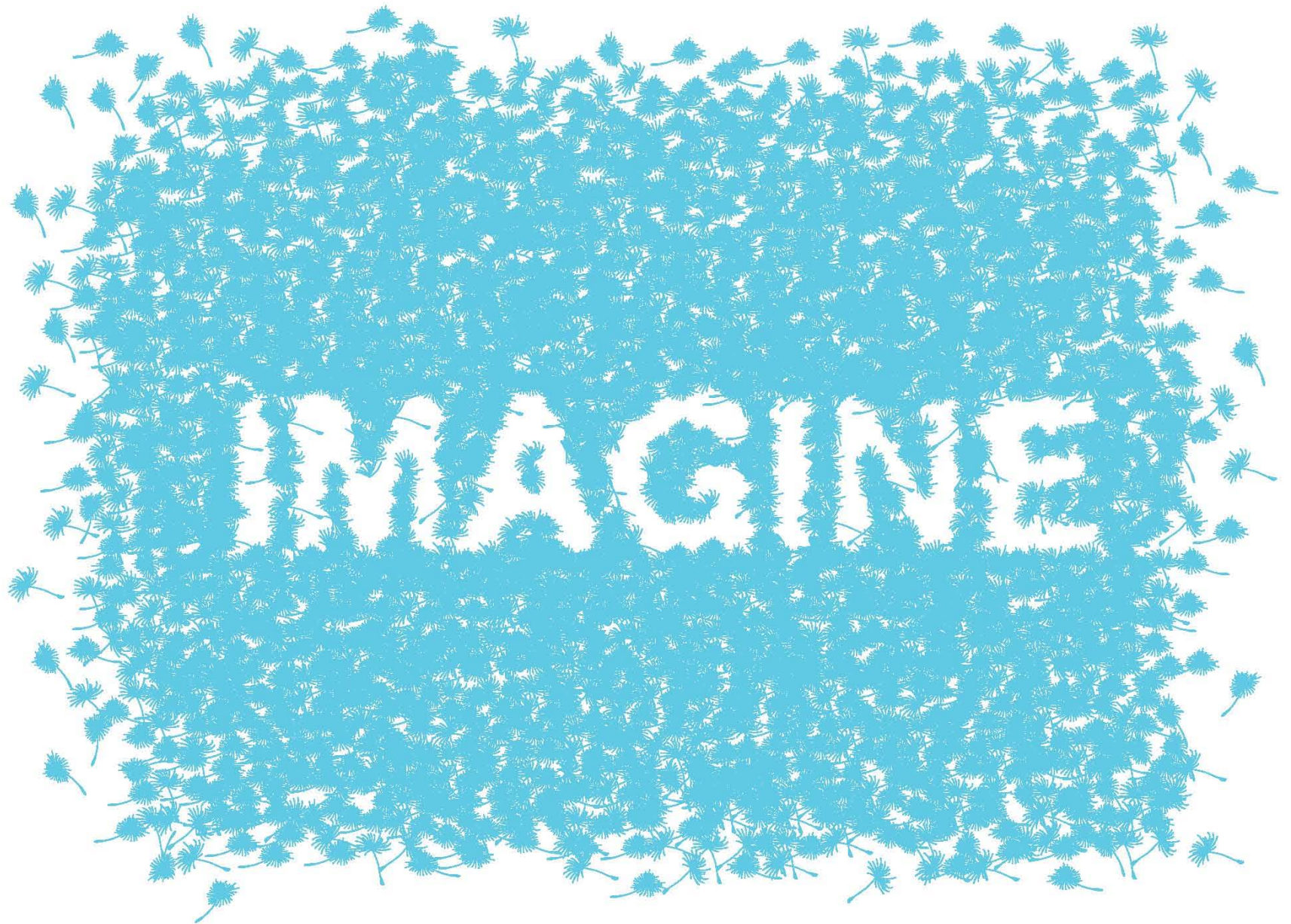


**GROWING
GREEN
COMMUNITIES
TOGETHER**

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?**



CREATE

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.

TRANSFORM

EVERYDAY CHOICES

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

PLACE +
PROGRAMS =
GREENSPACE

Audiences

Professionals

Professional Service Providers

Product vendors

Building and Landowners

General Public

Policy Makers and Implementers

Inspectors

Elected Officials

Permit Reviewers

Government Overseers

Building Professionals

Developers

Speculative

Build to Own

Property Managers

Builders and Contractors

Trades people
(i.e. carpenters,
plumbers)

