

2010  
ANNUAL REPORT

URBAN  
green



# THINKING GREEN



Urban Green Council is the New York Chapter of the U.S. Green Building Council (USGBC). Our mission is to lead the advancement of sustainability in the urban built environment, and serve as a model for other cities through education, advocacy, collaboration and research.

Our vision is to see cities that coexist in harmony with their natural environment and contribute to the health and well-being of all.

June 2011

Dear Friends,

Hard to believe, but Urban Green Council, USGBC New York, is now in its 10th year of operation. In collaboration with industry leaders, government, and our supporters and members, we've become the leading voice for sustainability in the built environment in New York City.

Those who have been following our progress over the last several years will be familiar with the accomplishments that we talk about in this debut Annual Report, like the NYC Green Codes Task Force, GPRO, and our stable of top-flight educational programs, including the 2010 Urban Green Expo.

Behind the scenes, we've been building the organizational scaffolding that helped make these initiatives possible. We now have a diversified funding base, consistent and compelling branding, and much-improved financial planning and management. We now have 10 full-time employees who bring over 130 years of experience to our efforts. Not bad for an organization that was entirely staffed by volunteers just a few years ago!

This Annual Report is a manifestation of all these milestones, from our program successes to an improved nonprofit infrastructure that can support future expansion.

We wish to thank all our members and supporters who have made our work and growth possible—and hope you share our pride in what you have helped accomplish in these short 10 years. We look forward to developing a legacy of creating groundbreaking and scalable initiatives for New York City and urban settings. And with your help, we will achieve it.

Best wishes,



Jeff Brodsky  
CHAIRMAN



Russell Unger  
EXECUTIVE DIRECTOR

## FROM RECOMMENDATIONS TO NYC LAWS: CODES HIGHLIGHTS

# 60 BILLION GALLONS

### LOCAL LAW 57 / TASK FORCE REC WE 1

That's the amount of water that will be conserved annually by 2021 with the passage of this NYC law, which requires improved efficiency standards for replacement plumbing fixtures and fittings.

# BIOFUEL

### LOCAL LAW 43 / TASK FORCE REC EF 17

Canola or soy? NYC heating oil must now be at least 2% biofuel, which can come from in-city sources like used cooking oils.

# REPURPOSING NYC'S CODES

### LOCAL LAW 49 / TASK FORCE REC OC 1

For the first time ever, the NYC construction codes exist in the interest of public safety, health, welfare and now, the environment.

# SENSIBLE LIGHTING

### LOCAL LAW 48 / TASK FORCE REC EE 13

New Vacancy Sensors turn the lights off when you leave, but you have to turn the lights on—reducing electricity use by 15-20% compared to Occupancy Sensors.

# 19% ROI

### GREENER, GREATER BUILDINGS PLAN / TASK FORCE REC EO 1

Called retro-commissioning, all buildings over 50,000 square feet will be getting tune-ups every 10 years that will pay for themselves in 3—a 19% return on investment.

# BUILDING GREEN

## MAKING AN IMPACT BY GREENING THE CODES

In July 2008, Urban Green Council received a challenge from Mayor Bloomberg and City Council Speaker Quinn: convene a blue-ribbon group of industry leaders to identify impediments to green building in New York City codes, and recommend cost-effective code enhancements or new requirements. Urban Green accepted this challenge, assembling over 200 experts who graciously volunteered their time for the **NYC Green Codes Task Force**.

Chaired by Urban Green Council Executive Director Russell Unger, the Task Force worked for 18 months to produce a 600-page report with 111 recommendations, including detailed cost estimates. Urban Green organized and managed this work, including:

- Creating and staffing two oversight committees, 9 technical committees, statutory review and cost analysis—a total of over 200 volunteers;
- Planning and logistics for over 70 meetings;
- Managing four writing and review cycles prior to the final report release;
- Designing all report components including user-friendly graphics and icons.

Each recommendation includes a detailed explanation of the issue addressed, recommended statutory language, analyses of environmental and health benefits, and identification of any implementation challenges. Touching on codes governing construction, energy, zoning, consumer affairs, environmental protection, and health, the result is the most comprehensive analysis of local codes ever conducted in the United States.

“New York has the opportunity to set a new standard for green building in America,” said Council Speaker Quinn at the Report’s release on February 1, 2010 at City Hall, **“Green codes will not only improve the local environment, but also reduce air pollution, improve public health, and create much-needed jobs.”**

In 2010, 17 of the Task Force recommendations were implemented, with many more slated for consideration in 2011 by the City Council and Mayoral agencies.



### GREEN CODES TASK FORCE REPORT STATS\*

4,391

Total downloads and views of the  
Green Codes Executive Summary

3,059

Total downloads and views  
of the Full Report

15,471

Green Codes page views

200+

Experts who volunteered to contribute  
to the Green Codes Task Force

17

Task Force recommendations  
implemented in 2010.

*\*Through 5/31/11*

# LEARNING GREEN

## 2010 EDUCATIONAL HIGHLIGHTS

Urban Green Council's robust calendar of educational programs provides a recurring forum for the region's green building community to learn, exchange ideas and coalesce around common causes. Our audience members come from all sectors of the building industry, from senior professionals and policy-makers engaged in leading-edge discourse to those newer to the green building movement seeking a doorway into sustainable urban design.

Designed to address the needs and interests of a diverse audience, our 2010 programs covered topics ranging from landmark New York City legislation, to highly technical roundtables examining niche aspects of sustainable building, to more basic presentations on green building fundamentals and the LEED standard.

