



SUSTAINABLE PITTSBURGH

OUR REGION
OUR RESOURCES
OUR FUTURE

Stakeholders Report - 2013 Accomplishments

Advancing its mission to accelerate the policy and practice of sustainability for southwestern Pennsylvania, Sustainable Pittsburgh (SP), among initiatives, intensified efforts in 2013 to expand a host of performance programs through which businesses, nonprofits, universities, and municipalities demonstrate and elevate their sustainability accomplishments for cumulative benefit of our region.

Champions for Sustainability (C4S) - the region's sustainable business network, continues to demonstrate its value by connecting businesses to the latest sustainability knowledge and by increasing the participation of people and organizations who put sustainability into practice.

• **Business Sustainability Coordinators**

SP continues to convene this cohort of corporate leaders to regularly share information and best practices in order to transfer new knowledge into their organizations' operations to maximize the strategic benefit of sustainable business practices. Over the past year, the group took on the following topics:

- Environmental Regulations, Incentives, and Standards
- Development of an online resource of expertise for sharing best practices: energy, waste, transportation and water
- Making the Business Case for Sustainability
- Performance Monitoring, Assessments, Surveying, and Other Measurement Tools
- Risk Transference in Energy Management
- Alignment of Operational Sustainable Practices and Differentiated Customer and Product Market Segments
- Achieving Scale with Waste and Composting Programs
- Communicating with the C-Suite to Achieve Alignment and CEO Commitment
- Behavioral, Cultural, and Norm-Based Change
- External Communication about Sustainability: Feedback and Sales
- Surveying Sustainability Coordinators' interests

• **Southwestern PA Sustainable Business Compact**

www.c4spgh.org/compact

This commitment and performance recognition platform provides a credible and rigorous pathway for businesses to advance and publicly demonstrate their corporate sustainability achievements. The Compact fills a gap by providing uniform definition, criteria, and accepted practices that define the policy and practice of business sustainability for our region. Business achievement in the Compact is recognized at Challenger, Leader, and Champion levels. 2013 workshops supporting achievement in the program addressed:

- Sustainable Operations: The Value of Sustainability Reporting
- Corporate Stewardship and Leadership for Water Conservation
- Smart, Sustainable Choices for Facilities, Transportation, and Operations

Compact Achievement

Leader level: Highmark Health Services

Challenger level: Veolia Water Solutions & Technologies' Pittsburgh office, Thar Energy, Eat'n

Park Hospitality Group, and PITT OHIO

(17 additional businesses are presently working on their Compact credentials)

- **Sustainable Small Business Designation**

www.c4spgh.org/smallbiz

This performance program assists local, small businesses in community main street districts to implement actions that produce positive financial, environmental and community results. The designation helps customers identify and choose businesses that are committed to sustainability. SP provides the designation to businesses that can attest to meeting criteria in fifteen sustainable business essentials and can provide documentation backing their claims when requested.

Designation Achievement

Over 108 small businesses in more than 22 communities are currently recognized at the Silver, Bronze, or Striver levels.

November featured the first "Cash Mob" event which highlighted six businesses in Carnegie Borough that achieved Sustainable Small Business Designation. Five of the businesses reported that the cash mob doubled their customers and sales as compared to a typical business day.

- **Pittsburgh Green Workplace Challenge (GWC)**

www.gwcpgh.org

The GWC enables southwestern Pennsylvania organizations to participate in a friendly, yearlong competition where they can receive recognition for their sustainable actions and achievements. The challenge includes measurable and verifiable actions for participants to implement, which results in earning points. New for 2013, the GWC was expanded to include nonprofits, universities, and local governments in addition to businesses. Criteria were added to address waste, transportation, employee engagement, and other essentials of sustainability. We convened GWC workshops focused on:

- Creating Accounts and Setting Baselines
- Setting Goals: Energy, Water, Waste and Transportation
- Making Progress & Setting Priorities
- Engaging Employees
- Connecting with Regional Sustainability Providers

GWC Participation

36 Businesses, 36 Nonprofits, 5 Colleges/Universities, 13 Municipal Governments, and 12 Observers (102 total) are participating in the program.

