspired. What started out as a small idea has grown into an enormous movement – the Greenbuild Nation has been heard around the world. We are making an impact. Every single day 1.5 million square feet of space is certified to LEED in 140 countries around the world. This truly is a global movement. It advances our very bold vision of green buildings and communities for ALL within this generation.

Our friend Paul Hawken has summarized the impact of USGBC in our first 20 years, but we cannot go it alone. We need to bring the whole community of people working on sustainability issues together, and we need to bring our whole selves to the table.

“USGBC may have had a greater impact than any other single organization in the world on materials saved, toxins eliminated, greenhouse gases avoided and human health enhanced.”
- Paul Hawken

As we move into our next 20 years, we’re asking, “What’s next?” Much of our success has been as a result of our strategic focus. We’ve brought together the environmental and business communities who had been at opposite sides of the room previously. That is the crux of our legacy - convening people from unlikely corners and bringing them together as collaborators. We need to build new alliances that support the good work that is happening on the ground outside of our green building microcosm.

USGBC's Guiding Principles provide context for *how* we should move towards achieving our collective vision. These guiding principles are:

- ▶ Promote the Triple Bottom Line
- ▶ Establish leadership
- ▶ Reconcile humanity with nature
- ▶ Foster social equity
- ▶ Maintain integrity
- ▶ Be inclusive
- ▶ Exhibit transparency
- ▶ Maintain integrity

We've been talking about Social Equity for some time now as an organization. We know it as one of the pillars of sustainability, along with environmental and economic health. But how do we address equity comprehensively and effectively within our built environment?

Recently the Green Building Information Gateway published a report by Heather Rosenberg on Social Equity in the Built Environment that explored these issues. The LEED Steering Committee has been exploring the integration of social equity within the context of LEED since December 2009. In conjunction with Bank of America, USGBC's Affordable Green Neighborhood Grants have provided assistance and resources to 20 LEED for Neighborhood Development projects in underserved communities. Another round of applications will be open in early summer 2014 for an additional 15 projects. In conjunction with Global Green, we are also supporting 8 catalytic community projects with 3-day intensive on-site charrettes.

Along with our network of dedicated volunteers, professionals, LEED Fellows, chapters and partners, we are working to advance the USGBC Community by inviting new faces to the table. It's easy to talk about social equity, but we must take action to get the results we desire. It starts by welcoming new faces to the table – many of whom can be seen in the room today. Thank you for joining us. You're already doing amazing work in your communities. To achieve our bold vision, we cannot do it alone. We are stronger when we work together. Tell us how we can better support you in advancing our common ground and achieve the greatest results.

What is needed to truly support community-based sustainability in underserved communities?

Participants at this event included green building professionals, leaders in community development and some residents from underserved communities. The event started with a table top discussion around the broad question, “What is needed to truly support community-based sustainability in underserved communities?” Suggestions from each table were unique and ranged from explicit resource needs such as “energy retrofits,” “funding,” “training programs” and “job creation” to community engagement solutions such as “neighborhood groups,” “empowering champions within communities,” and “sustainability at the planning stage.”

This discussion of needs delved into difficult and pervasive socio-economic challenges. It was suggested that when approached in the right way, these challenges can become opportunities. While the tools, knowledge and resources needed to empower sustainable development from within underserved communities are all valuable, their impact is limited if systemic socio-economic divides are not bridged. Majora Carter reminded us that “We need to become comfortable with being uncomfortable.”



Discussion highlights:

- ▶ Don't assume community members are unaware of their needs.
- ▶ Trust must be built – cannot come in from the outside with a 'grand solution,' despite good intentions.
- ▶ Understanding of the needs and valuing the knowledge of people within a specific place – they are the experts.
- ▶ Finding common ground in the language of 'sustainability' that relates to the lives and reality of people in that place – meet people where they are.
- ▶ Continuous investment creates deeper, long-term & sustainable change from within and supports the building of a relationship infrastructure based on trust. Short-term, external investment is superficial.
- ▶ Respect, empathy, humility & patience.

What already exists to support community-based sustainability?

Tools, resources and initiatives to support sustainable communities abound. However, knowing how to access resources and finding resources that are appropriate for a community's needs is often difficult. Participants generated a list of existing assets in a quick popcorn round. A few key resources that were mentioned are categorized below. The full list of resources generated can be found in the full meeting notes at the end of this report.

Financial

- ▶ Affordable Green Neighborhoods Grant Program
- ▶ Building Blocks of Sustainable Neighborhoods Grant Program
- ▶ Enterprise Communities Planning Grants
- ▶ HUD Community Development Block Grants

Technical

- ▶ SEED Network & Evaluator
- ▶ Building Blocks of Green Neighborhoods Site Planning Exercise
- ▶ EnergyStar Portfolio Manager
- ▶ NeighborWorks Training Institute

Organizational

- ▶ YouthBuild USA
- ▶ Environmental Professionals of Color
- ▶ EcoDistricts



What should exist to better support community-based sustainability?

After quickly recognizing what already exists, the question was turned to what *should* exist to support community-based sustainability. A short summary:

- ▶ Access to platforms and networks not usually available to low-income minorities.
- ▶ Examples, case studies and lessons learned: inspiration!
- ▶ Access to markets and financing to catalyze change from within communities.
- ▶ Investment in real estate that supports the existing community's basic needs (i.e. grocery stores, small business) – take the risk!
- ▶ Education for both adults and children.
- ▶ Opportunities for creative expression in communities.
- ▶ Programs that target opportunities for women in the community.
- ▶ Champions who are respected within and outside of their community.



What's the best way for USGBC & our network to support these efforts?

USGBC's strategy of focusing on the leading 25% of the market place (i.e. "the innovators") has resulted in unprecedented shifts in the way buildings are designed and constructed. This was born out of a legacy of bringing together people from the environmental and business communities on common ground issues for establishing a sustainable future. As we turn toward our next 20 years, we asked participants how we can support grassroots sustainability from within communities as a complementary 'bottom up' approach.

Some themes that emerged include:

- ▶ Assess brand and language: how are they perceived and valued by the broader society outside of the ‘greenies.’
- ▶ Make technical information accessible and understandable to people beyond green building professionals. Leading with LEED won’t get to “green buildings for all.”
- ▶ Leverage existing platforms to continually advance the discussion and go deeper by bringing people together for open, honest dialogue.
- ▶ Focus on creating an inclusive, welcoming place for low-income, minority and other underrepresented people to engage in the dialogue and access resources and expertise.
- ▶ Recognize, address and actively discourage inherent biases (i.e. “us vs. them,” stereotypes) within USGBC. Tell stories & show images that represent the diversity of people we’re trying to reach.
- ▶ Make a real, financial investment in delivering on social equity promises.



Salon Discussion

A dynamic salon-style discussion was led by Majora Carter and three panelists working on front lines of sustainability and resilience within three different communities: Pittsburgh, Baltimore and New Orleans respectively.

- ▶ Fred Brown, [Kingsley Association](#)
- ▶ Ernst Valery, [Ernst Valery Investment Corp](#)
- ▶ Arthur Johnson, [Sustain the Nine Center for Sustainable Engagement & Development](#)

Each panelist has provided a summary to highlight their perspective and main points made during the discussion. Common themes emerged that present opportunities for USGBC to engage further, including the need for:

- ▶ Resources from the financial sectors (i.e. banks, investors, foundations).
- ▶ Support of existing and emerging leaders and organizations within underserved communities.
- ▶ Connecting community-based sustainability leaders into the established green building network.
- ▶ Celebration of community-based successes by elevating their profile in order to inspire new leaders from within communities.

