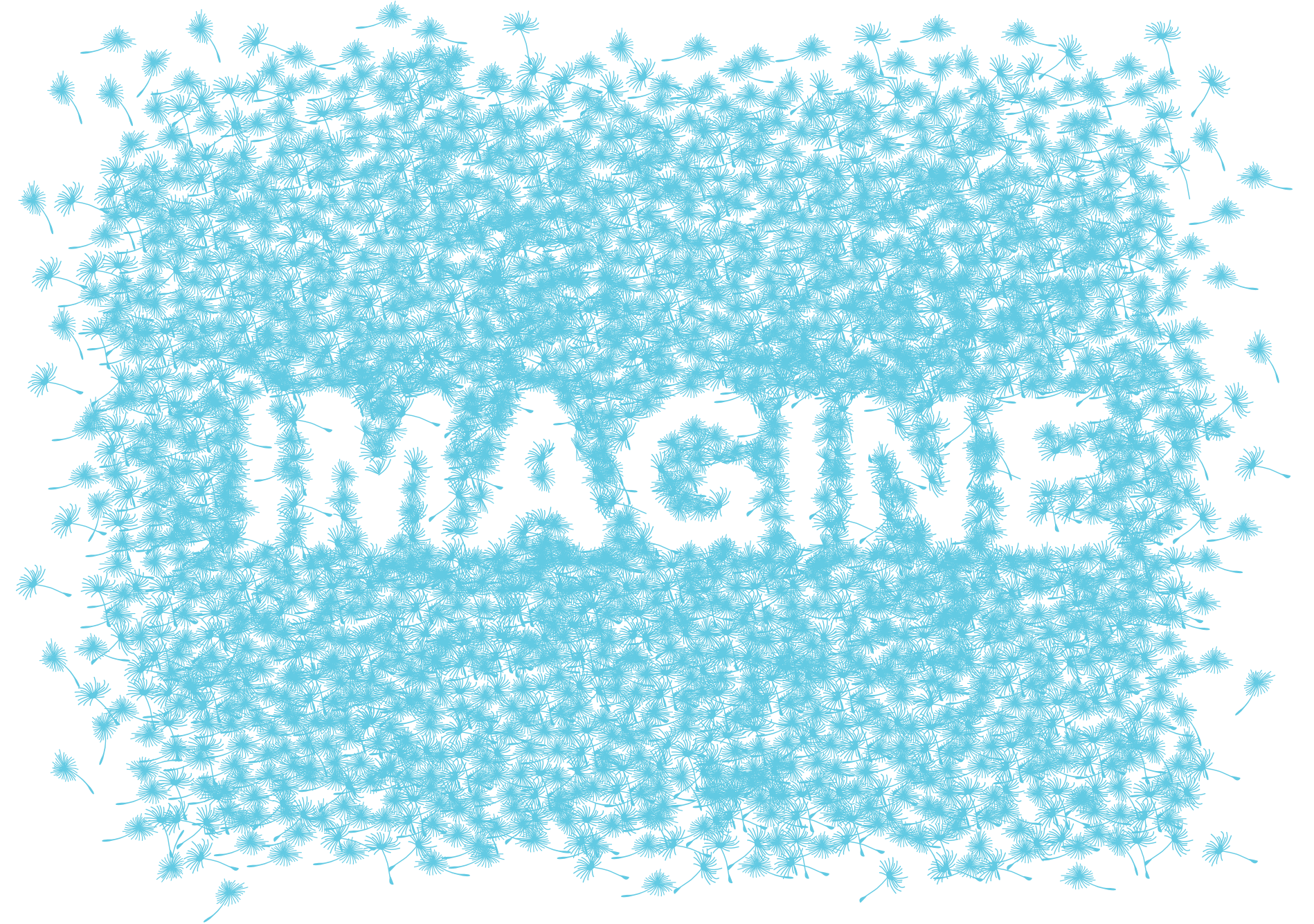


**GROWING
GREEN
COMMUNITIES
TOGETHER**

VISION STATEMENT

Greenspace inspires, energizes and achieves groundbreaking partnerships and programs that bring vibrant green communities to life.