Since almost 80% of New York City's carbon emissions come from buildings, energy code compliance is central to fulfilling the city's commitment to reduce emissions by 30% by 2030. Urban Green Council is the go-to organization to get the word out.

### EDUCATIONAL PROGRAMS

Reached a combined 4,000+ attendees across 92 events

Provided timely information on initiatives and legislation with direct impact on New York City's building community, including:

- The Greener, Greater Buildings Plan
- The ground-breaking Green Codes Task Force Report and its impact on New York City building codes
- Changes to New York City Energy Code and its enforcement

More than half of our audience members take advantage of the Continuing Education Units offered at our programs. In 2010, we issued over 2,500 individual CEUs, keeping attendees up to date on the latest in green building.

### CONTINUING EDUCATION

Our programs made over 256 Continuing Education Units available to licensed architects, engineers, LEED Professionals, and other building professionals (166 AIA Continuing Education Units and 90.5 GBCI Continuing Education Hours)

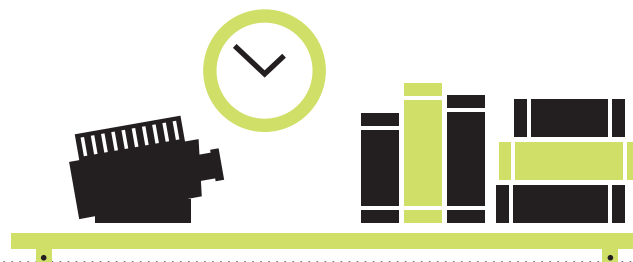
Our popular High-Performance Green Building Salons, founded by sustainable building pioneer Catherine Shawn, have been a New York programming staple for more than 10 years.

### PROGRAM SERIES

- High-Performance Green Building Salons
- LEED Workshops
- Monthly Technical Roundtables
- Oppositions panel discussion series
- Green Building Tours
- Author Talks



A TOUR OF THIS GREEN ROOF ON GRAND STREET IN LITTLE ITALY WAS ONE OF OUR MANY SOLD-OUT 2010 EVENTS. THE ROOF WON A 2008 AIA DESIGN AWARD AND INCLUDES AGRICULTURAL AND RECREATIONAL AREAS OVER TWO LEVELS.



## URBAN GREEN COUNCIL AND THE GREENER, GREATER BUILDINGS PLAN

In 2009, New York City enacted the Greener, Greater Buildings Plan, the most comprehensive legislative program in the country designed to reduce greenhouse gas emissions from existing buildings. Most are now aware that the construction and operation of buildings are responsible for roughly half of our national carbon emissions. What receives less attention is that the majority of the buildings we will occupy in the future already exist. For example, **in 2030 roughly 85% of the buildings we will occupy in NYC exist today.** Any program to reduce the environmental footprint of our built environment must focus on retrofitting our existing building stock. The Greener, Greater Buildings Plan addresses exactly this issue and is one of the first of its kind in the nation.

Urban Green Council was a proud participant in shaping and enacting the Greener, Greater Buildings Plan, and now, at the request of the Mayor's Office of Long-Term Planning and Sustainability, is managing a significant outreach effort to spread the word about this important legislation.

Urban Green Council developed a custom presentation targeting the owners and managers of the 26,000 private-sector buildings impacted by these laws, and is managing the deployment of more than 20 volunteer speakers for the program, which will continue into 2012.

# SHOWCASING GREEN

## URBAN GREEN EXPO 2010: THE NORTHEAST'S MOST SOPHISTICATED GREEN BUILDING EDUCATIONAL CONFERENCE

The second Urban Green Expo on September 29-30, 2010 was even more ambitious than our inaugural event in 2009, with more specialized educational sessions designed to meet the needs of the Northeast's green building community.

Produced in-house by a full-time education staff of three working closely with a volunteer programming committee, the team decided to address one of the thorniest sustainable design problems: **what does it take to create a high-performance green building façade?**

With the theme *Pushing the Envelope*, Urban Green Council explored how buildings can “push the envelope” both literally, by focusing on the importance of high performance enclosures, and metaphorically, by addressing topical subjects like verifying energy performance and by highlighting innovative designs, processes, and systems.

**URBAN GREEN COUNCIL'S  
GREEN EXPO MAKES  
CUTTING-EDGE CONTINUING  
EDUCATION ACCESSIBLE TO THE  
GREEN BUILDING COMMUNITY**



**WILLIAM MCDONOUGH**

## WILLIAM MCDONOUGH SETS THE TONE

Urban Green Expo 2010 got off to a momentous start with a keynote from internationally renowned designer and thinker William McDonough. In an address that many in the audience called transformative, McDonough spoke powerfully about the need for us to move our thinking from “efficiency” to “effectiveness.” He spoke of putting the speed of commerce to work in service of the environment, so we can relieve government of its cumbersome