Fred Brown's Message

Transitioning people from surviving to thriving is our common objective. The ability to reach the critical mass necessary to tip development in the US towards sustainability hinges on new bridge builders. Global threats like climate change can be addressed by resource redeployment and adoption of best practices. Providing meaningful, paid opportunities for people working from within underserved communities fortifies their capacity to advance towards resilience and sustainability.

Resilient communities require resources that they can control and distribute. In communities that have developed a master plan, the ability to organize cooperative stakeholders who are connected to the allocated resources is

imperative. These stakeholders should be focused on the common goal of adopting and integrating triple bottom line activities and practices into the community.

Creating transferable learning opportunities provides salient ways to grow grassroots skills and leadership. Volunteerism is lost in communities where the people are operating in survival mode. Learning opportunities at various levels and in multiple ways (i.e. informal, facilitated and formal delivery) provides a strategic and pragmatic way to grow skills and leadership from within a community.

Crucially important to building resilient, sustainable communities is the need for land banking resources, transferable technical skills, and decision-making matrices that promote transparency, responsibility and accountability.

This work is not possible until the proverbial issue of equity and the growing economic divide has been addressed. In the U.S., the wealthiest 20% of people own 88% of the country's wealth. In other words, only 12% of the country's total wealth is shared amongst 80% of the population. This significant inequity results in access to inadequate resources to address individual and community problems. Growing a community's capacity to tackle its indigenous issues in a grassroots manner is accomplished through transformational leadership, rather than transactional leadership. Support sustainability by supporting equity!

Ernst Valery's Message

How do we operate at the interface between real estate investment and community needs? What are the long-term implications of treating low-income communities as "partners" until land is brought from them and they're pushed out of the picture? These are important questions to ask in the face of equitable, sustainable development.

Unfortunately, real estate development in low-income communities usually furthers the disenfranchisement of the people living in those communities. It often exacerbates social and economic conditions, rather than empowering citizens to systematically address the issues that plague their community – economic, social, health and environmental.

Upfront costs to green development are a barrier in low-income communities. As a developer of energy efficient and non-toxic buildings, I am fortunate to have investors and lending partners like The Reinvestment Fund, TRF who already support my green efforts. Thus, I find the added effort of LEED Certification does not benefit my project's finances.

Low-income people stand to benefit the most from buildings and places that are highly efficient and healthy. However, they generally have the least access to the knowledge and resources to make them a reality.

USGBC is poised to lead the effort in advancing foundations, banks and other financiers' knowledge and support for green investment in underserved communities. For example, a fund to make low interest or second mortgage financing available for LEED projects built within low-income communities to offset upfront costs would stimulate green development. In addition to funding, technical assistance help reduce the upfront costs for a project is needed. Developers should be incentivized to pass the resulting savings directly to the people instead of holding onto it as additional revenue.

Arthur Johnson's Message

In order to address the needs of underserved communities focused on green and sustainable neighborhoods, USGBC must establish itself as a champion for the people working within these communities towards a better future. By elevating their profiles, a different story of sustainability gets heard outside of their community – one that resonates with and inspires an entirely different segment of our society that is not currently part of the 'green building dialogue.'

All types of people should feel welcomed as part of the USGBC community. It is important that USGBC be perceived as willing to advance a different mindset, and is committed to providing the appropriate education and resources that help citizens advance resilience and sustainability from within their communities.

Linking into existing community-based non-profits, educational institutions, local governments and others who are working for the betterment of our neighborhoods and cities is imperative. These alliances build credibility. This work must be long term and backed with dedicated support, not approached as a small, short-term project. USGBC must be vested in this effort to make a difference!

Wrap-up & Next Steps

This event launched a larger discussion within the USGBC Community about the intersection of green building and equitable development. USGBC is becoming more focused in our support of underserved communities. We are a global network of volunteers, local chapters, members and partners who are passionate about a brighter future for all. Together, we are privileged to provide a large public platform for the advancement of sustainable and equitable development of buildings and communities. We open our arms to the diversity of people, organizations and communities who share the vision of a more sustainable future for all. Join us – together we can work toward the future we want to see.

How do you want to get involved?

Help advance the movement by joining the campaign nationally or through your local USGBC Chapter.

The USGBC Community-based Sustainability Campaign:

- ▶ Raises awareness of green buildings & their benefits.
- ▶ Engages with people and organizations to support the greening their facilities & community.
- ▶ Collaborates with people, communities and partners to further our common ground mission.

Let us know how you would like to contribute to advancing this effort. We will ensure that you are connected in an appropriate way that matches your interests & skills with national and local needs. Complete the [online volunteer interest form](#) to get started!

For more information, contact Ryan Snow at rsnow@usgbc.org.

Partners & Resources

USGBC's Community Partners

Many organizations exist that are working in the landscape of sustainability and social equity. The U.S. Green Building Council has forged relationships with the following organizations as allies in the dialog about the intersection between equitable development and green building.

- ▶ **National Organization of Minority Architects**

www.noma.net

The National Organization of Minority Architects (NOMA) mission is to champion diversity within the design professions by promoting the excellence, community engagement, and professional development of its members. NOMA was instrumental in the development of the report ["The Principles of Equitable Development."](#)

- ▶ **YouthBuild USA**

www.youthbuild.org

The mission of YouthBuild USA is to unleash the intelligence and positive energy of low-income youth to rebuild their communities and their lives. YouthBuild USA seeks to join with others to help build a movement toward a more just society in which respect, love, responsibility, and cooperation are the dominant unifying values, and sufficient opportunities are available for all people in all communities to fulfill their own potential and contribute to the well-being of others.

- ▶ **SEED Network**

www.seednetwork.com

SEED maintains the belief that design can play a vital role in the most critical issues that face communities and individuals, in crisis and in every day challenges. To accomplish this, SEED provides tools—the SEED Network and SEED Certification—that guide design professionals toward community-based engagement with design practice. These tools support a public-interest methodology that is increasingly recognized as an effective way to sustain the health and longevity of a place or a community as it develops over time.

- ▶ **Enterprise Community Partners**
www.enterprisecommunity.com
 Enterprise Community Partners works with partners nationwide to build opportunity. We create and advocate for affordable homes in thriving communities linked to jobs, good schools, health care services, and transportation. We lend funds, finance development, and manage and build affordable housing while shaping new strategies, solutions, and policy. Over more than 30 years, Enterprise has created 300,000 homes, invested nearly \$14 billion, and touched millions of lives.
- ▶ **Local Initiatives Support Corporation (LISC)**
<http://www.lisc.org>
 The Local Initiatives Support Corporation (LISC) is dedicated to helping community residents transform distressed neighborhoods into healthy and sustainable communities of choice and opportunity — good places to work, do business and raise children.

USGBC's Resources

The following is a short list of resources developed by USGBC.