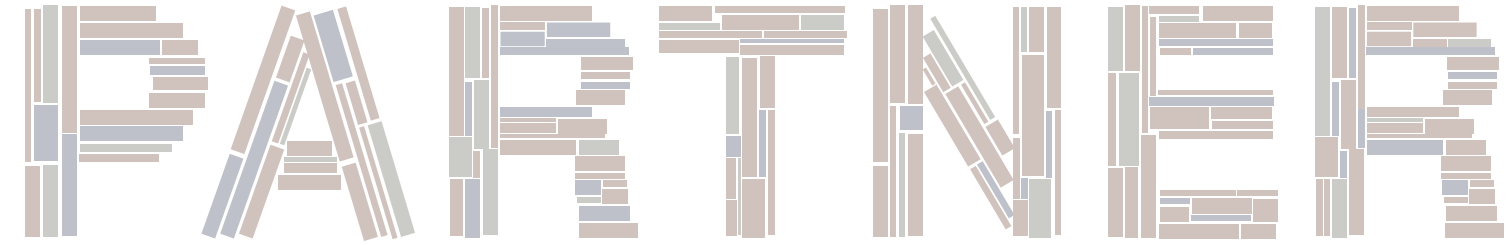
**Our economy demands we find new answers.
Our environment calls out for new solutions.
Green communities are well within our reach.
But how do we get there?**





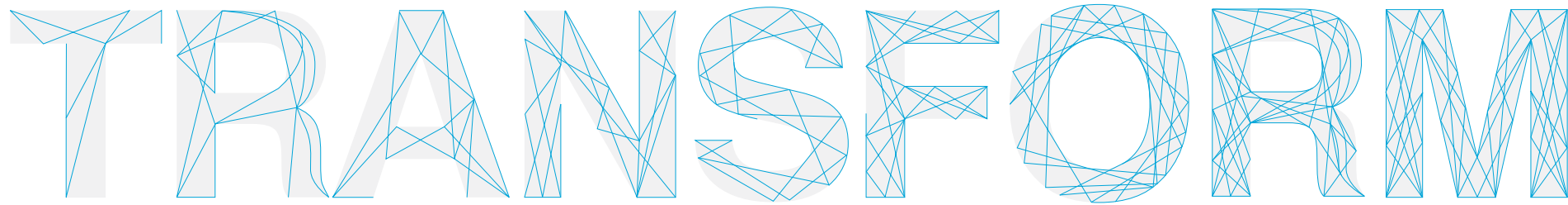
**A PLACE...
CONSTRUCT OUR FUTURE**

Join us in building a one-of-a-kind, results-driven learning and resource center. A space to strengthen and share your expertise—and grow vital green communities across our region.



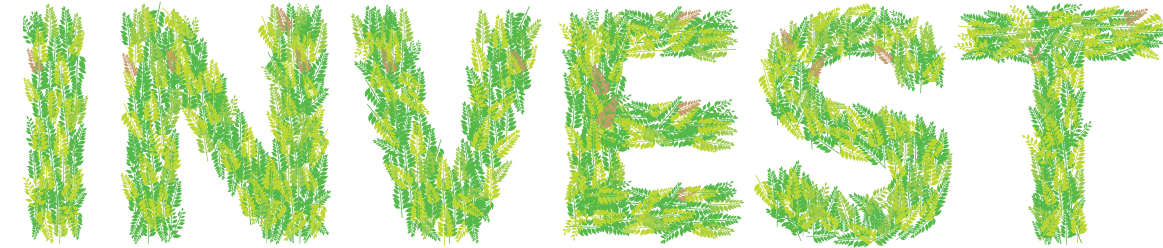
FOR RESULTS

Engage in creative, inspiring education programs and initiatives that generate high performance green buildings, neighborhoods and landscapes.



EVERYDAY CHOICES

Leverage your influence to advance innovative, collaborative approaches and policies that build green communities.



AND MAKE A DIFFERENCE

Make a meaningful impact in our community through tax-exempt funding, sponsorships and in-kind donations that both express your personal values and support essential programs and services, including the design, construction and operations of our new learning and resource center, Greenspace.

PLACE +
PROGRAMS =
GREENSPACE

WELCOME TO GREENSPACE

Greenspace NCR, Inc. is a non-profit 501(c)(3) organization dedicated to cultivating the region's green economy, catalyzing green policies, and stewarding green communities. Leveraging an exceptional network of regional public, private and non-profit partnerships, Greenspace builds the skills, knowledge and capacity of professionals, policymakers and the public to create ground breaking green communities.