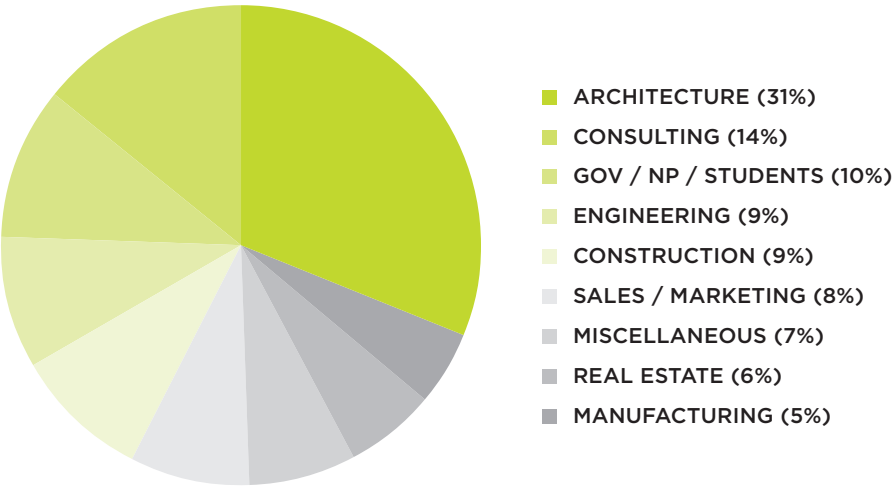
regulatory role. The means to this end are **buildings that produce energy, water and fresh air rather than consume them**, and products that are infinitely recyclable, compostable and even edible.

After his speech, conference attendees lined up for signed copies of his groundbreaking 2002 book *Cradle to Cradle: Remaking the Way We Make Things*.



URBAN GREEN EXPO 2010 AUDIENCE  
BY INDUSTRY SECTOR

Urban Green Expo 2010 provided a valuable learning and networking opportunity to an audience representing a broad cross section of the building industry.



INNOVATION

Experts from Lafarge North America and Coreslab Structures discussed the process of fabricating a prototype for the Liquid Wall—the 2010 winner of the American Institute of Architects’ Open Call for Innovative Curtain Wall Design.

BALANCE

John Bushell of Kohn Pedersen Fox Associates and Ashok Raiji of Arup explored the design process of renovating the Unilever Headquarters in London. They successfully achieved a balance between the building’s 1930’s historic fabric and an environmentally responsible workplace.

EFFICIENCY

Susan Szenasy, editor of Metropolis Magazine, moderated a standing-room-only presentation of panelists from Skidmore, Owings & Merrill and Jones Lang LaSalle on transforming mid-century structures into high-performance 21st-century buildings.

“The complexities of building enclosures are perhaps the most critical component in successful high-performance buildings. They are not only integrally linked to energy performance, but are critical to user satisfaction and healthy environments. Urban Green Expo 2010 shed new light on this important and often overlooked feature.”

**Steven Baumgartner**  
*Buro Happold*

1,500  
Attendees

46  
Top-caliber educational sessions across eight classrooms

150  
Speakers present, including principals from many of the world’s most forward-thinking real estate and design firms.

80%  
Attendees rated the 2010 Expo a 4 or 5 on our survey’s scale of 1 to 5

12  
AIA credits and GBCI CE hours available to each attendee

# TEACHING GREEN

## GPRO MOVES FROM CONCEPT TO REALITY IN 2010

**G|PRO** The idea for GPRO began back in 2007, with an ad-hoc committee that saw the need for green training for tradespeople in both a local and national market. It was clear that the committee was on to something: LEED wasn't designed for the trades, and the few options targeted to tradespeople were small, one-off efforts with limited options to obtain recognized credentials.

Originally called the Green Construction Skills Initiative, the project soon gained traction in early 2008 with the addition of a number of critical partners listed at right.

In addition to major industry buy-in, Urban Green Council engaged leading consultants in adult education and modeled best practices from the LEED playbook at USGBC.

With tremendous help from our partners, consultants, and volunteer curriculum and advisory committees, the Green Construction Skills Initiative evolved into GPRO, a training program designed for experienced building professionals who want to integrate green practices into the core knowledge of their trade. GPRO provides new awareness and skills required to successfully implement a green building project.

## 13 DEVELOPMENT PARTNERS

- Building Construction Trades Council (BCTC), the umbrella organization for building trades
- Building Trades Employers Association (BTEA), the association of contractors
- SEIU Local 32BJ Thomas Shortman Training Fund
- UA Local 1 Plumbers of NYC
- Local Union 3 IBEW
- International Union of Operating Engineers Local 94
- International Union of Operating Engineers - Local 30
- Consortium for Worker Education (CWE)
- City University of New York (CUNY)
- Association for Energy Affordability
- Skanska USA
- Bovis Lend Lease
- USGBC Upstate New York Chapter

### PREREQUISITE



#### FUNDAMENTALS OF BUILDING GREEN

Fundamentals is the prerequisite for all trade-specific courses listed at right, and covers the basics of sustainability, green building and construction practices all workers should know to make buildings greener.

#### OPERATIONS AND MAINTENANCE ESSENTIALS



GPRO: O&M is intended for a wide variety of professionals who work on-site in building operations and maintenance. The types of buildings addressed range from multifamily residential to high-rise commercial to industrial.

#### CONSTRUCTION MANAGEMENT



GPRO: CM gives students critical information on greening all phases of the construction process—from pre-construction services through commissioning to post-occupancy measurement and verification.

## 4 MODULES

*Fundamentals of Building Green* is the cornerstone of GPRO, serving as the prerequisite for all trade-specific courses.

In order to become a GPRO Certificate Holder, a candidate must pass an exam testing knowledge taken from both *Fundamentals* and the trade-specific course. The four modules completed in 2010 are listed below.

In addition to the full-color illustrated textbook, each GPRO module includes a thoughtful, engaging classroom presentation, useful handouts and student exercises, and detailed instructor materials.

## 5 STATES

In the midst of this intense curriculum development, the GPRO staff (less than three people total!) was out selling the program to potential Delivery Partners across the country. In November at Greenbuild, USGBC's annual conference in Chicago, we signed our first Delivery Partners—the USGBC Colorado Chapter and the New York Upstate Chapter. We now have GPRO Partners in five states total: Colorado, Illinois, New Jersey, New York, and Texas.