- ▶ **Green Building Information Gateway Insight Blog**
<http://insight.gbig.org/social-equity-in-the-built-environment>
 A new report co-authored by Heather Joy Rosenberg and Joel Ann Todd explores the relationship between the built environment and social equity, and finds that while there are good examples of green buildings that address social equity issues, this is not widespread.
- ▶ **Building Blocks of Green Neighborhoods: An Interactive LEED-ND Site Planning Exercise**
 The Building Blocks workshop has been offered at Greenbuild over the past three years to sell-out crowds and provides a hands-on opportunity to re-envision a neighborhood using LEED-ND. Typically featuring a local LEED-ND project or neighborhood-scale redevelopment project, small groups are given the opportunity to build their vision using wooden blocks, drawing on the LEED-ND rating system. A set of blocks and supporting collateral are available for loan to interested parties looking to host their own workshop. Please contact neighborhoods@usgbc.org for additional information.

► **Neighborhoods Go Green Exhibit**

<http://www.usgbc.org/initiatives/events/ngg>

The Neighborhoods Go Green exhibit is comprised of seven large format panels discussing neighborhood scale sustainability. Featuring images and broadly accessible language based on the LEED-ND rating system but not delving into technical specifics, the exhibit provides an opportunity to showcase local projects and policies while spreading the understanding of what makes a community sustainable. USGBC is always looking for local champions to help bring the exhibit to a new destination. Contact neighborhoods@usgbc.org with any questions.

► **Affordable Green Neighborhoods Grant Program**

www.usgbc.org/initiatives/grants/affordable-neighborhoods

The Affordable Green Neighborhoods Grant Program awards grants and provides educational resources to affordable housing developers and public agencies pursuing certification using the LEED for Neighborhood Development rating system. With generous support from the Bank of America Foundation, the grant program recognizes affordable housing developers who are committed to building sustainable communities. A third round of applications for funding will be available late Spring 2014 – contact Casey Studhalter (cstudhalter@usgbc.org) for more details.

► **Better Building Basic: Strategies & Benefits of Green Building Practices**

Available for use by USGBC volunteers through [Yammer](#).

This introductory set of presentation materials makes the case for the design, construction, operations and maintenance of healthy, efficient, high-performing buildings for users and decision makers. It targets a general audience who are not building or real estate professionals, but care about important buildings in their lives such as houses of worship, schools or community centers. The flexible presentation slide deck with speaker notes can be modified for 20-60 min of content as an introduction to green building to new audiences.

► **10 Things You Can Do Right Now: Improving Building Healthy & Efficiency**

Available for use by USGBC volunteers through [Yammer](#).

This 30-60 minute introductory presentation assists faith, community based and other organizations with simple, affordable operations

strategies for their facilities to reduce energy and resource use, increase health & performance and engage their community. It focuses in on 10 strategies that can have a significant performance impact.

- ▶ **Success! A Benefits-based Approach to Operations & Maintenance**
Available for use by USGBC volunteers through [Yammer](#).
This initial kick-off workshop assists organizations in the identification of best practices for process, strategies and team work necessary in meeting their goals for healthier, more efficient building operations & maintenance. At the end of the workshop, organizations will have established clear performance goals with assigned champions and a timeline for continued success. The workshop can be tailored to be half or full day depending on the availability of the host organization.

Related USGBC Blog Posts

- ▶ [Wake up, everybody! A vignette on the principles of equitable development](#) by Vaughn Horn
- ▶ [Building a better Detroit one block at a time](#) by Ryan Snow
- ▶ [We rep, we serve, we lead](#) by Ryan Snow

Other Resources

The following is a list of resources developed by USGBC and partner organizations for use in the greening of faith-based organizations and their buildings.

- ▶ **Building Blocks of Sustainable Neighborhoods Grant Program**
www.epa.gov/smartgrowth/buildingblocks.htm
Many communities around the country are asking for tools to help them achieve their desired development goals, improve quality of life, and become more economically and environmentally sustainable. Building Blocks for Sustainable Communities provides quick, targeted technical assistance to selected local and/or tribal governments using a variety of tools that have demonstrated results and widespread application. The purpose of delivering these tools is to stimulate a discussion about growth and development and strengthen local capacity to implement sustainable approaches.

- ▶ **NRDC's Citizen's Guide to LEED for Neighborhood Development**
www.nrdc.org/cities/smartgrowth/leed.asp

A Citizen's Guide to LEED for Neighborhood Development is a hands-on introduction that NRDC developed for local environmental groups, smart growth organizations, neighborhood residents and just about anyone interested in making our communities better and greener. The principles embodied in LEED-ND can be applied to situations other than those in which a development is seeking certification. While the formal LEED-ND process is a technical one, the Citizen's Guide is user-friendly and accessible, to help anyone learn the highest environmental standards for green land development and become an advocate for implementing these standards in their own communities. The Citizen's Guide empowers you, the citizen, to provide innovative ways to improve your own community.

Facilitator & Panelist Biographies

Arthur Johnson



Arthur was born in the Nation's Capital but his roots are in New Orleans and date back to visits with his grandmother who lived in the Lower Ninth Ward on Fostall Street. He grew up in Washington, DC, and earned undergraduate and graduate degrees from The George Washington University and the University of the District of Columbia, respectively. He relocated to New Orleans in 1999 where he has established himself as an accomplished fundraising professional and non-profit leader with a number of educational institutions and non-profit organizations. This has included work with Tulane and Xavier Universities and the New Orleans Public Schools. More recently, he has served as Regional Vice President for Major Gifts with the American Heart Association, Director for the Office of Development for Episcopal Community Services of Louisiana, and Chief Development Officer for Operation Reach. As CSED's Executive Director, he is responsible for the day-to-day operations of the organization and works closely with staff and volunteers to advance CSED's key initiatives focused on Food Security, the Natural Environment and the Built Environment.

Ernst Valery



Mr. Ernst Valery is the founder and president of Ernst Valery Investments Corp. (EVI). He has extensive experience in affordable and market rate housing development and investment, including providing due diligence capabilities and extensive skills in budget planning, design development, marketing, and the supervision and guidance of contractors, architects and engineers. He is responsible for the securing and structuring of financing, including expertise in securing Historic and New Markets tax credits.

He has successfully invested in and developed real estate in Maryland; Washington, D.C.; Pennsylvania; and New York. For the past 10 years, he has been involved with development projects ranging from multi-tenant rental properties, single-family renovations and condominium conversions. Mr. Ernst Valery is also a principal of EVI affiliate SA+A Development and shares overall responsibility for the day-to-day operations and execution of SA+A projects and relationships.

Mr. Valery is also active in social entrepreneurship and volunteer work, including a collaboration with a team of professionals and graduates from the Massachusetts Institute of Technology and Oxfam UK to address housing finance needs in Port-Au-Prince, Haiti, as well as efforts at incubating businesses around the world that help alleviate poverty and increase the earning potential of low income individuals, families, and communities.

Mr. Valery graduated from Columbia University's Master of Science program in Real Estate Development in 2004. He also obtained a Master's Degree in Policy Analysis and Public Administration and a Bachelor of Science degree in Urban and Regional Planning with a concentration in International Relations, both from Cornell University in 2001 and 2000, respectively.

Fred W. Brown Jr.



Fred Brown serves as the Associate Director of Program Development for the Kingsley Association, a non-profit organization whose mission is to inspire and promote our community growth as a physical anchor; social, wellness, and service program provider and thought leader. The Kingsley has serving the community for over 120 years and is an anchor organization in the East of Pittsburgh PA. reaching over 160,400 people annually.