Designers and Planners

Architects

Engineers

Interior Designers

Landscape Architects

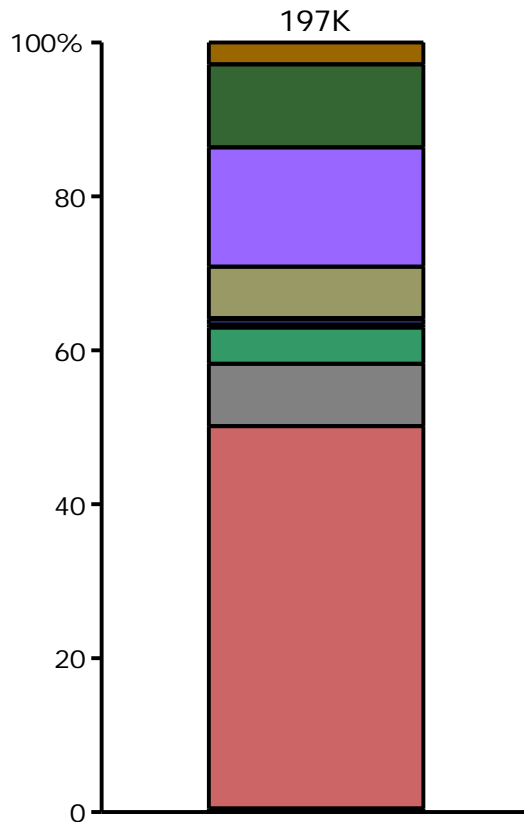
Urban Planners

Primary GreenSPACE end-users

Focus of primary research and market sizing

Professional audience totals ~200,000

Number of employees in D.C. metro area



Core end-user group	# of establishments:	#of employees:	# LEED accredited*:
Architects	520	5,600	519
Builders & Contractors	1,900	21,300	225
Engineers	1,300	30,600	151
Government Staff	N/A	13,200	U/A
Inspectors	98	298	U/A
Interior Designers	272	1,400	101
Landscape Architects	120	712	27
Property Managers	872	9,300	23
Remodelers & Developers	2,600	16,000	38
Trades people	8.8K	98,100	U/A
Urban Planners	U/A	910	U/A
TOTAL		196K	

TOTAL POPULATION	5,300K	1,600
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Public audience (secondary focus)

The Public Audience

(average 23,500 people attend 81 baseball games/year for a total of 1.9 million)

60% - Male, 40% - Female

72% - Adults age 35 and older

66% - Household income of \$75K or more

53% - Household income of \$100K or more

75% - Own their own home

53% - Home valued at over \$350K

49% - reside in Virginia

36% - reside in Maryland

13% - reside in DC

49% - College Graduate or Higher

**Why do we need a
green learning and resource center?**



We lack a central place for professionals and the public to find resources that support their green projects.

What will Greenspace do?



Deliver skills and knowledge for high-performance new and retrofitted buildings, landscapes and communities through programs in:

- Education and Training
- Research and Demonstration
- Partnership
- Policy Engagement

Education and Training



- **A Place** where you can learn, interact, network and move green development and its implementation forward .
- **Our Partners** present many valuable events on sustainable development yet they are not coordinated nor do they support a strategy that will achieve regional sustainability – Greenspace facilitates working more collaboratively to generate a more rapid and successful transformation to green.
- **Our Program Participants walk out with more than a green to-do list; they leave with know-how.**

Our Education and Training programs highlight:

Integrated Design	Energy Modeling	Building Science
Energy Efficiency and Weatherization	Health and Indoor Air Quality	Water Conservation and Management
Waste Reduction	Alternative Energy	Benchmarking
Commissioning	Operations and Maintenance	



- Trainings, charrettes, lectures, and first-hand interviews with professionals
- Hands-on workshops, trainings and resources
- Technical Assistance and Help Desk

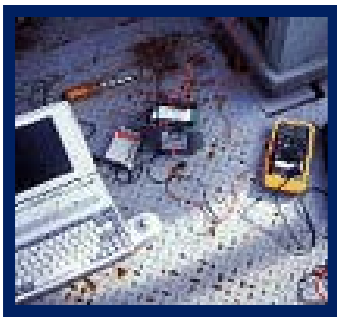




Exhibits

Will be thematic illustrating key themes of sustainable development: integrated design, resource efficiency, healthy housing, low-impact development, durability, affordability, and community with clear examples using system diagrams, construction assemblies and a growing library of case studies. Greenspace will partner with the National Building Museum to host its green building exhibits after their initial run at the Museum.

Tool Lending Library



Greenspace's Tool Lending Library will loan building measurement equipment free of charge to people working to enhance their energy and water efficiency. Our staff will match the right tool for your project measurement needs. Tools will include: infrared cameras, blower door testing equipment, daylighting models and other energy efficiency tools. Greenspace will model this resource on the Pacific Energy Center's impressive Tool Lending Library



Resource and Sample Library

Greenspace will offer a thematically organized resource and sample library that will change its samples 4 – 6 times/year – highlighting:

- **Product Samples.** To demonstrate the breadth of green options for everything from siding to carpet, Greenspace will assemble a samples library of materials and products. Building professionals and their clients will be able to touch and feel a range of products, each catalogued with key specifications.
- **References.** Manuals, periodicals, case studies, and Internet tools will be available for development professionals to support their the transition to green.
- **Online Directory** of the region's green building service and product providers.

Vendor Showcase

The Greenspace showcase will display the latest green building products and systems. Product and services providers will be sought out as sponsors of these tradeshow style displays.

