



SUSTAINABLE PITTSBURGH

OUR REGION
OUR RESOURCES
OUR FUTURE

2011 ACCOMPLISHMENTS

Complementing its strategy for building networks to accelerate the policy and practice of sustainable development, in 2011 Sustainable Pittsburgh (SP) intensified efforts to galvanize formal commitments among businesses and communities.

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

- **C4S Business Sustainability Coordinators** network more than doubled over the past three years to over 70 participants. These professionals, responsible for developing sustainability practices in their companies, serve a relatively new role in the modern workforce. The group is convened regularly to advance knowledge and skills. They are also providing expert input to SP's initiatives to promote commitments to sustainable business strategies.
- **Southwestern Pennsylvania Sustainable Business Compact**, currently under development, presents sustainability principles and measures for businesses to embrace and adopt.
- **Sustainable Business Designation** program assists local, small businesses in community main street districts to implement actions that produce positive financial, environmental and community results. To date, 93 businesses have been certified.
www.downtownfirst.net/sustainable-business
- **Green Workplace Challenge** began as a year-long competition for businesses to conserve energy, improve air quality, reduce water consumption, and cut emissions. To date, 38 businesses have signed onto the competition, and 11 nonprofit organizations are engaged as "observers." <http://greenchallenge.c4spgh.org/>
- **Sustainable Health Care Program Series** engaged regional health care organizations (among the region's largest industries) to learn about and adopt sustainable policies and practices. The series featured national practitioners in sustainable health care policy.
www.c4spgh.org/healthcare.html

Outdoor Recreation Partnership - SP's role as facilitator of outdoor recreation partners is central to the SP mission and to outdoor recreation's growing stature as a hallmark of quality of life in the region.

- **10th Annual Great Outdoors Week**, involving over 60 community-led outdoor-related activities and a regional media blitz, was punctuated in 2011 by securing partnership with

Dick's Sporting Goods Pittsburgh Marathon, successfully extending opportunities for Great Outdoors Week visibility to an additional 22,000+ persons. Significant coverage was achieved in all major news outlets.

- **Walls are Bad** - SP and its recreation partners continued to lead this public communications campaign to increase recognition of the Walls are Bad website as the "go to" clearinghouse to connect the public to outdoor recreation organizations, events, and destinations. Highlights included regular guest appearances on KDKA's Pittsburgh Today Live morning show, guest blog posts on wallsarebad.com, and online contests including an Outdoor Recreation Photo Scavenger Hunt via Facebook.
www.wallsarebad.com || www.facebook.com/wallsarebad || www.twitter.com/wallsarebad

Sustainable Community Development Network - setting precedent and accelerating municipal sustainability.

- **Sustainable Community Essentials Rapid Assessment** was used by 129 municipalities to self-evaluate their sustainability progress. Thanks to the region's Councils of Government and County Planning Departments for their leadership! For 2012, this initiative will be developed into a formal Sustainable Community Essentials Certification program.
- **Summer Youth Philanthropy Interns**, provided to SP via The Heinz Endowments, succeeded in enticing municipalities to engage in a competitive grant program entitled "Greening the Municipal Vehicle Fleet." The interns brought attention to municipal sustainability innovations through blogging and production of an Allegheny Front radio story about blight and abandonment.
- **Community Sustainability Coordinators** network was launched (six convenings) to meet the need for professional development among this contingent whose growth is illustrative of the rising numbers of municipalities that are putting sustainability into practice for their operations, real estate and in provision of public services.
- **Sustainable Development Academy** programming in collaboration with the Local Government Academy continues to focus on best municipal practices with topics including: Transit Oriented Development, Public Works, Waste Management & Recycling, Blight & Abandonment. Next offerings include Energy Conservation, Air Quality, and Managing Marcellus. Also presented five Sustainable Community Essential Design Charrettes connecting communities that have specific sustainability project interests with local experts and graduate students to help with implementation.
- **11th Annual SWPA Smart Growth Conference**, "Smart Growth is Smart Business," featured keynote address by Henry Cisneros of CityView. The event was successful in making the business case for smart growth and engaging the business community in identifying regional priorities at the nexus of land use, regional investments, and sustainable development. The event's 375 attendees focused on: Blight and Abandonment, Green Infrastructure, and Innovative Financing for Urban Development.

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

- In collaboration with the region's leading businesses, Sustainable Pittsburgh helped elevate a number of key sustainability issues into the region's economic development strategies:
 - Through release of ***Pittsburgh's H2Opportunity - An Assessment of Southwestern Pennsylvania's Water Sector***, the industry of clean and abundant water has subsequently been placed on the region's portfolio for economic development.
 - Ongoing efforts, building from SP's 2009 report revealing the economic ramifications of **Blight and Abandonment**, are engaging the region's business community in placing this subject among the region's economic priorities.
 - Spawned at the Smart Growth Conference, an **Innovative Financing for Urban Development Working Group** has been launched to address needs and opportunities.
- **Bus Rapid Transit (BRT)** - SP was called upon by the community to serve a facilitator role of engaging all sectors in exploring development of bus rapid transit between downtown Pittsburgh, Oakland and the East End. See www.GetTherePGH.org for insights to this exemplar community collaboration whereby BRT is a key element in a larger community development initiative.
- **Power of 32 (P32)** - SP facilitated the P32 Environment Steering Committee's process to identify priority regional solutions. Among topics of particular contribution, SP analyzed regional water governance resulting in recommendations for addressing opportunities relevant to expansion of jurisdiction of the Ohio River Valley Water Sanitation Commission (ORSANCO) to more comprehensively address water resource needs and opportunities. The region is subsequently supporting ORSANCO's multi-year process to address a more comprehensive approach to the Ohio River Basin and its tributaries. Paralleling this effort is intent to independently form a Headwaters Resources Committee to focus on the unique needs in the region. For P32, SP also prepared a paper on the precedent and case for a Regional Renewable Energy Strategy.
- **Regional Planning** - SP continued to collaborate with the Southwestern Pennsylvania Commission (SPC) and other agencies on regional planning including:
 - Partnered to host a public information session about the draft 2040 Long Range Transportation and Development Plan and submitted formal comments.
 - Contracted with PittsburghToday to initiate a new set of sustainability indicators for the region.
 - Aided with recommendations on need for a regional impact analysis of shale resource development in step with the region's Long Range Plan.
 - Partnered to host a session on the Congestion Mitigation and Air Quality Program (CMAQ) as it related to the 2013-2016 Transportation Improvement Program (TIP).

Communications and Advocacy

- Each week issued **3E Links**, SP's e-newsletter, containing resources and events, to over 5,900 individuals.
- Signed on to or initiated a range of advocacy initiatives related to such pressing issues as: transportation funding and reform, air quality, green infrastructure, Marcellus drilling, clean water, and funding for housing, social services, and sustainable communities.
- A variety of media outlets covered SP's policy work over 74 times through articles, op-eds, radio, and television appearances.
- Gave **38** presentations to leadership groups at conferences, civic forums, etc.

- Conducted a two-day, annual SP strategic planning retreat with the SP Board and office team.
- Served on a growing list of advisory panels contributing to the region's sustainable development.

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