Mr. Brown's current projects include; the development of the Imagine Larimer Software- A Green/Sustainability web-based Technology program that allows community members to envision and develop a new sustainable/green community; the Urban Leadership Institute (1-II-II) -A grass roots community empowerment model that trains community residents in the green collar economy, focusing on weatherization, green technology, resource management, entrepreneurial development, and financial literacy, energy auditing. Retrofit design and NetZero house design; the Junior Urban Leadership Institute- A green technology and civic engagement program that trains urban youth in greening principles, civic engagement, conflict resolution, and workforce development skills. Co-Founder of the Omega Carter G. Woodson Leadership Academy- focusing on STEM teaching to urban youth through reverse engineering practices.

Mr. Brown has worked in the non-profit arena and in the public education sector for over 25 years; he has served in a variety of leadership capacities, including the roles as an Executive Director, Associate Director, supervisor, social worker, executive coach, consultant, conflict resolution and mediation specialist, coach and mentor roles. Mr. Brown has continued to invest his time, energies, and expertise in assisting a variety of communities and organizations to develop new and innovative programs that seek to empower at-risk populations.

Kimberly Lewis



As Senior Vice President, Kimberly works to integrate, diversify and globalize USGBC's community of volunteers, chapters and emerging professionals from around the world. She is also the driving force behind USGBC's events, including its annual Greenbuild International Conference and Expo, the world's largest conference and expo dedicated to green building.

Committed to healthy communities and equitable access to green building regardless of income level,

Kimberly has been recognized with numerous awards. In April 2011, Kimberly received prestigious recognition as the White House Champion of Change for Clean Energy. Later that year, she was named the inaugural president of the Green Meetings Industry Council's Greater Washington Area Chapter.

Before joining USGBC in 2003, Kimberly worked as senior meeting & events manager of incentive and recognition at WorldCom Inc. She is a graduate of Hood College, where she received a Bachelor of Arts in Communications and Political Science.

Majora Carter



Majora Carter is an internationally renowned urban revitalization strategy consultant, real estate developer, and Peabody Award winning broadcaster. She is responsible for the creation & successful implementation of numerous green-infrastructure projects, policies, and job training & placement systems.

After establishing several local and national organizations to carry on that work, she built on this foundation with innovative ventures and insights into urban economic developments designed to help move Americans out of poverty.

Her long list of awards and honorary degrees include accolades from groups as diverse as Rupert Murdoch's News Corporation, John Podesta's Center for American Progress, Goldman Sachs, as well as a MacArthur "genius" Fellowship. Her 2006 TED talk was one of the first 6 videos to launch their groundbreaking website.

Majora embodies the American Dream. She has continually set new standards of excellence with projects in her South Bronx community, while expanding her reach nationally and internationally. Her philanthropic pursuits and business interests have all pointed toward greater self-esteem and economic potential for low-income people everywhere. Follow her on twitter at @MajoraCarter and on facebook.com/majoracarter

Ryan Snow



Leveraging the power and passion of the green building community, a network of 77 chapters and thousands of dedicated volunteers, Ryan and the Community Advancement team are developing new, exciting opportunities to inspire and engage diverse communities of people to revision their buildings and communities. Currently he is working with community development, service and faith-based organizations with the goal of transforming communities and people's lives for a better

future.

Previously, Ryan worked with USGBC's education programs – bringing a wealth of technical and institutional knowledge about continuing education design and delivery. Ryan came to USGBC from the Green Building Alliance in Pittsburgh and has worked on diverse green building projects - from Permacultural homesteads to the David L. Lawrence Convention Center. As a volunteer, he has served several nonprofit organizations, including USGBC at the local and national levels.

Ryan is adjunct faculty for Chatham University's Master of Landscape Architecture program where he teaches "Principles of Sustainability" and "Green Building Principles & LEED". He holds an M.S. in Sustainable Systems with a focus on the Built Environment from Slippery Rock University of Pennsylvania and a B.S. in Science and Technology Studies from Michigan State University's Lyman Briggs School. He is currently pursuing a Graduate Certificate in Real Estate from Drexel University.

Roundtable Discussion Notes - Unfiltered

What is needed to truly support community-based sustainability in underserved communities?

- ▶ Money
- ▶ Better messaging
- ▶ Local leadership
- ▶ Build relationships
- ▶ A lot of listening
- ▶ Build a collective around a shared goal
- ▶ Collective impact: Is there a common language?
- ▶ Empower the community
- ▶ Solve the garbage problem
- ▶ Make it personal: Hit home
- ▶ Solve the garbage problem
- ▶ Avoid displacement: Build the community
- ▶ Effective engagement process: Measurement
- ▶ Engage local faith communities
- ▶ Energy retrofit of homes
- ▶ Improve infrastructure - Green infrastructure
- ▶ Ensure access to: Green space, Quality food, Green schools
- ▶ Engage the community in a substantial conversation: Empowered to decide the direction
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- ▶ Training/resources to interact with community leaders
- ▶ Local government that: Is willing to listen and work directly with communities
- ▶ Change the conversation. Get politicians and community leaders to get past positions and into solving problems
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- ▶ Work with the younger generation for ideas

- ▶ Talk to the pastor and barber to find out what is happening
- ▶ Get beyond the pastor and barber to get to the truly underserved
- ▶ Community engagement toolkit: Find best examples
- ▶ Governance: Bring in the right stakeholders
- ▶ Case studies/exemplars
- ▶ How do you make the local process systemic: Transparency and accountability in the process
- ▶ Consider all forms of community-location, identity, etc

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- ▶ Understanding priorities of community
 - ▶ Engagement directed to small, intimate groups
 - ▶ Goal= concrete feedback
 - ▶ Relevant definition of assets

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- ▶ Bank ability of high risk deals
 - ▶ Understanding how sustainable language translates as a value proposition in community - E.g. live near work
 - ▶ Talk about value and savings on micro level
 - ▶ Food security

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- ▶ Enabling policies - Advocacy
 - ▶ Education on development process
 - ▶ Resources to bring high skilled developers to underserved communities - Make it attractive
 - ▶ Green schools= green curriculum

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- ▶ Advocacy on core curriculum changes to include sustainability. Specific youth engagement strategy and focus
 - ▶ Financing: Innovative, market based solutions
 - ▶ Credit enhancement tools: Loan guarantees
 - ▶ Advocacy: Incentivizing

- ▶ Anticipating paradigm shift=> Value in U.C. (underserved communities?)
- ▶ Finding accessible training and networking: Turnkey projects, Toolkits, Sharing
- ▶ Marketing the opportunities and awareness
- ▶ Careful branding vs. disintegrated discussions
- ▶ Examples started by community organizations
- ▶ Key partnerships
- ▶ Leading by example
- ▶ Understand needs from the community
- ▶ Community mapping (Oakland group): Specificity and boots on the ground
- ▶ Growing leaders in communities
- ▶ Partner with community colleges/universities for training/expertise resource
- ▶ Mentors and public forums
- ▶ Collaborations of Community activists and leaders, Policy makers, Environmentalists
- ▶ Marketing
- ▶ Green economy and job opportunities
- ▶ Awareness of connection to sustainability/economy/society
- ▶ Blue/Green alliance (partnership), unions