Research and Demonstration



- **Reframing the Sustainability of Leased Space**
- **GreenHOME:** The research, testing and demonstration of practical, affordable, sustainable solutions for low income housing and neighborhoods.
- **Standards and Solutions:** Research, testing and demonstration of practical, affordable, sustainable solutions,
- **Vendor Showcase**
- **Case Studies**

Partnerships



DC PACE Program: Greenspace will provide an understanding of local market needs and resources, lead stakeholder outreach and coordination, and work to meet the District's goals for the energy sector to achieve jobs, business opportunities, and energy savings and economic benefits for District residents.

DC Sustainable Energy Utility (SEU) Program: If Greenspace is on the winning team for the Sustainable Energy Utility for the District of Columbia (SEU) contract we will help by coordinating activities between the SEU and PACE programs.

Green Communities Leadership Collaborative (GCLC): catalyze the growth of green communities by working with our partner organizations and others across the nonprofit, business and public sectors throughout the region

Green Asset Development Project: The goal of the project is to create one or more tools that can maximize and connect environmental performance and economic benefits. By making this connection, we are developing markets that help governments, businesses and organizations fulfill their sustainability goals.

Green Professional Pathways: A program that designs constituent pathways for green jobs and grows the pipeline for green businesses.

Policy Engagement



Providing support for the development and implementation of policies that generate environmental, economic and community benefits with:

PACE – financing for building retrofits

Ongoing Building Performance Reporting

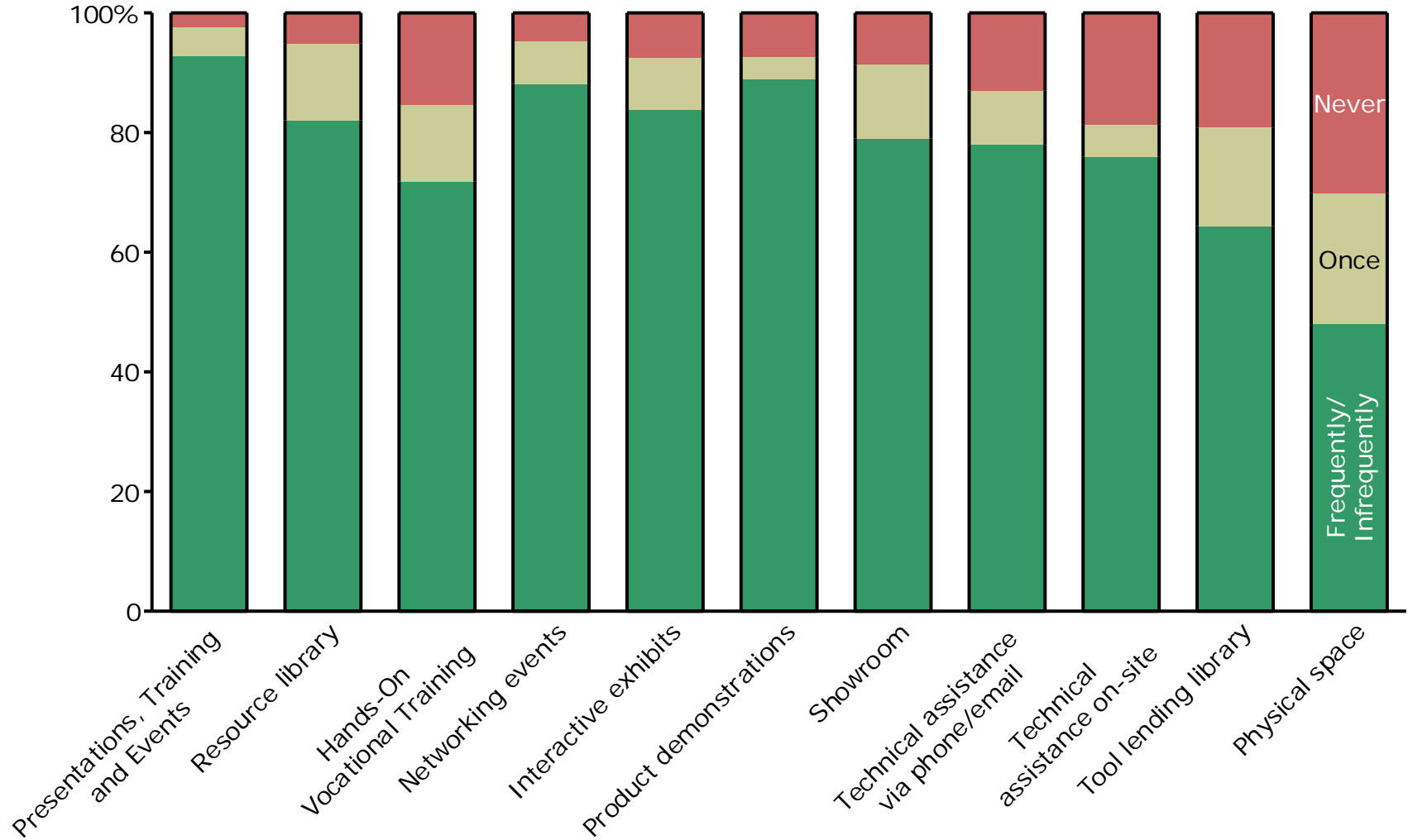
Point-of-sale Environmental Performance available upon request required