## 40 INSTRUCTORS

GPRO instructors are the backbone of the program. Each instructor has at least 5 years of experience in his or her trade and a passion for sustainability. All through the Fall of 2010, we held instructor training sessions and have over 40 GPRO certified instructors.

With GPRO, Urban Green Council aims to create an engaging yet sophisticated educational product of the highest quality. Our instructors are key to meeting these high standards and are the face of GPRO across the country.



### ELECTRICAL SYSTEMS

GPRO: Electrical Systems teaches sustainable construction practices such as how to implement efficiencies in lighting, the electrician's role in commissioning, and the fundamental differences between green and conventional products and practices.

FALL 2011 RELEASE

### PLUMBING

GPRO: Plumbing teaches sustainable construction practices such as how to interpret EnergyGuide and water use rating systems on new products, and common retrofit options and issues.



FALL 2011 RELEASE

### MECHANICAL-AIR

GPRO: Mechanical-Air teaches sustainable construction practices such as the central role of mechanical systems in attaining green test and balance parameters, and fundamental IAQ assurance practices.



# JOINING GREEN

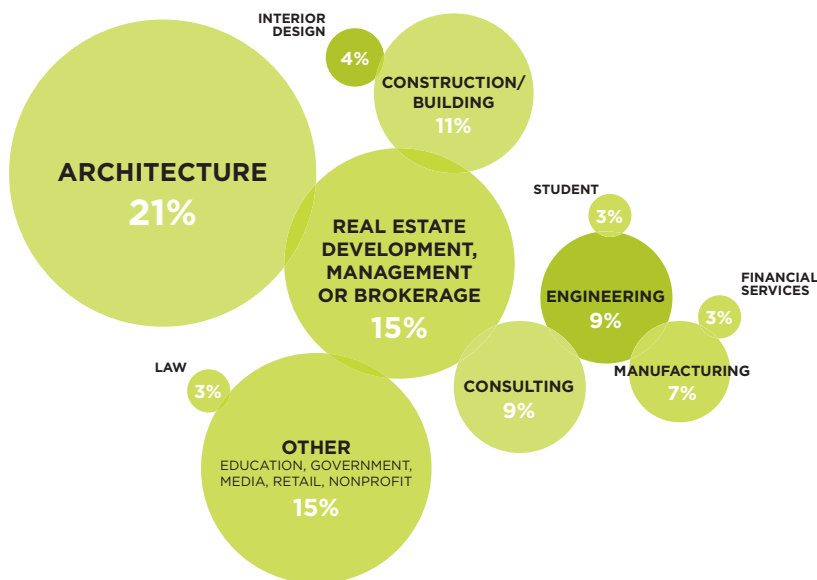
## URBAN GREEN COUNCIL MEMBERSHIP: A VITAL PART OF OUR SUCCESS

90 educational events annually...The Green Codes Task Force Report...GPRO, a totally new training program for the trades. How do we do it with only a full-time staff of 10?

Our work would not be possible without an incredible commitment from our members, who volunteer to do everything from reviewing Green Codes technical information to checking in attendees at an Urban Green Council event.

Urban Green Council membership also allows area professionals and green building advocates to keep up with the latest in sustainable building through our education programs and to network with colleagues.

And it's quite a diverse group: our 1,000-plus members represent a broad cross-section of the New York region's sustainable building community.



## TOP REASONS TO BECOME AN URBAN GREEN COUNCIL MEMBER

Support Urban Green Council's critical **advocacy, public policy, and research** initiatives

Be a part of New York City's **most active and influential green building community!**

**Network** with like-minded, environmentally conscious professionals

**Attend over 90 events annually** with discounted or free admission AND earn Continuing Education and GBCI credits

Receive **advance notice** about Urban Green Council committee opportunities.



"Being a member is like a two-way street. I joined for the quality programming and networking opportunities. In return, I volunteer on educational events, and speak on behalf of the Mayor's Office regarding the Greener, Greater Buildings Plan. I encourage people who are serious about staying current on green building to become a member."

**Valerie Corbett** LEED AP BD+C  
*IntelliGreen Partners, LLC*  
*Urban Green Council Member*

# EMERGING GREEN

Urban Green Council's Emerging Professionals (EP) engage and educate those just beginning their careers in green building. EP is a national program of the U.S. Green Building Council.

Here in New York, we participate in USGBC national events such as the Natural Talent Design Competition in addition to local programs created and managed by the volunteer EP leadership.

The Emerging Professionals of New York host a monthly educational forum on green building, hold community-building social events, and sponsor an annual Career Fair.

ENJOYING HAPPY  
HOUR AND  
NETWORKING  
AFTER THE 2010  
URBAN GREEN  
CAREER FAIR,  
WHICH WAS  
ATTENDED BY OVER  
200 JOB-SEEKERS.



## OUR EMERGING PROFESSIONALS WIN THE NATURAL TALENT DESIGN COMPETITION!

USGBC's 2010 Natural Talent Design Competition focused its sights on the rebuilding effort in New Orleans, Louisiana. Young professionals competed in designing a LEED for Homes project that is priced affordably and is functional for elderly occupants. "RAMPed UP," the NTDC entry from Emerging Professionals of New York, was placed in the Top Four by a national jury!

The Top Four were showcased at Greenbuild 2010 and, **for the first time, the designers will see their projects built in New Orleans' Broadmoor neighborhood.** Once the homes are built, they will enter a measurement and verification

phase in which they will be graded on energy efficiency, water reuse, and indoor air quality among other categories. The design team whose home performs best will be awarded the final Grand Prize in 2011.

