



425 Sixth Avenue, Suite 1335 · Pittsburgh, PA 15219

Dear Friend of Sustainable Pittsburgh,

Thank you very much for your past support of Sustainable Pittsburgh. I am writing to kindly request that you join as a Sustainable Pittsburgh member for 2012.

Your Sustainable Pittsburgh has made significant gains in 2011. Here are ways in which your support has enabled us to accelerate the policy and practice of sustainability in southwestern Pennsylvania.

Business

Key among our strategies is demonstrating the business case for sustainability and engaging the private sector to integrate sustainability as a top line business strategy. Progress this year includes:

- Green Workplace Challenge (GWC): A friendly competition, this new initiative has succeeded in attracting 32 businesses and 15 community organizations to commit to actively track, measure, reduce and verify energy use and air quality impacts. GWC provides a platform for businesses to better manage their resource intensity and gain public recognition for commitment to sustainability. See: <http://greenchallenge.C4SPgh.org>
- Sustainable Business Designation: Offered to small business proprietors in our region's main street business districts, this certification program provides needed recognition and support to local businesses. By demonstrating their sustainable policies and practices, already 93 businesses are gaining community recognition for their achievements and reinforce the community the benefits of "buying local." See: www.downtownfirst.net/sustainable-businesses
- Sustainable Healthcare Initiative: Delivered a multi-part series of programs to intensify applied sustainability in this major sector of the region's economy while emphasizing benefits and applied outcomes. See: www.C4SPgh.org/healthcare.html

Community

With so many units of local government defining our region, clearly it is essential to increase their capacity to build sustainable communities. Recent achievements:

- Sustainable Community Essentials Rapid Assessment: 130 municipalities have completed this on-line self-assessment covering 91 policies and practices. The rich array of data is enabling us to now develop a range of targeted training programs with our partner, the Local Government Academy. See: www.sustainablecommunityessentials.org
- Community Sustainability Coordinators: Launched this growing network (akin to our Corporate Sustainability Coordinators) to bring these professionals together on regional issues in addition to addressing their own community and professional development needs.
- Regional Sustainable Development: Collaborated with the Southwestern Pennsylvania Commission to lay groundwork for regional sustainability by assisting with their application to the federal government for a Partnership for Sustainable Communities Regional Planning Grant. Also continued to advocate for enhanced project selection criteria and we co-hosted forums on funding opportunities.

Bridging Business and Community

With sustainability taking hold, it is time to bring business and community more closely together as partners. For 2012, Sustainable Pittsburgh will:

- Engage the private sector in advancing regional sustainable development by inviting businesses to develop and sign on to the SWPA Sustainable Business Compact. The Compact will be a means to

link and extend business commitment to sustainable operations and internal management to shared, regional-scale economic, social, and environmental priorities.

- Evolve the Sustainable Community Essentials Rapid Assessment into a formal Sustainable Community Certification. We will engage business, municipal, and civic leaders in its development.
- Increasingly convene together our two professional networks: Corporate Sustainability Coordinators and Community Sustainability Coordinators in order to cross-pollinate best practices and build relationships.
- Work with our business constituents to deploy a program series on the business of air quality and collaborate with The Heinz Endowments on a RAND study of the economic benefits of clean air. Visit www.breatheproject.org to learn more about a remarkable regional initiative to improve air quality.
- Collaborate with the region's water industries in further elevating the business of clean, abundant water and continue to aid in building the capacity of Ohio River basin governance for water resources management.
- Continue our work in connecting residents of SWPA to the outdoors through the Walls are Bad campaign and Outdoor Recreation Partnership. Grow the 2012 11th anniversary of Great Outdoors Week whereby an estimated 8,000 individuals participated in over 60 events during the ten-day celebration of the outdoors in 2011.
- Continue to coordinate community engagement in advancing development of Bus Rapid Transit between Pittsburgh and Oakland.
- Build off the anticipated momentum of the 12/13/11 **11th annual Smart Growth Conference** to engage business and community leaders in building regional capacity for addressing: Blight & Abandonment, Green Infrastructure, and Innovative Finance for Smart Growth. We hope you'll join us on 12/13.

By becoming a member, you provide critical support of our work and signal your interest in Sustainable Pittsburgh's niche role in addressing regional and systems scale priorities.

Thank you for your consideration. Please feel free to contact me if you have questions or suggestions. I can be reached at (412) 258-6643 or cgould@sustainablepittsburgh.org. For more information about Sustainable Pittsburgh, please visit: www.sustainablepittsburgh.org

Sincerely,

A handwritten signature in black ink that reads "Court Gould". The signature is written in a cursive, flowing style.

Court Gould
Executive Director