Materials Recycling adopting required "salvage periods" to provide access to sites pre-demolition to harvest construction materials

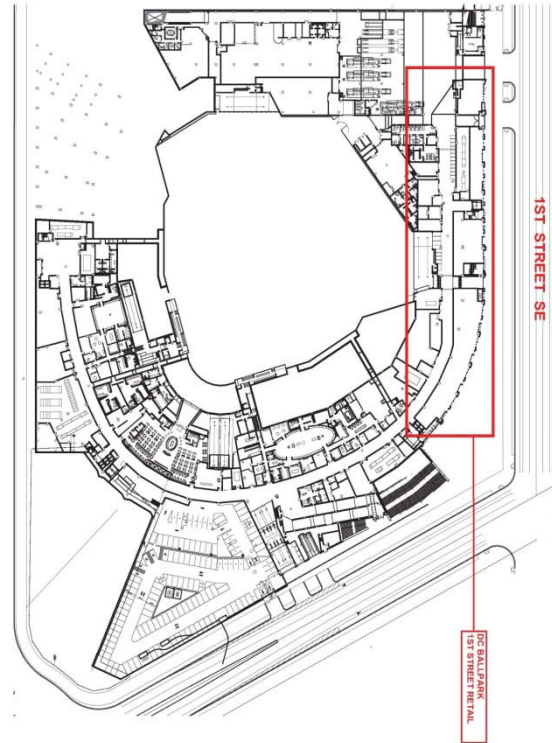
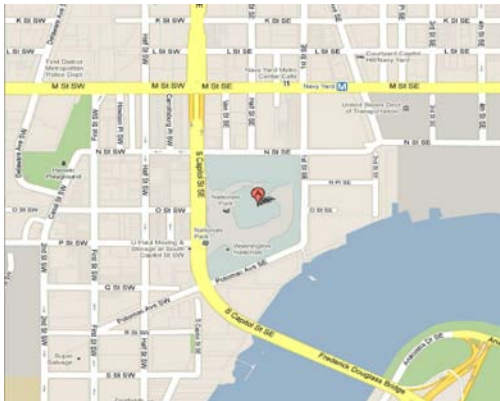
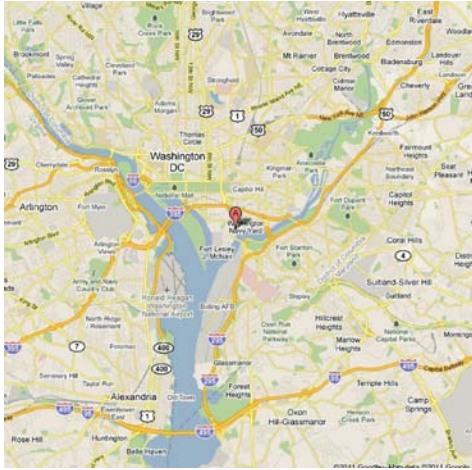
Low Impact Development policies to encourage landscaping and trees used to manage energy, invasive species, water waste and pollution, health and community well-being.

Survey results of expected participation in Greenspace programs and services

How likely are you to use the potential GreenSPACE offerings?



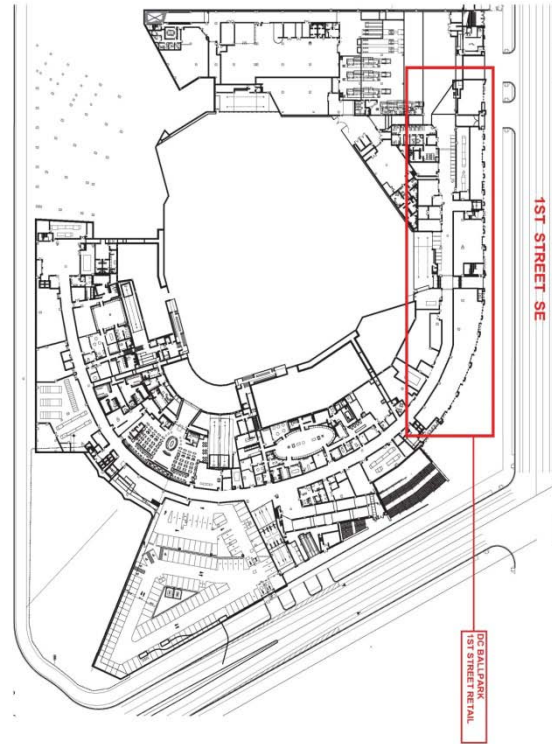
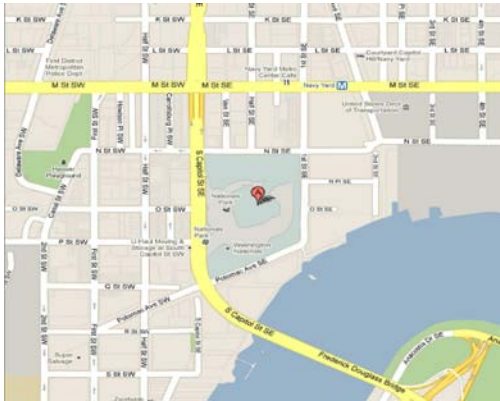
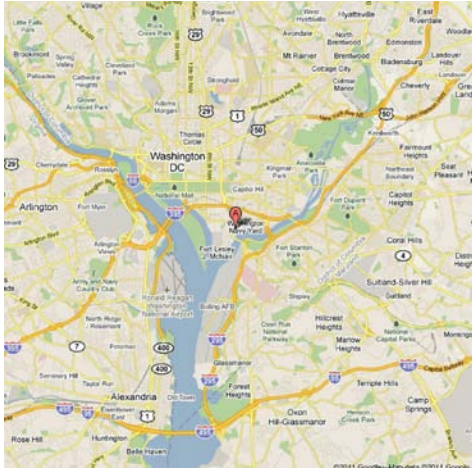
THE PLACE