### TEAM NAME "RAMPed UP"

#### TEAM MEMBERS

##### Buro Happold

Irmak Turan, Daniel Bersohn, Tim Hanna, Rossella Nicolin, and Lauren Page

##### Rogers Marvel Architects

Yavuz Akcora, Nicholas McDermott, Shane Neufeld, and Jenny Wu

### EP LEADERSHIP

#### CURRENT LEADERSHIP

Jessica Cooper, LB Architects  
CO-CHAIR (NOV 2010—NOV 2012)

Nicole McGlinn, Kohn Pedersen Fox  
CO-CHAIR, (MARCH 2011—NOV 2011)

Molly Zinzi, Google  
UGC BOARD MEMBER, EP  
(NOV 2009—NOV 2011)

#### FORMER LEADERSHIP

Keith Amann, YRG Sustainability  
CO-CHAIR (NOV 2008—NOV 2010)

Brittany Grech, YRG Sustainability  
CO-CHAIR (NOV 2009—MARCH 2011)



BRITTANY GRECH (EP CO-CHAIR), ERICA BERGER, AND KEITH AMANN (EP CO-CHAIR) AT THE 2010 NATURAL TALENT DESIGN COMPETITION AWARDS CEREMONY



# CELEBRATING GREEN

## URBAN GREEN COUNCIL GALA

**BUILDING A GREENER NEW YORK**  
**NOVEMBER 4, 2010 TRIBECA ROOFTOP**

Urban Green Council was delighted to honor David R. Greenbaum, President of the New York Office Division of Vornado Realty Trust for his outstanding efforts in greening our city. On David's watch, Vornado has made an impressive corporate commitment to sustainability through the management of over 10 million square feet of LEED EB certified buildings, innovative tenant engagement programs, and a new cogeneration plant at One Penn Plaza.



2010 HONOREE DAVID GREENBAUM

URBAN GREEN COUNCIL'S RUSSELL UNGER, CHARLOTTE MATTHEWS OF RELATED AND COUNCIL MEMBER JIM GENNARO ENJOY THE AMAZING VIEWS FROM TRIBECA ROOFTOP.



**350**  
**GUESTS**

**\$380,000**

**RAISED TO SUPPORT  
URBAN GREEN COUNCIL  
PROGRAMS AND SERVICES**

URBAN GREEN COUNCIL IS GRATEFUL TO OUR UNPRECEDENTED NUMBER OF SUPPORTERS THIS YEAR, AND SENDS A SPECIAL THANKS TO GALA COMMITTEE CHAIR GLEN WEISS OF VORNADO FOR HIS LEADERSHIP ROLE IN MAKING THE GALA A GREAT SUCCESS.



BOB FOX OF COOK+FOX ARCHITECTS AND  
URBAN GREEN BOARD CHAIR JEFF BRODSKY.



REBNY'S ANGELA SUNG CATCHES UP WITH  
NYC DDC COMMISSIONER DAVID BURNEY.

## 2010 ANNUAL SERVICE AWARDS

JUNE 22, 2010

GE MONOGRAM SHOWROOM

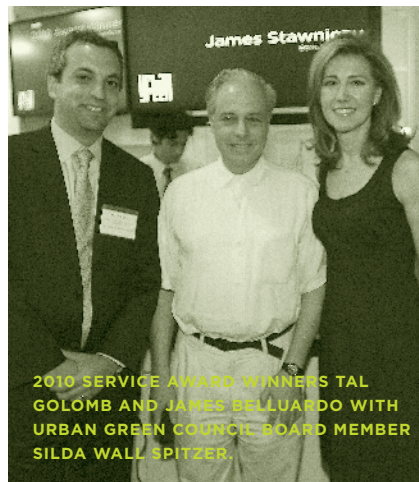
With a full-time staff of 10, our ambitious agenda would not have been possible without the support of over 400 volunteers, who did everything from logging extensive hours on the Green Codes Task Force to managing registration at one of our many events (92 in 2010).

Although we are grateful to all of our volunteers, we honor extraordinary contributions at our annual Service Awards, which were held on June 22 at the GE Monogram Design Center. In addition to the standing categories of Educational Programs and Emerging Professionals, we also recognized contributions to the NYC Green Codes Task Force and GPRO, our training and certificate program for the trades.

Congratulations to the recipients of the 2010 Service Awards and thank you to all our hard-working volunteers!



2010 SERVICE AWARD WINNER MAYA JABER CAMOU WITH URBAN GREEN COUNCIL PROGRAM DIRECTOR YETSUH FRANK.



2010 SERVICE AWARD WINNERS TAL GOLOMB AND JAMES BELLUARDO WITH URBAN GREEN COUNCIL BOARD MEMBER SILA WALL SPITZER.

## 2010 SERVICE AWARD WINNERS

### GREEN CODES TASK FORCE

Hilary Beber  
*Mayor's Office of Long-term Planning  
& Sustainability*

James Belluardo

Tal Golomb  
*Fried, Frank, Harris,  
Shriver & Jacobson LLP*

James Stawniczy  
*Bovis Lend Lease*

Deborah Taylor  
*NYC Department of Buildings*

### GPRO: GREEN PROFESSIONAL BUILDING SKILLS TRAINING

Rebecca Lurie  
*Consortium for Worker Education*

Scott Sears  
*Sears Associates*

### EMERGING PROFESSIONALS

Keith Amann  
*YRG Sustainability*

### EDUCATIONAL PROGRAMS

Maya Jaber Camou  
*M3D Consulting*

# SUPPORTING GREEN

Urban Green Council is extremely thankful for the organizations and individuals who supported us in 2010.