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- ▶ Empowerment
 - ▶ Home ownership for economic empowerment
 - ▶ Energy cost savings as incentive for engagement
 - ▶ Public/private partnerships and work by community members - Driven by neighborhood
 - ▶ Public/non-profit project partnerships
 - ▶ USGBC chapter partnerships to bring in diverse funding
 - ▶ NAACP=> environmental justice focus
 - ▶ Inspirational leaders and good diversified press - Multiple trusted sources

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- ▶ Identify concerns and data that can help focus the strategy
 - ▶ Include all stakeholders from the targeted community

- ▶ Engagement across neighborhoods: Replication; Responsibility to share knowledge
- ▶ Education/communication
- ▶ Behavioral change
- ▶ Having the players/right people involved: NGOs, City groups, Advocate within community
- ▶ Money, not tax incentives
- ▶ Social justice: Build trust and relationships

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- ▶ Don't start with \$: Need social politics, Different types of capital, The most important thing is our social capital
 - ▶ Start with social capital to give us capacity to be proactive not reactive
 - ▶ Quote Meg Wheatly: "There is no force that can stop the community once the community has decided what its passionate about."
 - ▶ History
 - ▶ Property owners
 - ▶ Outreach
 - ▶ Celebrating low hanging fruit accomplishments
 - ▶ The Green Impact Zone- Bob Berkebile
 - ▶ Reclaiming neighborhoods

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- ▶ Awareness of Environment, Other ways, Natural environment/health
 - ▶ Protecting environment=protecting yourself
 - ▶ How do we overshadow what is out there with sustainable presence? Example: visible such as solar power on sidewalks
 - ▶ Outreach- Mentors to travel and spread word
 - ▶ Community service projects with
 - ▶ USGBC active in the neighborhood
 - ▶ Another approach: "don't run from the queen"
 - ▶ Find areas, chances to expand USGBC/sustainability into the community. Give power to the community

- ▶ Tie green economy to economic independence

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- ▶ Helping entrepreneurs/job seekers to connect to sustainability to develop a successful business
 - ▶ Employment strategies tied to sustainability
 - ▶ There are many shades of green- Everyone belongs at the table so find the place to start
 - ▶ Identify and empower champions within community
 - ▶ Bring help and awareness to the community
 - ▶ Connect the dots-many leaders are ready
 - ▶ Important to have diversity in the leadership- Make those that want to represent the community feel welcome at USGBC and chapters; Its all about the network
 - ▶ Its uncomfortable to be the only person of color in the room to ask about diversity. Racial and economic at the national USGBC level
 - ▶ USGBC make social issues on top of triple bottom line when making decisions of committee/board inclusion
 - ▶ How do we develop neighborhoods with ### that keeps improved areas affordable?

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- ▶ Education
 - ▶ General background
 - ▶ State regulatory environment
 - ▶ Design process
 - ▶ Listening
 - ▶ Investment- deep vs. superficial
 - ▶ Patience/long-term view
 - ▶ Accepting situations where help is needed
 - ▶ Identification of institutional/community anchors
 - ▶ Legitimacy and recognition of what is already happening
 - ▶ Government/neighborhoods relationship
 - ▶ Being a connector

- ▶ Outreach to existing organizations doing the work

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- ▶ Support for grassroots?
 - ▶ Two-way communication: Power structures, realistic approach and transparent; “USGBC let hair down”
 - ▶ Community relationship building. Allowing community to direct needs and institutional relationship development. Listen to the community and understand how it works
 - ▶ Some chapters need help understanding how to find the “community, especially the underserved
 - ▶ Resources from public and private investment, especially for resiliency

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- ▶ Equitable investment from cities; empowering community to document and present information about inequity to decision makers
 - ▶ Informed influence and case studies
 - ▶ Creating a forum to help community to speak with themselves - Within community
 - ▶ Don’t assume community members are not aware of their needs - Advocacy and education may be the missing piece

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- ▶ Making sure objectives for outreach and advocacy are adequately funded
 - ▶ Knowing when to apply a rating system (e.g. LEED) to address a problem vs when it should be a learning tool or not relevant for financial or other barriers initially
 - ▶ Direct advocacy work and training is critical
 - ▶ Engaging the business community is critical

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- ▶ Don’t rely on USGBC for grassroots training. Rely on local partners to create a successful direct advocacy campaign
 - ▶ The leaders of chapters should consider ways to engage the community more broadly

- ▶ The chapter leadership was previously community from a specific professional community
- ▶ Bylaws could be updated

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- ▶ Sharing successful models and really finding ways to leave communities with meaningful outcomes and tools
 - ▶ Cannot build a movement around tool (i.e. LEED). It needs to be built around a mission and vision
 - ▶ Do we get funding into grassroots-level organizations?
 - ▶ Like workshops rather than training one person. There are more people to carry the torch

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- ▶ Cannot build a movement around tool (i.e. LEED)
 - ▶ Helping communities to challenge assumptions: Basic ones- about sustainability and its affordability
 - ▶ Zero-interest or low-interest financing
 - ▶ Barriers for specific type of organizations who need funding but have restrictions as recipient of subsidized funding
 - ▶ Education
 - ▶ Defining values/care
 - ▶ Transferring appeal to neighborhoods
 - ▶ Indicate immediate needs can be met through sustainability
 - ▶ Energy/costs awareness \$\$\$
 - ▶ Involve children earlier
 - ▶ Move personal projects to neighborhood initiatives
 - ▶ Take ownership in greening
 - ▶ Build community champions

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- ▶ Meet people where they are
 - ▶ Grassroots approach
 - ▶ Have to look at economic and social, too

- ▶ “Experts” learning from the community. Ask questions/listen to the needs of the community
- ▶ Resource assessment (what already exists?)
- ▶ Long-term behavior change
- ▶ Basic services
- ▶ Assess needs continuously as they evolve
- ▶ Continuous support
- ▶ Respect/empathy for partners/communities

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- ▶ True partnerships (public and private)
 - ▶ Education
 - ▶ Tools for community engagement
 - ▶ Vertical integration within community
 - ▶ Addressing prejudice
 - ▶ Understand cultural meaning of sustainability for different people
 - ▶ Community buy-in/participation
 - ▶ Funding
 - ▶ Volunteers/champions
 - ▶ Policy (addressing governments and community)

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- ▶ A translation of language (nomenclature) - disconnected
 - ▶ Social equity and development
 - ▶ “Sustainability”: What does it mean to communities? Green is old and off-putting - “White” issues
 - ▶ Engagement with full communities and challenges that exist
 - ▶ LISTEN: Culture, values, and place
 - ▶ Definitions (developer, CM, etc): Doesn’t respect and value communities
 - ▶ Value issue
 - ▶ Conversation started in 2004; Just now getting to communities

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- ▶ Conversations about future and future of children

- ▶ Money - Asset and valuation. Needed post natural and socio-economic disasters
- ▶ Equal representation at the table: Must be talking to people in the community. Different engagement strategies needed. Various dialogues to include multi-generational and diverse
- ▶ Democracy: True democratic institutions at all levels; not just political. Sustainability is the 21st century completion of democracy