1ST STREET SE

DC BALL PARK
1ST STREET PERIM.

THE PLACE



Outside View of Learning Center

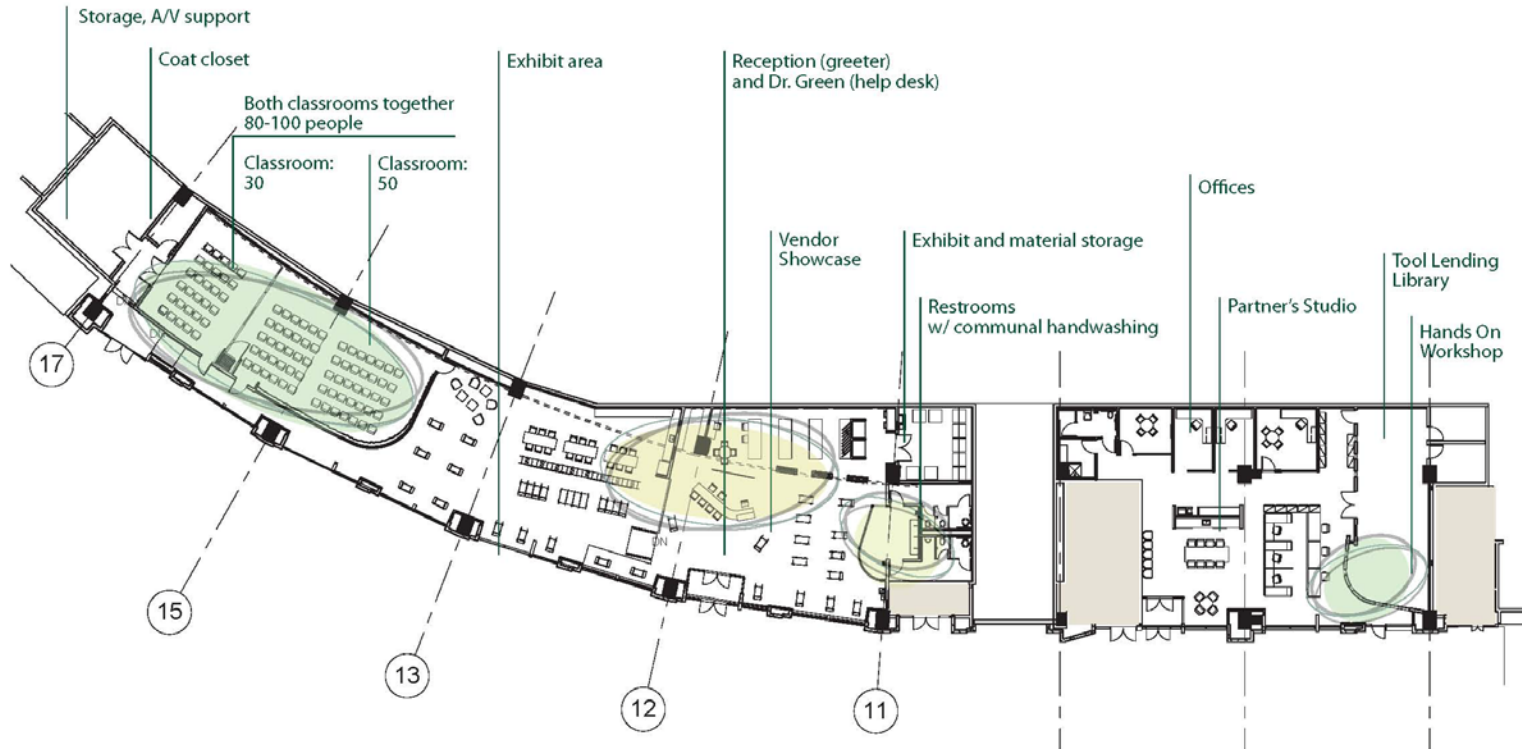


Inside View of Learning Center

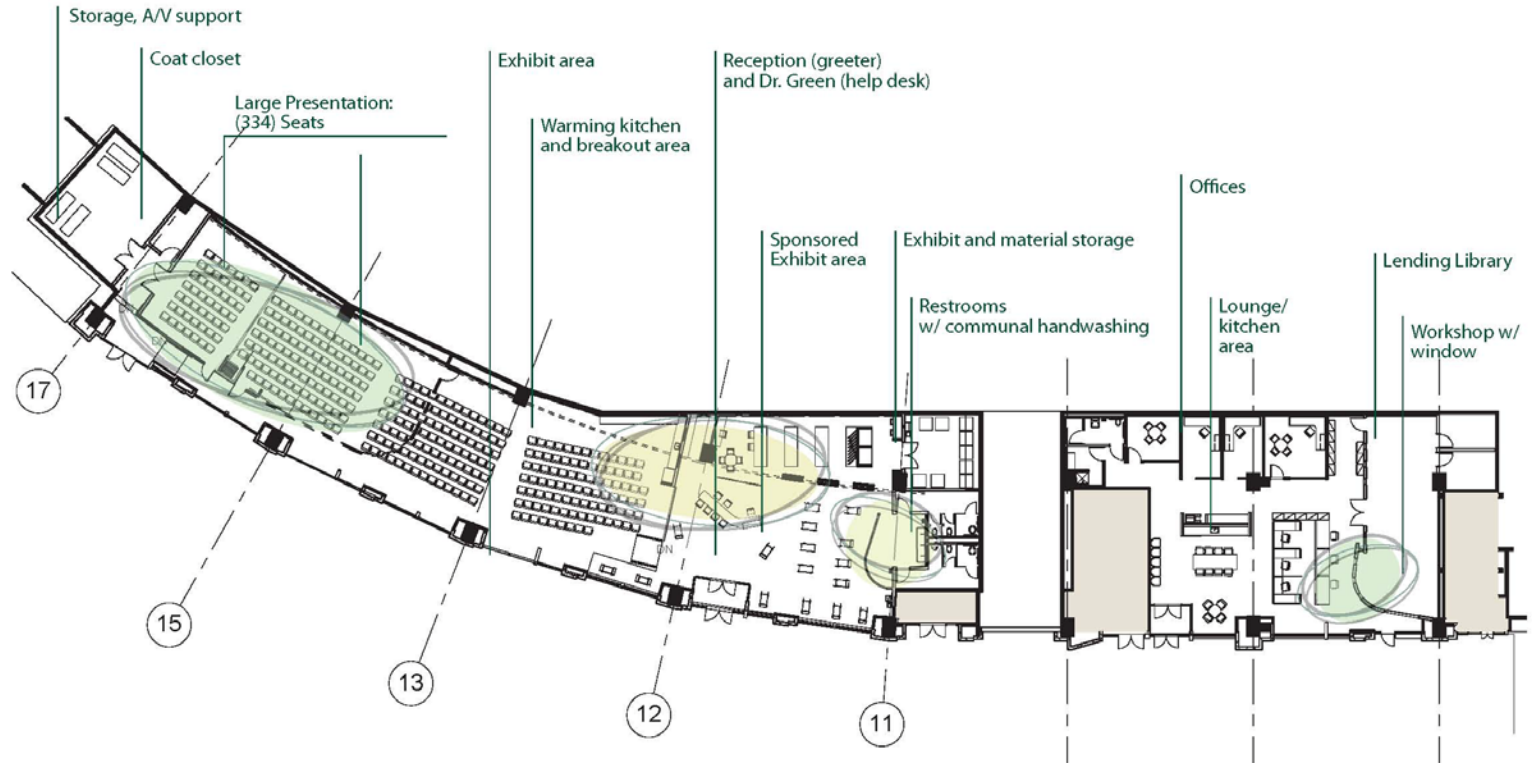


Space

Design Implementation: Furniture Plan



Design Implementation: Furniture Plan





green n space

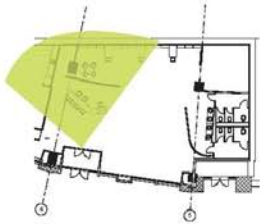
green n space

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Ecosystems: Views



Greenspace Learning Center

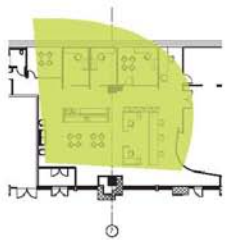
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Design Development