\$50,000 AND OVER

- CON EDISON
- BERNARD F. AND ALVA B. GIMBEL FOUNDATION
- MERTZ GILMORE FOUNDATION
- THE NEW YORK COMMUNITY TRUST
- THE OVERBROOK FOUNDATION
- UNITED TECHNOLOGIES CORPORATION / CARRIER CORP.
- VORNADO REALTY TRUST

\$25,000 AND OVER

- BLOOMBERG
- GENERAL SERVICES ADMINISTRATION
- MERCK FAMILY FUND
- RELATED COMPANIES
- TISHMAN SPEYER
- TURNER CONSTRUCTION

\$15,000 AND OVER

- ARUP
- BANK OF AMERICA
- INSINKERATOR
- PHILIPS
- PLAZA CONSTRUCTION
- PROSKAUER ROSE LLP
- WSP FLACK + KURTZ



## WAYS TO SUPPORT URBAN GREEN COUNCIL

### \$10,000 AND OVER

AKF Group, LLC  
Archetype Consultants  
Battery Park City Authority  
Bovis Lend Lease  
Brookfield Properties  
Colliers International  
Cook + Fox Architects /  
Terrapin Bright Green  
Cushman & Wakefield  
Davis & Warshow, Inc.  
Fred Geller Electrical, Inc.  
Goldman, Sachs & Co.  
Herman Miller  
Jaros, Baum & Bolles  
Jones Lang LaSalle  
Kohn Pedersen Fox  
McCarter & English, LLP  
Pelli Clarke Pelli Architects  
The Bernard and Anne Spitzer  
Charitable Trust  
Studley, Inc.  
Tishman Construction

### \$5,000 AND OVER

Albanese Organization  
Allen + Killcoyne Architects  
Association for Energy Affordability  
Calmac  
CB Richard Ellis  
Dagher Engineering  
Donaldson Organization  
FXFOWLE Architects  
Geller & Company  
Green Depot  
Guardian Services  
HOK, Inc.  
Madison Square Garden

Urban Green Council, USGBC New York, is an essential resource for the region's professionals working in all aspects of sustainable building; we provide valuable education and networking opportunities for thousands of our members and non-members each year.

But Urban Green Council is much more than a member group or professional organization—membership and course fees cover less than 20% of our budget.

We are also a completely separate nonprofit from our national organization, the U.S. Green Building Council in Washington DC, and are responsible for our own fundraising. Therefore we look toward individuals, organizations, foundations and government to support our critical work.

Urban Green Council helps to ensure that New York will be a great place to live for generations to come by advocating for a thoughtful, sustainable approach to urban planning, development, and energy policy. You can support Urban Green Council in a variety of ways:

### BECOME A MEMBER

Urban Green Council has over 1,000 individual members from a range of backgrounds and professions, with architecture, engineering, real estate and construction strongly represented. Dues range from \$25 for students to \$10,000 for a lifetime membership, and are tax-deductible. Members receive reduced or waived fees on all events, advance notice of important Urban Green initiatives, and other benefits.

### BECOME A SPONSOR

Companies of all sizes benefit by sponsoring Urban Green Council, the most trusted name in sustainable building in New York City. Annual Sponsorships span from \$1,000 to \$25,000, and include a range of benefits depending on level.

### MAKE A DONATION

Are you passionate about sustainability in the urban built environment? Consider making a 100% tax-deductible donation to Urban Green Council. You may also make a gift of appreciated stock.

For complete details on how to support us, please visit our website, [urbangreencouncil.org](http://urbangreencouncil.org), or contact Chris Anjesky, Director of Development and Communications, at 212.514.9385 ext. 19 or [ca@urbangreencouncil.org](mailto:ca@urbangreencouncil.org).

National Resources Defense Council  
New York Presbyterian Hospital  
Rainbow Media  
Skanska USA  
Skidmore, Owings & Merrill LLP  
Spin Design, Inc.  
StructureTone  
Trespa New York  
The VSA Group

#### **\$2,500 AND OVER**

Ashokan Water Services  
Atelier Ten  
Benjamin Moore and Co.  
Jeff Brodsky  
The Building and Construction Trades  
Council of Greater NY (BCTC)  
Amanda Burden  
Century Elevator  
Code Green Solutions  
The Durst Organization  
Forest Electric  
Goldman Copeland Associates, P.C.  
Haynes and Boone, LLP  
The Edward J. Malloy Initiative for  
Construction Skills  
Moed de Armas & Shannon  
One Lux Studio  
Robert B. Samuels, Inc.  
Sierra Club Foundation  
Stonehenge NYC  
United Elevator Consultants, Inc.  
Steven Winter Associates

#### **\$1,500 AND OVER**

District Council 9 of the International  
Union of Painters and Allied Trades  
Fox Rothschild LLP

Gardiner & Theobald Inc.  
Jerome S. Gillman Consulting  
Gilsanz Murray Steficek, LLP  
Grubb & Ellis  
HR&A Advisors  
Ice Air, LLC  
Kugler Ning Lighting Design, Inc.  
Langan Engineering and  
Environmental Services  
Local Union No. 3 International  
Brotherhood of Electrical Workers  
Luthin Associates  
Milo Kleinberg Design Associates, Inc.  
The Steven L. Newman  
Support Foundation  
Par Plumbing Co., Inc.  
Random House, Inc.  
U.S. Energy Group  
Marcia & Walter Unger  
VDA Associates  
Zetlin & De Chiara, LLP

#### **\$1,000 AND OVER**

Aguayo and Huebener  
Gregory Bauso  
Boston Properties  
Gunjan Chag  
DB Power of Three  
e4, Inc.  
Paul Fernandes  
James Gainfort  
Chris Garvin  
Leslie Himmel/Jewish Communal Fund  
MechoShade Systems  
RCC Concrete Corporation  
John Rice  
Richmar Controls and Service  
Company, Inc.