Interim Results: From June - October 2013, participants in the GWC saved over 15 million kWh of energy, enough to power over 1,300 average U.S. homes for a year. This energy savings translates to over \$991,000 (between \$1.02 - \$1.13 million with the social cost of carbon factored in). Participants also saved over 1.2 million gallons of water. Greenhouse gas emissions were reduced by 2,710 MtCO_{2e}, or the equivalent of half a day's flights leaving Pittsburgh International Airport.

Sustainable Community Development Network - local good government through sustainability.

- **Sustainable Community Essentials Certification**

www.sustainablecommunityessentials.org

This formal municipal certification program serves to increase the number of municipalities that are employing sustainability policies and practices. It fills a gap by providing a performance program that delivers a rigorous pathway for progress and education.

SP and the Pennsylvania Municipal League will be taking the certification statewide to all 2,562 local governments.

Certified Municipalities

Gold: Baldwin, Connellsville, Cranberry, Forest Hills, Latrobe, Monaca, Moon, Scott, Upper St. Clair

Silver: Dormont, Edgewood, Etna, Findlay, Heidelberg, Millvale, Mt. Lebanon, Peters

Bronze: Swissvale

Associate: Collier, Harrison, Harmony

Pledged : Carnegie, Coraopolis, Elizabeth B., Elizabeth Twp., Frazer, Homestead, McKees Rocks, McKeesport, Penn Hills, Scott, Shaler, Sharpsburg, Tarentum, Wilkins

- **Sustainable Development Academy**

Local Government Academy programming in collaboration with SP focused on best municipal practices with topics including: Introducing SP's Sustainability Certification, Fight Blight Series, Fleets and Streets Learning Lab, Managing Marcellus Series.

- **Summer Youth Philanthropy Interns**

Five interns hosted at SP via The Heinz Endowments succeeded in enticing municipalities to engage in a competitive grant program entitled "Pedals & Pedestrians" which helped communities develop formal Bike/Ped Citizen Advisory Committees.

- **Bike Racks for Main Streets**

Made possible by a grant from the Allegheny County Health Department, SP implemented a competitive program awarding 80 bike racks to 19 municipalities to encourage cycling in main street corridors.

- **Community Sustainability Coordinators**

Similar to the Business Sustainability Coordinator group, SP facilitates a network of Sustainability Coordinators who work for local government and community organizations. For 2013 the cohort took turns hosting four meetings around the region to share best practices and view sustainability innovations in operations and facilities.

Regional Economy - substantiating the regional economic payoffs of sustainable development.

- **Sustainable Business and Municipal Roundtable**

SP convened business and municipal leaders to address the topic of Financing Green Infrastructure. The group galvanized around submitting a joint advocacy letter to the PA House Local Government Committee and Governor urging signing into law legislation clarifying the ability of municipalities to form stormwater utilities. The law was passed.

- **Sustainable Solutions**

www.sustainablepittsburgh.org/services.html

SP continues to offer its "extreme sustainability makeover" consultancy whereby we deploy a tailor-made team of experts to conduct a comprehensive sustainability assessment for clients. Our 2013 client was the Pittsburgh Zoo & PPG Aquarium. Past clients include The Mall at Robinson, Cranberry Township, YMCA of Greater Pittsburgh, and Wilksburg. Areas of performance/opportunity evaluation may include: green roofs, HVAC, energy efficiency, water efficiency, air emissions, human resources, waste management, recycling, transportation, green procurement, sustainability principles, etc. In 2013 we also advised Global Links on sustainability opportunities at their new headquarters in Green Tree.

- **Bus Rapid Transit (BRT)**

www.GetTherePGH.org

SP continues to serve as facilitator of the BRT Stakeholders Advisory Committee engaging all sectors in exploring development of bus rapid transit between downtown Pittsburgh, Oakland and the East End.

Key focus for 2013 was civic process to narrow the list of routing alternatives to two that will in turn be fully assessed via preliminary environmental and engineering analysis.

- **Regional Energy Strategy**

SP is championing the need and rationale for a regional energy plan and strategy to fill the gap of a blueprint for leadership in the low carbon energy economy. First step now being completed is developing a scope of work for creating a fact based regional energy baseline. A regional energy baseline necessarily precedes a process for creating a region energy plan. A baseline will provide the foundation and metrics key to objective discussion and decision-making on short, mid, and long-term energy strategies. As part of the process, SP arranged the concluding panel presentation at the Mascaro Center for Sustainable Innovation's Engineering Sustainability 2013 Conference on the topic of "Presenting the Case for Crafting a Regional Energy Strategy and Plan."