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Ecosystems: Views



Greenspace Learning Center

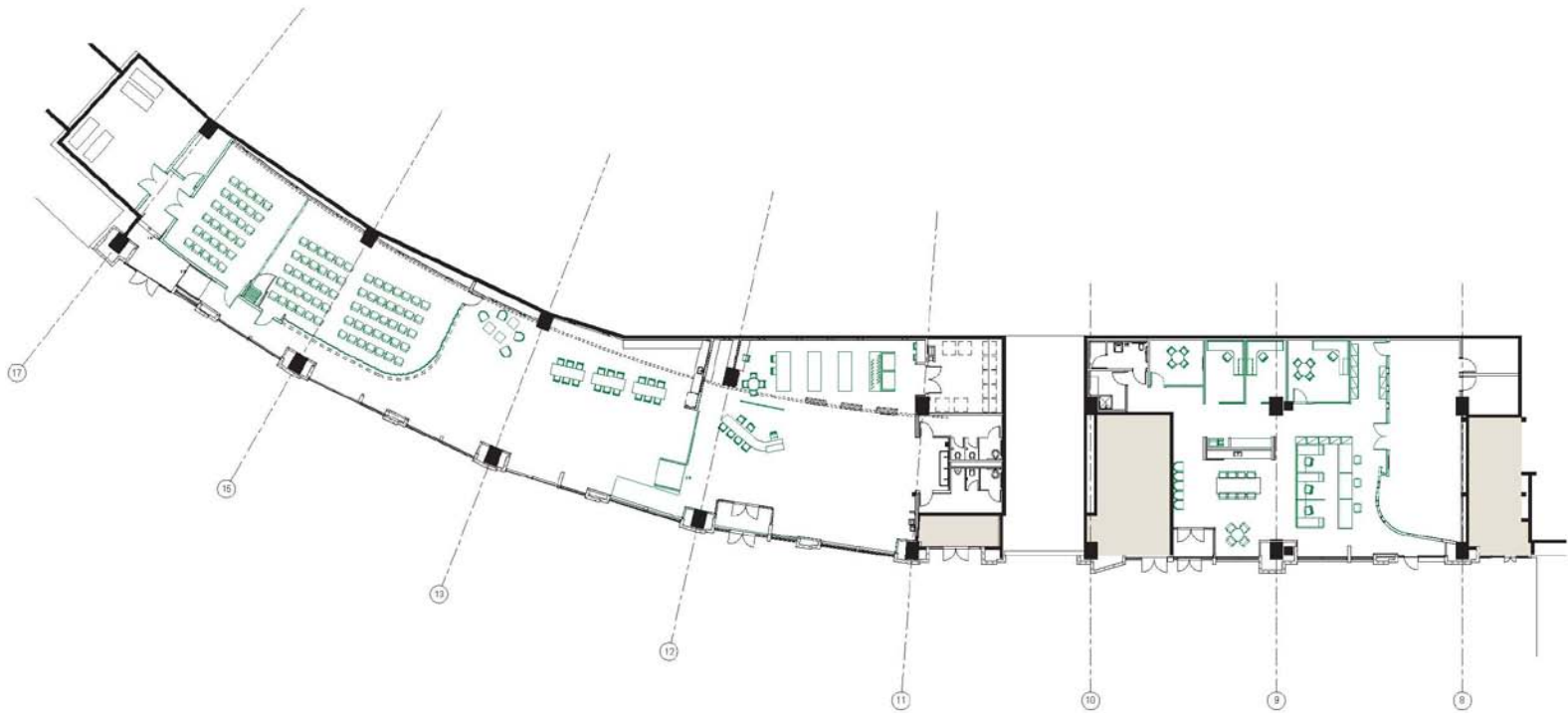
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Design Development

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Reframing the Sustainability of Leased Space