THE PLACE

Greenspace is already under development. This new 13,000 square foot learning and resource center in Washington, D.C.—designed to meet LEED platinum standards—**will be a place to showcase ideas, approaches and resources, as well as build the skills and relationships necessary, to create our green communities.**

OUR PROGRAMS

Greenspace programs and initiatives are:

- collaborative;
- ambitious; and
- practical.

Fueled by innovative partnerships, our activities:

- articulate pathways for green businesses and job creation;
- enhance the performance of existing buildings and landscapes;
- engage the community in creating and supporting green policies that are affordable and sustainable; and
- cultivate a robust network of cross-sector learning and action.

Inspiring and transforming design, development, construction and operations practices

In 2006, GreenHOME played a powerful leadership role in creating and passing the DC Green Building Act. GreenHOME catalyzed a partnership among the DC Building Industry Association, the City Council and several District Departments, and their counterparts from the design, development, and construction communities, along with leaders from environmental, housing and education advocacy organizations. The law made DC the first major American city to require private commercial construction over 50,000 square feet to be LEED certified and that all publicly owned, financed and leased property meet green standards.



Greenspace is a much needed bridge between development practitioners and necessary resources at a time when integrating green building practices into our work is finally being recognized as a critical contribution to the long-term health of the communities we serve.

Elin Zurbrigg
Deputy Director, Mi Casa, Inc.



WHY GREENSPACE

The challenges facing our communities are staggering. Buildings that massively leak energy. Rigid and outmoded government policies. Affordable housing that is anything but.

Today, livable, sustainable communities—green communities—are not luxuries. They are as essential as food, water and air.

Yet bringing green communities to life has its challenges. What it takes to be green can be unclear. Rules are often uncertain. Planning and execution can be complex.

These are the reasons why we need a powerful, new regional resource: Greenspace.

Greenspace provides the forum, infrastructure and know-how to bridge the gap between the environmental and economic changes our community must make—and our ability to make them.

Greenspace turns pipe dreams into pipelines. Our record of successfully advocating and implementing collaborative, practical solutions:

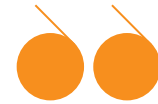
- Enables organizations to meet new environmental standards and criteria;
- Creates innovative programs that simultaneously tackle economic and environmental challenges; and
- Grows and harnesses public demand for green revitalization.

And Greenspace's location in Washington, D.C. provides the ideal setting for impactful training, networking and advocacy—a prototype for communities throughout the country.



As we continue to push the envelope on what can be accomplished in affordable housing, it is good to know Greenspace will be there to help us overcome barriers to building green affordable housing.

Mark James
Real Estate Development Officer,
Community Preservation and Development
Corporation





TRANSFORMATIONAL PARTNERSHIPS

Greenspace, of course, can't do it alone. For green communities to truly take hold, all of us must do our part.

That's why Greenspace carries out innovative, collaborative partnerships with businesses, nonprofits and government—partnerships that grow and multiply our impact and create green communities on a broad and meaningful scale.

We partner with first-rate organizations to:

- **Build core leadership practices** among key green building resources and constituencies;
- **Undertake collaborative,** results-oriented field projects that serve as hands-on, real-time learning labs;
- **Continually assess results,** always honing what works, what doesn't, and maximize our long-term impact.

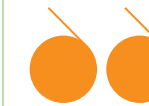
Creating collaborative partnerships with prominent community stakeholders

GreenHOME worked with the District Department of the Environment, the Institute for Market Transformation, and the DC Building Industry Association, among others, to adopt green building codes in late 2008. The new codes raise the bar on energy efficiency, mandate low-flow plumbing fixtures, reduce the urban heat-island effect, and remove impediments to water efficiency from the City's building codes.