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- ▶ Understanding and valuing knowledge of people in a place - Sense of place
 - ▶ Forum to share ideas
 - ▶ Marketplace: Keeping \$ in the community. Capital flows in a democratic way
 - ▶ Looking back and learning. Moving forward thinking of next 7 generations
 - ▶ Volunteering without an agenda
 - ▶ Building capacity from within- training awareness
 - ▶ Teaching/communicating BEST PRACTICES

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- ▶ Focus on people over building
 - ▶ Systems: Need better “musicians”. Educate people (include lunch!)
 - ▶ It’s all about first costs- Everything gets “VE’-ed out. Think about life cycle
 - ▶ More discussions about systems details like HVAC. Introduce people to their basements
 - ▶ People don’t know where their power comes from. Empower people to take better care of systems. Maintenance

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- ▶ Involve residents in early design process
 - ▶ Learn by doing. Example: build own rain barrels
 - ▶ G-PRO- Training program for commercial building maintenance staff
 - ▶ Disconnect between architects, owners, and residents. Should have similar goals. Need integrated design
 - ▶ Determine projects’ ‘energy’ budgets

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- ▶ Sustainability at the planning stage. Support sustainable community planning

- ▶ Create “safe places” to gather. Connect mentors and community. Community gathering space
- ▶ We need voices from the community: We need to be with the voices.
Translator/listening

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- ▶ Opportunity agendas
 - ▶ Neighborhood groups
 - ▶ Choice neighborhoods: Job creation; Community farmer markets
 - ▶ Need to identify successful models for community engagement
 - ▶ What do communities get?
 - ▶ Youth at Greenbuild
 - ▶ How to connect folks that need the content/service to folks that can provide it?

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- ▶ Messaging: Use terms that relate to the actual problem
 - ▶ Vision beyond needs/opportunities
 - ▶ Champion inside communities empowered with framework “vision, commitment, action”
 - ▶ Educate, introduce, and connect to existing resources in government programs and other organizations
 - ▶ Who is the audience: Reciprocity. Whatever/wherever the community is
 - ▶ Understand existing agencies to continue helping themselves with tools and access the USGBC can provide
 - ▶ Can’t make assumptions, especially because “trust matters”
 - ▶ Training related resources
 - ▶ Sometimes there are established networks and channels that exist- Must have internal track

REPORT OUT:

- ▶ Two way communication
- ▶ Elitists vice the rest, the rest talk, the the elitists need to listen

- ▶ Power structure relations: USGBC needs to let their hair down and realize how others see them
- ▶ A rush to resilience: talk about relationships that already are in the community, strengthening
- ▶ Be humble in their community
- ▶ Listening: instead of imposing something from outside
- ▶ Need to understand the community itself
- ▶ In the Boston area: how do we get people to give money to support what we do, we need to communicate about local chapters
- ▶ Is this about communities or is this about the USGBC?
- ▶ Communities: public and private investment (resiliency: hardware and software); investing in libraries, schools, etc. Make investments, Understand the influence structure
- ▶ Push cities/communities to invest based on social equity and justice
- ▶ Jacobs Center for Community Engagement - San Diego Area; from the community for the community
- ▶ Pull the community together to talk about these issues, give them forum,
- ▶ Counterpoint: really need to have education and advocacy
- ▶ Knew from the numbers it wouldn't work to do LEED certifications
- ▶ If I am in a disadvantaged community, it doesn't matter if its LEED or not. It matters if they see the benefit
- ▶ Doing a development on the waterfront, how do you get the money to involve the
- ▶ Trying to cram things into the LEED box isn't helpful
- ▶ Needs to include business, community, social, etc.
- ▶ One notion is the notion of advocacy, needs to have support to not have it become neglected
- ▶ How to present
- ▶ How to do the soft skills
- ▶ The Elite's efforts would be lifted by this ground swell of support for this
- ▶ With 77 chapters, we can do a lot

- ▶ The national USGBC can't really do it at the community level, this is what Chapter can do this, if it can be done
- ▶ Rely on environmental justice partnership
- ▶ needs to be a priority for USGBC
- ▶ Chapter board members need to rep the community
- ▶ Bylaws issues with requiring the board members need to be a from corps that are national members
- ▶ Student chapters as opportunities to do this engagement
- ▶ Barn raising efforts, teach the skills, could be a model ot follow
- ▶ 501c3, 501c6 look at the difference
- ▶ GAP - Green Assistance Program
- ▶ Can't build a community around a tool, can build it around a mission!
- ▶ Missionary/Community Organizer support grant/model to aid communities that coming
- ▶ Perhaps training workshops is a better idea, to pass the skills along:
Weatherization - its teaching people
- ▶ Upfront grants can help them get over the hump of the initial cost
- ▶ Community based micro grants
- ▶ Budget billing doesn't enable you to use energy opportunity grants

Popcorn round one: What tools and resources exist to support community-based sustainability?

- ▶ Online tool called SEED evaluator
- ▶ USGBC board has a mentoring program
- ▶ A person as a Human resource for this, leaders in the community
- ▶ Enterprise Green Communities: planning grants
- ▶ Communities have specific leaders that need to work with
- ▶ Youthbuild USA has 273 programs across the nation developing young leaders and capacity – connect with a local program
- ▶ USGBC volunteer network: ears to listen, hands to help, hearts
- ▶ Energy Star Portfolio manager: free online tool helps understand cost per square foot of energy
- ▶ Teenagers: Not just community leaders – also the teenagers in communities – have a lot to offer – energy and intelligence.
- ▶ Neighborworks America: a Training institute – 4 events every year – also do community-based trainings – have 25 courses in online catalog. Also have community leadership institute annually - bringing members and people in their communities together in workshops, and fund action plans
- ▶ Strong neighborhood orgs, Strive in the NYC: green jobs, advisory council – curriculum to develop work related green skills in community youth
- ▶ ECOdistricts, green neighborhoods program - 2 year pilot program for neighborhoods – looking for 2-3 existing low income neighborhood – applications accepted
- ▶ Community Block Development grants in many communities – influence leaders
- ▶ Faith-based organizations – local/regional. Talk to pastors in churches – Methodists are really good at putting together work crews – UMC
- ▶ Environmental Professionals of Color: Engagement with marginalized groups with professional orgs - Environmental Professionals of Color – networking and leadership events
- ▶ Walkscore.com – tool for community leaders to see how their communities are rated – what exists, what is available

- ▶ Energy ambassadors – started by Plains Justice – great plains region – Iowa, South Dakota, Nebraska – Work with you – utilities fund energy ambassadors
- ▶ Sports in a major metropolitan area – work with major sports teams – Green Sports Alliance – Go Green Philadelphia Eagles
- ▶ Public outreach for projects: Most planning processes require some public outreach – embrace those requirements and see them as an opportunity to hear the needs of the community and be responsive
- ▶ Unions: connected with large groups of workers doing innovative programs – training janitors on sustainable building operations, etc. – SEIU – good model
- ▶ Architecture for Humanity: international nonprofit; open architecture network - online resource and network around the world
- ▶ GreenFaith organization – Greenfaith.org – across religious communities – lots of information to tie into these organizations

Popcorn round two: What should exist to propel community-based efforts further?