Wells Fargo & Co.  
Westside Transload

#### **\$500 AND OVER**

Les Bluestone  
Brent Brake  
Lauren Brust  
Building Trades Employers'  
Association (BTEA)  
Colleran, O'Hara & Mills LLP  
Fiona Cousins  
Candace Damon  
Endurant Energy  
Falcon Enterprises Associates, Inc.  
Good Energies  
InterfaceFLOR, LLC  
Jonathan Rose Companies  
John Mandych  
Metropolis Group, Inc.  
Pennsy Nadler  
New York State Iron Workers  
Reckson (SL Green Realty Corp.)  
Tannenbaum Helpert  
Dr. Robin Unger  
Alexandra Woods  
World Trade Center Properties  
Lauren Yarmuth  
Zubatkin Owner Representation

#### **\$250 AND OVER**

Stanley Alpert  
Edson Andrews  
Nada Anid  
Christina Anjesky  
Dayo Babalola  
Sharath Babu  
Kevin Banahan

James Bayley  
Loren Blackford  
George Blajeski  
Kenneth Block  
Buro Happold  
David Calligeros  
Ann Caruso  
Ronald Ciccolini  
Columbia University  
Frank Cooney  
Ricardo Costa  
Tim Daniels  
Dattner Architects  
Pierre Desautels  
Alan Englander  
Robert Evans  
Ellene Felder  
Zara Fernandes  
Anne Fletcher  
Robert Fonfrias  
Paul Gangsei  
Michael Goldberg  
Jillian Gould  
Louis Grasso, Jr.  
Green Mountain Energy  
Jean Greenlaw  
Bob Guarnaccia  
Christopher Hagen  
David Hepinstall  
Edward Herbough  
Raul Hiraldo  
Jim Holiber  
Ellen Honigstock  
Mary Hosley  
William Howe  
John Johnston

Anita Jorgensen  
Christopher Kannel  
Susan Kaplan  
Barbara Kaufman  
Laurie Kerr  
Varun Kohli  
Janno Lieber  
Benjamin Linsley  
Lutron  
Jocelyn Malheiro  
Ginetta Marino  
Vincent Marquardt  
Drew Masters  
Gerard McEntee  
Richard McKay  
Chris McNally  
Saverio Mirabile  
Mariano Molina  
Michele Moran  
Jack Nyman  
John Okun  
Daniel Orr  
Ross Orthwein  
Carol Ott  
Tricia Palumbo  
Brooks Perlin  
Plumbers Local Union #1  
Jay Raphaelson  
Curtis Ravenel  
Van Ripps  
Stephen Rizzo  
Karen Rosen  
Peter Santella  
John Santoleri  
Pat Sapinsley  
Steven Schleider

Tyler Schmetterer  
Renee Schoonbeek  
Michael Sharp  
Jim Shomilak  
Santiago Steele  
Jeremy Tabora  
Deborah Taylor  
Dane Towell  
John Trial  
Russell Unger  
Inger Yancey  
Peter Zlotnick  
William Zoha

#### IN-KIND CONTRIBUTIONS

Acuity Brands Lighting  
Arup  
Bovis Lend Lease  
The City Bakery  
Rebecca Cole Grows  
Con Edison  
GE Monogram  
Green Mountain Energy  
Gunlocke  
Knoll  
Kohn Pedersen Fox  
The Mohawk Group  
The New School  
NYC ACRE  
Pfizer  
Skanska USA  
Steelcase  
Sunny-Buffalo  
TOTO USA  
Trespa  
Whole Foods Market

# ENVISIONING GREEN

## WHAT'S AHEAD FOR URBAN GREEN COUNCIL? WHAT WE HAVE IN THE WORKS

We will soon have six GPRO courses available for our Delivery Partners across the country. In the Fall of 2011 we'll be launching Mechanical-Air (HVAC) and Plumbing in addition to Fundamentals, Construction Management, Operations and Maintenance Essentials, and Electrical Systems.

Looking further ahead, Urban Green Council will be conducting a rigorous research project on buildings of the future—ones that will help cities reduce Greenhouse Gases 90 percent by 2050...an ambitious goal, but necessary if we want to halt climate change.

2011



In order to strengthen our leadership role in the sustainable building community here in New York and beyond, Urban Green Council is doing its first-ever Strategic Plan to help guide our work over the next three to five years.

Our Gala planned for November 2011 will serve as the kickoff of our 10th Anniversary. That's right, Urban Green Council will be 10 years old in 2012!

We'll continue to advance green codes through NYC legislation and promote the benefits of sustainable building practices—including low-VOC products, enhanced energy efficiency standards, construction waste recycling, and sidewalks that retain stormwater to nourish plantings—on construction projects and for the benefit of all New Yorkers.



To ensure that our monthly educational programming meets the diverse needs of the region's green building community, we've created a Programs Committee through a competitive call for volunteers. We're confident that the Committee of 16 industry professionals will further broaden our access to speakers and weigh in on the demand for topics—their first programs are launching in Fall 2011.