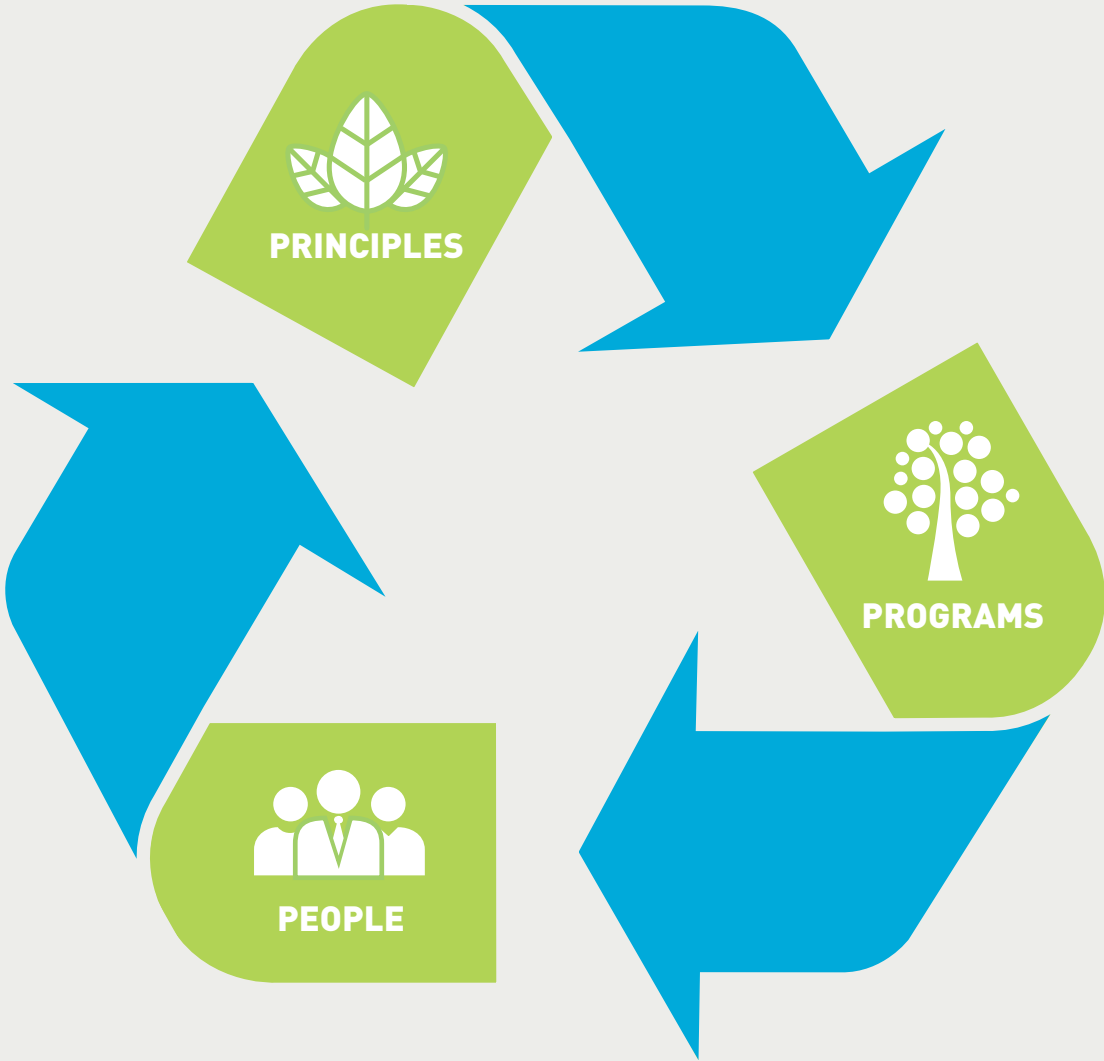


We were and are in the midst of several Hope VI re-developments. I remember that your vision held that, in the near future, our properties would be constructed under green building criteria. Remember, this was before the Green Building Act of 2006. With your help and tenacity, we have come a long way.

Don Carroll
Construction Manager, DC Housing Authority



GREENSPACE BUILDING BLOCKS FOR SUCCESS



Principles

- Integrated Design
- Building Science
- Low Impact Development
- Sustainable Communities and Economies
- Collaborative Approach to Meet Scale
- Ongoing Assessment
- Experimentation