- ▶ Ability to facilitate a discussion among the people and these resources to pull these together
- ▶ Hot line: good to reach illiterate or non-tech-savvy communities
- ▶ Need more resources to exist. Relates to how the relationships that this community has with underserved communities – Developing Trust!
- ▶ Artists and opportunities for creative expression of healthy communities
- ▶ Need more opportunities with ND and Ecodistricts – taking work to the neighborhood scale – being “their work” not “our work”. Need to enable things to be their work not our work (Cogden square example)
- ▶ Where are the resources that are not monetary based? Need no-cost, low-cost – not financing
- ▶ Bring them to Greenbuild – Get more of the perspectives we’re trying to engage
- ▶ Support and mentorship for indigenous leaders in the community – maintain their energy
- ▶ Community based land-banking opportunities be created – financial resources to take them to scale
- ▶ Volunteers
- ▶ Great examples of communities that have pulled together and created interesting groups – governance around what we’re doing for communities – case-studies to develop - need to get case-studies out in the hands of many – decentralized structure
- ▶ Need to be able to move goods and services without monetary contributions
- ▶ Not sick and tired of being sick and tired, we are ready to work!
- ▶ Bringing you to my community – we are working hand in hand – in partnership – to move community forward – a community has a voice – how can USGBC and Greenbuild help maximize the potential for a piece of land and be greenest
- ▶ Economic justice – need the money
- ▶ Develop marketplaces that can move goods and services without financial capital when credit is tight

- ▶ Bring people from these communities to Greenbuild! Get more representation and invite them into the community.
- ▶ Businesses and grocery stores – service providers they need – to come into the neighborhood
- ▶ Get service providers to take a risk on these communities
- ▶ Need to consider a 2 generation approach – design a building to address adults and next generation directly
- ▶ Case studies
- ▶ Need an index of success indicators/performance measurements: Need an index of performance measurements – show a community quantifiably the success they need
- ▶ Tools and education to bring these performance measurements to USGBC and their community - break down prejudices in the community
- ▶ Have awareness about what's going on – not everyone is aware of the changes that are happening in the neighborhood
- ▶ Need good stories – of what we've been able to do that excite people and inspire them – yes you can do this and you can meet your goals in your community. Maybe at schools or public places.
- ▶ Communities benefit from 2 pronged approach – funding for education for adults – understand why it matters – make it real and relevant for them at the family level
- ▶ Education for adults & Programs for the children: need education for the children – bring it home and have support for their new information
- ▶ Need incentives – integrate people with incentives in more power
- ▶ Need to have people own the property, so that they are invested in their community
- ▶ Need to avoid gentrification, so it needs to be cross generational
- ▶ Need to look beyond economic growth and development, need to look at safety, health, schools
- ▶ Need to understand that people want what is best for their children, engage the youth. If a key is making a link with recreation with sports, we need to do that

- ▶ Gender-based programs are often very successful – women are leaders – long-term thinkers in their communities
- ▶ Need patience and perseverance – running into roadblocks – have support from political figures and patience to adjust to new programs and paradigms
- ▶ Political figure support, and willingness to be patient
- ▶ Partners to invest in these communities: Use tax credits or something similar to get businesses to partner and invest in low-income communities
- ▶ Concentrate less on the buildings and more the on the building operators
- ▶ Need more than just mentors, need money

Popcorn round three: How should USGBC and our network support these efforts?

- ▶ Help chapter network connect in their own community – connect with national and local organizations in communities
- ▶ A list or database of communities considered underserved – USGBC have a targeted approach at outreach
- ▶ Make this an annual event – focus on sessions for training – make sure there is plenty of scholarship money
- ▶ Instead of “we” and “they” – those of us who live in a particular place
- ▶ Increase the presence of USGBC in the region – Midwest – Indiana – Indianapolis
- ▶ By investing in young emerging professionals
- ▶ Raising awareness in low-income communities
- ▶ Not a lot of people from underserved communities in this conversation – some don’t know to come to this community – make it easier for those from communities to interact with this conversation
- ▶ Input for higher-ups at USGBC to see the possibilities in neighborhoods – for partnership for better communities –
- ▶ Include minorities in groups to hear from different perspectives
- ▶ Listen to, & discourage stereotypes
- ▶ Issues talked about today aren’t on the radar in local chapters – reconsider how to put together local chapter boards – reconsider membership as a requirement
- ▶ Connect Youthbuild affiliates with local USGBC chapter
- ▶ We spend money on things that we love – put our money where our mouth is – budget line item for this work at USGBC
- ▶ Keep scholarship program going – grow as much as possible
- ▶ Think about branding and our face to the world – and our language
- ▶ To get to underserved communities for people who don’t know what green building is – think about the language and branding that you use
- ▶ People trying to break into this community – breaking the technical details down to them and helping to understand better

- ▶ Make USGBC inviting to those communities – branding, photos – to actually do a van tour to different communities – to connect with communities with people from National and Chapters
- ▶ USGBC to lead with LEED less, and lead with stories of other people more – understand how powerful the work is on the ground
- ▶ Issue of social justice – important movement in our history – issue of affordable housing is another revolution facing our time – how do we become a voice of social justice – it's more than land, it's an issue of space
- ▶ Free air act – building affordable housing on top of public buildings
- ▶ Create short and midterm fellowships – people moving from community and community to increase resources in communities – USGBC could provide fellowships to create linkages and fill in the gaps
- ▶ The network of 77 chapters is 77 different messages – various messages to be conveyed to people in various communities – not one voice- not a single message to convey universally
- ▶ Set up grant programs to support people instead of buildings – building on the comment of the line item

Registered Attendees

- ▶ Elena Alschuler - US DOE (Washington, DC)
- ▶ Sharon Alton - USGBC Colorado (Denver, CO)
- ▶ Margaret (Marge) Anderson - Energy Center of WI (Madison, WI)
- ▶ Emily Andrews - USGBC-Missouri Gateway Chapter (St. Louis, MO)
- ▶ Sulma Arzu-brown - Garifuna coalition (Bronx, NY)
- ▶ Elaine Aye - Green Building Services (Portland, OR)
- ▶ Erik Backus - George Mason University (Fairfax, PA)
- ▶ Rachel Bailey - Central City Concern (Portland, OR)
- ▶ Alma Balonon-Rosen
- ▶ Lynne Barker - EcoDistricts (Portland, OR)
- ▶ Panama Bartholomy - Ya'll, California Assembly (Arnhem, Nijmegen)
- ▶ Adam Beck - EcoDistricts (Portland, OR)
- ▶ Bryan Bell - Member (Raleigh, NC)
- ▶ Rob Bennett - EcoDistricts (Portland, OR)
- ▶ Robert Berkebile Berkebile - BNIM Architects (Kansas City, MO)
- ▶ James Bernardo - Presbyterian Senior Living (Reading, PA)
- ▶ Jennifer Berry-McNulty - Drew Theological School (Madison, NJ)
- ▶ Eva Blake - YouthBuild USA (Somerville, MA)
- ▶ Heather Blakeslee - Delaware Valley Green Building Council (Philadelphia, PA)
- ▶ Penny Bonda - Ecoimpact Consulting (Washington, DC)
- ▶ Nell Boyle - USGBC Chapter Steering Committee (Roanoke, VA)
- ▶ Sheri Brezinka - USGBC-MN (Minneapolis, MN)
- ▶ Fred Brown - The Kingsley Association (Pittsburgh, PA)
- ▶ Michael Brown - USGBC North Texas (Dallas, TX)
- ▶ Andrew Burr - Institute for Market Transformation (Washington, DC)
- ▶ JocCole (JC) Burton - Woodline Solutions (Atlanta, GA)
- ▶ Stephen Bushnell - Fireman's Fund Insurance (American Canyon, CA)
- ▶ Jaquelin Camp - WRT (King of Prussia, PA)
- ▶ Garlen Capita - WRT (Philadelphia, PA)
- ▶ Alessandra Carreon - University of Michigan (Detroit, MI)
- ▶ Chris Cato - YouthBuild USA (Somerville, MA)
- ▶ Kendall Christiansen - Gaia Strategies (Brooklyn, NY)