We are busily re-tooling Urban Green Expo as a Spring 2012 event—incorporating your feedback and lessons learned from past conferences to make it better than ever.

# COUNTING GREEN

## URBAN GREEN COUNCIL STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2010

### SUPPORT AND REVENUES

#### Contributions

Individuals	\$ 16,989
Membership	80,350
Corporations	213,000
Foundations	190,000
USGBC Revenue Share	96,788
Special Events (Gala)	381,015

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<b>Contributions Subtotal</b>	<b>\$ 978,142</b>
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<b>Program Revenue</b>	<b>\$ 330,226</b>
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<b>TOTAL SUPPORT AND REVENUES</b>	<b>\$ 1,308,368</b>
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### EXPENSES

Payroll Taxes and Benefits	\$ 838,081
Program and Event Expenses	536,274
Computers and Website	33,064
Conferences and Training	23,251
Depreciation	6,826
Professional Fees/Consultants	27,935
Bank Fees	20,917
Office Expenses	56,989
Travel	5,530
Miscellaneous	5,514

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<b>TOTAL EXPENSES</b>	<b>\$ 1,554,381</b>
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<b>CHANGE IN NET ASSETS</b>	<b>\$ (246,013)</b>
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<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>\$ 420,965</b>
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<b>NET ASSETS, END OF YEAR</b>	<b>\$ 174,952</b>
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*Notes on 2010 Financials: The 2010 change in net assets is due to lower than projected program revenue, substantial investment in GPRO, and corporate and foundation support that was committed in 2010 but came in 2011 (our accounting is cash-based).*

## URBAN GREEN COUNCIL

### 2011 BOARD OF DIRECTORS

Jeff Brodsky, *Chair*

PRESIDENT, RELATED MANAGEMENT

Silda Wall Spitzer, *Vice-Chair*

METROPOLITAN CAPITAL ADVISORS, LTD.

Jim Holiber, *Treasurer*

GENERAL MANAGER AND  
CORPORATE COUNSEL, GREEN DEPOT

John Rice, *Secretary*

PARTNER, AKF ENGINEERS, LLP

Amanda Burden

DIRECTOR, DEPARTMENT OF CITY PLANNING

Candace Damon

PARTNER, HR&A ADVISORS

Michael Davidson

SENIOR VICE PRESIDENT, JPMORGAN CHASE

Pat Di Filippo

EXECUTIVE VICE PRESIDENT,  
TURNER CONSTRUCTION COMPANY

Paul Fernandes

CHIEF OF STAFF,  
BUILDING AND CONSTRUCTION TRADES COUNCIL

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PARTNER, JAROS, BAUM & BOLLES

Chris Garvin

SENIOR ASSOCIATE, COOK+FOX ARCHITECTS

Susan D. Kaplan

Laurie Kerr

SENIOR POLICY ADVISOR, OFFICE OF  
LONG TERM PLANNING AND SUSTAINABILITY,  
MAYOR'S OFFICE OF OPERATIONS

John M. Mandyck

VICE PRESIDENT FOR SUSTAINABILITY &  
ENVIRONMENTAL STRATEGIES,  
CARRIER CORPORATION

Ray Quartararo

INTERNATIONAL DIRECTOR,  
JONES LANG LASALLE

Gaston Silva

SENIOR VICE PRESIDENT/CHIEF OPERATING  
OFFICER, VORNADO REALTY TRUST

Lauren Yarmuth

CO-FOUNDER AND PRINCIPAL,  
YRG SUSTAINABILITY

Molly Zinzi

ASSISTANT FACILITIES MANAGER (NYC),  
GOOGLE INC.

We extend our sincere gratitude for  
the contributions of our departing  
Board Members:

Fiona Cousins

PRINCIPAL, ARUP

Ashok Gupta

PROGRAM DIRECTOR OF AIR AND ENERGY,  
NATURAL RESOURCES DEFENSE COUNCIL

Murray Levi

VP/DIRECTOR OF ARCHITECTURE  
AND SUSTAINABILITY,  
LIRO ARCHITECTS + PLANNERS, P.C.

Jack Nyman

DIRECTOR, THE STEVEN L. NEWMAN REAL ESTATE  
INSTITUTE, BARUCH COLLEGE, CUNY

### STAFF

Russell Unger, LEED AP  
EXECUTIVE DIRECTOR

Katherine Abbott, LEED AP  
MANAGER, SPECIAL PROJECTS

Christina Anjesky  
DIRECTOR, DEVELOPMENT AND  
COMMUNICATIONS

Yetsuh Frank, AIA, LEED AP  
DIRECTOR, PROGRAMS

Emma Gillespie  
PROGRAMS ASSOCIATE

Ellen Honigstock, RA, LEED AP  
DIRECTOR, CONSTRUCTION EDUCATION

Richard Leigh, PHD, PE, LEED AP  
DIRECTOR, RESEARCH

Caitlin McCusker  
DEVELOPMENT ASSOCIATE &  
EMERGING PROFESSIONALS LIAISON

CJ Sandy  
OFFICE MANAGER

Rachel Schuder, LEED AP  
ASSISTANT DIRECTOR, CONFERENCES AND  
SPECIAL PROGRAMS

### LEGAL COUNSEL

Kenneth Block  
TANNENBAUM HELPERN



Urban Green Council  
USGBC, New York Chapter  
40 Fulton Street, Suite 802  
New York, NY 10038

[www.urbangreencouncil.org](http://www.urbangreencouncil.org)