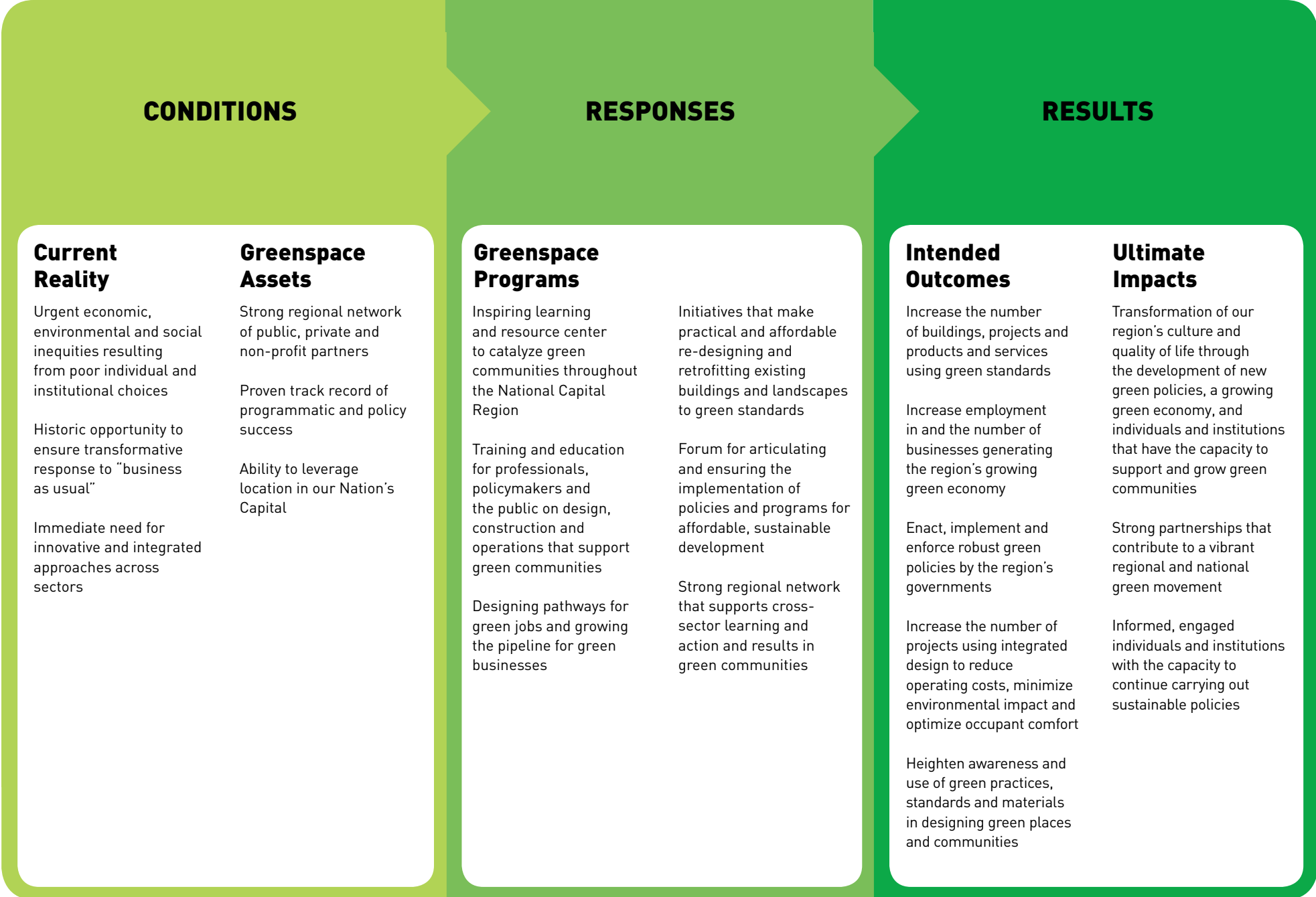
Programs

- Education and Training
- Community Building and Knowledge Development
- High Performance Buildings and Communities
- Policy Engagement
- Research and Practices
- Evaluation and Metrics

People

- Communications
- Operations
- Planning and Development
- Evaluation
- Research

VISION FOR SUCCESS



CONDITIONS

Current Reality

Urgent economic, environmental and social inequities resulting from poor individual and institutional choices

Historic opportunity to ensure transformative response to “business as usual”

Immediate need for innovative and integrated approaches across sectors

Greenspace Assets

Strong regional network of public, private and non-profit partners

Proven track record of programmatic and policy success

Ability to leverage location in our Nation’s Capital

RESPONSES

Greenspace Programs

Inspiring learning and resource center to catalyze green communities throughout the National Capital Region

Training and education for professionals, policymakers and the public on design, construction and operations that support green communities

Designing pathways for green jobs and growing the pipeline for green businesses

Initiatives that make practical and affordable re-designing and retrofitting existing buildings and landscapes to green standards

Forum for articulating and ensuring the implementation of policies and programs for affordable, sustainable development

Strong regional network that supports cross-sector learning and action and results in green communities

RESULTS

Intended Outcomes

Increase the number of buildings, projects and products and services using green standards

Increase employment in and the number of businesses generating the region’s growing green economy

Enact, implement and enforce robust green policies by the region’s governments

Increase the number of projects using integrated design to reduce operating costs, minimize environmental impact and optimize occupant comfort