- ▶ Amber Christoffersen - Enterprise Community Partners (Wellesley, MA)
- ▶ Sammy Chu
- ▶ Roger Clark - The Reinvestment Fund (Philadelphia, PA)
- ▶ Mark Cloud - ISG. Inc (Springdale, AR)
- ▶ Lee Cooke - USGBC South Florida Chapter (Boca Raton, FL)
- ▶ Lauryn Coombs - North Carolina State University (Raleigh, NC)
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- ▶ John Dalzell - Boston Redevelopment Authority (Boston, MA)
- ▶ Michael Deane - Turner Constrction Company (New Rochelle, NY)
- ▶ Alex Dews - Philadelphia Mayor's Office of Sustainability (Philadelphia, PA)
- ▶ Dianne Dillon-Ridgley - Women's Network for a Sustainable Future (Iowa City, IA)
- ▶ Ralph DiNola - New Buildings Institute (Vancouver, WA)
- ▶ Ogonnaya Dotson Newman - WE ACT for Environmental Justice (New York, NY)
- ▶ Marshall Duer-Balkind - District of Columbia Government (Washington, DC)
- ▶ Brian Dunbar - Institute for the Built Environment (Fort Collins, CO)
- ▶ Elizabeth (Beth) Eason - Elizabeth Eason Arch (Knoxville, TN)
- ▶ H. Jay Enck - Commissioning & Green Building Solutions, Inc. (Buford, GA)
- ▶ Debra Erb - OPIC (Lusby, MD)
- ▶ Ryan Evans - BNIM (, KS)
- ▶ Summer Evans - USGBC Central Plains Chapter (Roeland Park, KS)
- ▶ R Denise Everson - DC Housing Authority (Washington, DC)
- ▶ Erica Farr - USGBC Inland Empire Chapter (Yucaipa, CA)
- ▶ Scott Ferguson - Rockford Construction (Grand Rapids, MI)
- ▶ Larry Fisher - New England Carpenters Union (Dorchester, MA)
- ▶ Jeffrey Florey - USGBC North Texas (Dallas, TX)
- ▶ Colandus "Kelly" Francis - NAACP (Camden, NJ)
- ▶ Yohance Fuller - DDOE (Washington, DC)
- ▶ Angie Fyfe - USGBC Colorado (Denver, CO)
- ▶ Katherine Gajewski - City of Philadelphia (Philadelphia, PA)
- ▶ Muzalier Gaussaint - Philadelphia University (Philadelphia, PA)
- ▶ Denise Grabowski - Symbioscity (Savannah, GA)
- ▶ Stephanie Graham - Burns & McDonnell (Kansas City, MO)
- ▶ Harriet Grindel - Hoefer Wysocki (Kansas City, MO)
- ▶ Shane Gring - USGBC (Washington, DC)
- ▶ David Hahn - Mission First Housing (New Hope, PA)

- ▶ Jason Hainline - Dake Wells Architecture (Springfield, MO)
- ▶ Holley Henderson - H2 Ecodesign (Atlanta, GA)
- ▶ Rev. Mitch Hescox - Evangelical Environmental Network (New Freedom, PA)
- ▶ Lisa Hodges - Oystertree Consulting (Baltimore, MD)
- ▶ Donna Hope - NYC Mayor's Office of Long-term Planning & Sustainability (New York, NY)
- ▶ Kevin Hydes - Integral Group (Oakland, CA)
- ▶ Duane Ingram - MFCDC (Indianapolis, IN)
- ▶ Arthur Johnson - CSED (New Orleans, LA)
- ▶ Amanda Joseph - Consultant (Philadelphia, PA)
- ▶ Katie Kaluzny - USGBC - Illinois Chapter (Chicago, IL)
- ▶ Susan Kaplan - BuildingWrx (Brooklyn, NY)
- ▶ Carol Kauffman - Crispus Attucks Association of York, PA (Dover, PA)
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- ▶ Andrea Love - Payette (Boston, MA)
- ▶ Vanessa Lowe - VLL Consulting & Financial Planning (Philadelphia, PA)
- ▶ HB Lozito - BuildingGreen (Brattleboro, VT)
- ▶ Julie Lyons Bricker - Michigan Interfaith Power & Light (Royal Oak, MI)
- ▶ Deana Mabry - YouthBuild (Portland, OR)
- ▶ Matthew Macko - Environmental Building Strategies (San Francisco, CA)
- ▶ Sean Madden - St. Louis YouthBuild (Chesterfield, MO)
- ▶ Margaret Matta - USGBC Detroit Regional Chapter (Troy, MI)
- ▶ Lisa Matthiessen - Integral Group (Pasadena, CA)
- ▶ Michelle McEuen - USGBC North Texas (Dallas, TX)
- ▶ Bungane Mehlomakulu - Integral Group (Alexandria, VA)
- ▶ Paul Mellblom

- ▶ Marjorie Melton - M3 Engineering Group PC (Saint Louis, MO)
- ▶ Robin Miller - Miller Design Group (Philadelphia, PA)
- ▶ Barbara Moore - Philadelphia housing Authority (Philadelphia, PA)
- ▶ Sylvia Okechukwu - Logan CDC (Philadelphia, PA)
- ▶ Sara O'Mara - Choate Construction Company (Huntersville, NC)
- ▶ MH Palmer
- ▶ William Parrish, Jr
- ▶ Joel Patterson - Sherick Project Management, Inc. (Philadelphia, PA)
- ▶ Casius Pealer - Oystertree Consulting (New Orleans, LA)
- ▶ Robert Phinney - HDR (Alexandria, VA)
- ▶ Russ Pierson - Lane Community College (Eugene, OR)
- ▶ Bruce Poe - Modus Architecture Collaborative (Boise, ID)
- ▶ Alfonso Ponce - Deloitte (Neuilly sur Seine, France)
- ▶ Ken Potts - McGough (St Paul, MN)
- ▶ John Quale - University of Virginia School of Architecture (Cobham, VA)
- ▶ Alicia Ravetto - Alicia Ravetto Archi (Pittsboro, NC)
- ▶ Nakita Reed - Encore Sustainable Design, LLC (Fort Washington, MD)
- ▶ Stephanie Region - Black is the New Green (Baltimore, MD)
- ▶ Kirsten Ritchie - Gensler (Oakland, CA)
- ▶ Ted Roan - YouthBuild USA (W Medford, MA)
- ▶ Sarah Robinson - DC Sustainable Energy Utility (Washington, DC)
- ▶ Clare Rosenberger - US Green Building Council (Washington, DC)
- ▶ Rev. Joan Ross - Greater Woodward CDC (Detroit, MI)
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