- **Sustainable Airport Corridor Initiative**

A first meeting of many of the corridor's leading businesses and agencies was hosted by IKEA, Bayer MaterialScience, The Mall at Robinson, and the Pittsburgh Regional Alliance. Subsequently, the Pittsburgh Airport Area Chamber of Commerce joined with SP to engage and increase the numbers of businesses and municipalities in the airport corridor that are adopting the policy and practice of sustainability. Outcomes to date include the Chamber having made sustainability the title theme of their *FlightLine Magazine* and also their hosting a seminar entitled, "Sustainability in the Airport Corridor."

- **Regional Equitable Development**

SP collaborated with the Black Political Empowerment Project and partners to conduct the Regional Corporate Equity & Responsibility Roundtable. Focus is on inviting the business community to adopt the Rooney Rule aimed at diversity in corporate hiring. Copies of SP's "Inclusion in the Workforce Report" were included in the handouts.

- **Regional Planning**

SP continued to collaborate with the Southwestern Pennsylvania Commission (SPC) and other organizations on regional planning and sustainability assessment including:

- Partnered with SPC to hold an orientation session regarding the Congestion Mitigation and Air Quality Program (CMAQ) application/funding process.
- Briefing to SPC Policy Committee on the energy/water nexus per regional planning.
- Gave public comment before SPC and federal representatives relative to SPC's re-certification process advocating for a performance based system for regional investments.
- Collaborated with GASP and The Heinz Endowments to initiate a RAND study: "Links Between Air Quality and Economic Growth - Implications for Pittsburgh."

- **Sustainability EXPOsed: Rediscovering Sustainability**

On December 10, the Spirit of Pittsburgh Ballroom of the David L. Lawrence Convention Center was abuzz with mind blowing presentations and rich audience deliberations about how the promise of sustainability continues to underpin the ongoing transformation of our region. SP and seven partners hosted this remarkable event (presenting sponsor BNY Mellon) for 550 attendees with highlights including ten speakers, salon-style discussion, interaction with 32 exhibitors, release of a sustainability benchmarking report by PittsburghTODAY, and a facilitated session (serving up sustainability as an organizing framework) by the Allegheny Conference on Community Development to collect recommendations as it develops its next three-year agenda. A report by the Allegheny Conference summarizing audience input and videos of the featured speaker presentations will be posted to the EXPOsed web page (www.sustainablepittsburgh.org/exposed).

Communications and Advocacy

- Each week issued **3E Links**, SP's e-newsletter, containing resources and events, to over 4,900 individuals.
- Signed on to or initiated a range of 16 formal advocacy state and federal initiatives related to such pressing issues as: transportation funding and reform, air quality, solar energy, green infrastructure, Marcellus drilling, clean water, carbon emissions, and funding for housing, social services, and sustainable communities.
- A variety of media outlets covered SP's policy work over 34 times through articles, op-eds, radio, and also seven television appearances.
- Gave 27 presentations to leadership groups at conferences, civic forums, etc.
- Finalist in the Pittsburgh Social Venture Partners Fast Pitch competition.
- Conducted a two-day, annual SP strategic planning retreat with the SP Board and office team.
- Community Service includes: SPC Regional Policy Committee; UPMC Green Team; Bayer Center for Nonprofit Management Board of Advisors (Chair); GTECH Board (Chair); Institute of Politics Board of Fellows; Alcoa Community Advisory Committee; Allegheny County Green Advisory Team; Local Government Academy Board; Remaking Cities Congress local host committee; Water Economy Network Board; Headwaters Resource Committee; Air Quality Collaborative Campaign partner; Breathe Coalition Partner; Corporate Equity & Inclusion Roundtable Advisory Board; Mayor Peduto's Talent City Screening Committee member; American Society of Civil Engineers Environmental and Water Resources Institute Advisory Committee; Pittsburgh Climate Initiative Advisory Committee.
- The independent audit of SP finances again noted exemplar internal controls, no findings, and solid year end performance.
- All SP events are made carbon neutral through the purchase of carbon offsets.

Sustainable Pittsburgh benefitted from support (\$1,000 and up) in 2013 from:

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