Reframing Sustainability: Floor Plan



Meet Miura

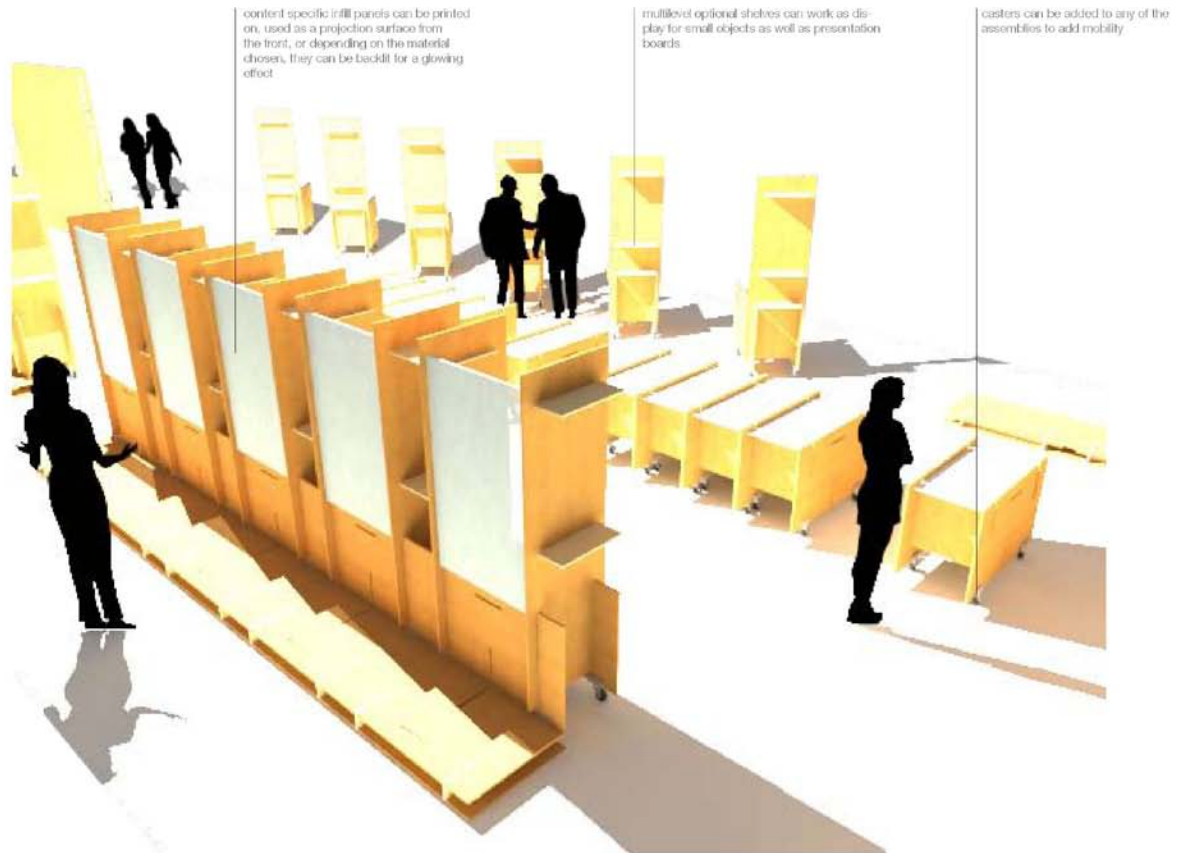
With a name inspired on a Japanese follower of rigid origami, Miura combines the efficiency of a flat-packed DIY display system with the flexibility of custom inserts that can be content specific. The exhibit system can be used over and over in different configurations without the need of hardware or complicated tools.

Designed specifically for GreenSpace, the efficient Miura system has 10 basic parts that come together in 5 different assembly types which address specific exhibit content needs. There are endless configurations of these assemblies in a space and we will share a few of them to get you started.

Manufacturing of system is meant to be in a CNC machine or laser cutter and limited to sheet goods of 1/2" to 3/4" in thickness. Pieces are designed to be laid out on a standard 4'x 8' sheet size, therefore reducing waste from cutting.

We are providing sustainable choices for materials based on their properties. There are basic parts that are the 'bones' of the system and interchangeable rigid substrates for content that may vary according to the exhibition.

Miura is designed with the collaborative and volunteer based nature of GreenSpace's mission in mind. Quick and easy to build with sustainable materials and fully transformable for use and travel.



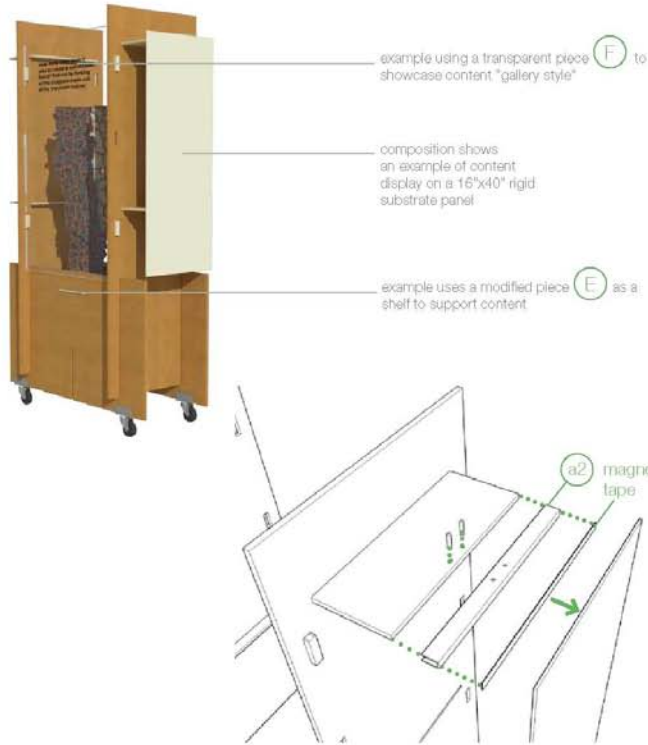
GreenSpace Exhibit Design

Gensler 12.02.09 PNC09.6703.000

Miura: how to apply content

tall assembly

Side shelves covered in (a2) in tall assembly provide attachment for content display. Content boards receive magnetic tape and 'voilà!'



wall assembly

Protruding tabs covered in (a2) in wall assembly provide framework for content display. Content boards receive magnetic tape and 'voilà!'