Heighten awareness and use of green practices, standards and materials in designing green places and communities

Ultimate Impacts

Transformation of our region’s culture and quality of life through the development of new green policies, a growing green economy, and individuals and institutions that have the capacity to support and grow green communities

Strong partnerships that contribute to a vibrant regional and national green movement

Informed, engaged individuals and institutions with the capacity to continue carrying out sustainable policies

PROGRAMS & INITIATIVES

Greenspace aims to transform our region by creating a physical place to gather, learn and share; a place where the community can access training and events designed for diverse audiences. The space itself will serve as a living classroom for understanding and impacting green communities, raising topical issues that include, for example, the pressing need to make leased space sustainable.

Greenspace's ongoing programs and timely initiatives embody a thoughtful process of engaging partners and participants across sectors. These activities include:

- Retrofitting existing properties
- Leveraging policies and programs to green the business sector
- Reframing the sustainability of leased space
- Hands-on green design, construction and operations workshops

- Educational seminars and exhibits
- Green product demonstrations and vendor showcases
- Project-based technical assistance
- On-line resources for green products and services
- Customized learning and resources
- Research, testing and demonstration of practical, affordable, sustainable solutions

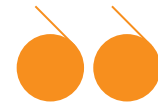
Engagement with diverse stakeholders to create, adopt and implement sound green policies such as:

- Sustainability agendas for the District and the Region
- Greening building codes
- Energy Star benchmarking
- Residential energy performance reporting



There are a lot of new rules and information about green building—a trusted third party like Greenspace that can keep up-to-date with what is required, can sort through the information, and share practices that we need to adopt is a huge value-add.

Matt Engel
Project Manager, William C. Smith





REVITALIZING OUR COMMUNITY

In the next five years, Greenspace will manifest our region's vitality through:

Economic and Environmental Success

- Increased employment—and number of businesses active—in the region's emerging green economy
- Robust green policies enacted, implemented and enforced by the region's governments

Improved Professional Competency

- Increased competence as a result of training and education
- Heightened awareness and use of green practices, standards and materials in making green places and communities

Far-reaching, Impactful Green Partnerships

- A strong regional network supporting cross-sector learning and action for creating green communities
- Increased collaboration between the public and private sector, resulting in projects benefitting from an integrated design approach that advances green communities

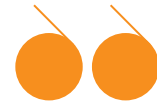
Enhanced Built Environment

- Substantial resources invested in the retrofit of existing buildings, landscapes and infrastructure that meet green standards
- Increased buildings, projects products and services meeting green standards



Greenspace has been a very valuable partner in our efforts to foster green building here in the District, in addition to coordinating working meetings and fostering interagency collaboration on implementation of The Green Building Act of 2006.

Maribeth DeLorenzo, Ph.D.
Strategic and Communications Specialist,
D.C. Department of Housing and Community
Development



FOUNDING GREENSPACE

To realize a new generation of green communities, it is essential to fully fund Greenspace programs, initiatives and new paradigms for partnership.

Greenspace is positioned to raise start-up costs through government grants, corporate sponsorships, foundation grants, and in-kind donations.

The annual operating budget is funded with program fees, consulting charges, and space rental, as well as corporate, foundation, and government grants.

Projects, programs and services are realized via partnerships and joint ventures.

- Current and past funders include:**
- Alex C Walker Foundation
 - Arent Fox LLP
 - Atlantic Services Group
 - Bank of America
 - Morris & Gwendolyn Cafritz Foundation
 - City Properties LLC T/A
 - Community Preservation and Development Corporation
 - The District of Columbia
 - DC Department of Small and Local Business Development
 - Edwards Mother Earth Foundation
 - Enterprise Community Partners
 - Fannie Mae Foundation
 - Gensler
 - Giant Steps Foundation
 - Grace R. and Alan D. Marcus Foundation
 - Holland & Knight LLP
 - Hogan & Hartson LLP
 - HSBC
 - Jair Lynch Companies
 - Marpat Foundation
 - National Center for Healthy Housing
 - NeighborWorks—Greenspace Partner
 - Nixon Peabody
 - Occasions Caterers
 - PNC Bank
 - Prince Charitable Trust
 - Selsky Foundation
 - Stewart Fund
 - SunTrust Foundation
 - The Bernstein Companies
 - Occasions Caterers
 - The Community Foundation for the National Capital Region
 - VN Ventures
 - Wallace Global Fund



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