

August 9, 2016

Portland Planning and Sustainability Commission  
Re: Central City 2035 Plan 33.510.244 Low-Carbon Buildings

Green Building Initiative  
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Portland Planning and Sustainability Commission,

Thank you for the opportunity to provide this testimony to the Portland Planning and Sustainability Commission. This packet is intended to address the specifics of 33.510.244 Low-Carbon Buildings. The Green Building Initiative® (GBI) is a national nonprofit headquartered in Portland since 2004. We are dedicated to accelerating the adoption of building practices that result in energy-efficient, healthier and environmentally sustainable buildings.

We are here to support and advocate for the building marketplace – which in our opinion, is in need of multiple, credible tools to support incorporation of best practices into every building. In regard the Low-Carbon Buildings section of the Central City Plan, we have concerns about the potential problems that specifying one building rating system can bring over the next 20 years. The section reads that all buildings should register for LEED in an attempt to encourage a building to go through full certification. We think this is an incomplete way to reach this goal.

We are advocating that the Central City Plan be updated to be neutral to building rating systems or that it recognizes Green Globes® alongside of LEED®. With great respect for the USGBC LEED rating system, we recognize – as the 2012 government funded Pacific Northwest National Laboratory (PNNL) report did – that the marketplace has become increasingly diverse in terms of its offerings for green building certification. And that for the purposes set out in this plan, Green Globes helps building owners reach the same goal as LEED and may, in some instances, offer a less expensive and more comprehensive environmental evaluation for the building in order to ultimately achieve the city's goals of reducing our carbon footprint.

We hope that the Commission will support putting the issue of sole-sourcing of the LEED rating system to rest by ensuring that final Central City Plan is neutral to rating systems or that they recognize Green Globes certification alongside of LEED. We believe strongly that everyone benefits from open and competitive markets, particularly building owners.

In the following pages you will find a variety of third party comparisons of the two systems to help support your decision making process.

Thank you for the opportunity to participate in the discussion,  
*Shaina Weinstein and the GBI Team*

# Comparison Data on Green Globes for New Construction

*Cites comparisons conducted using Green Globes NC versus LEED and includes an update on Green Building Initiative*

August 9, 2016



The GBI is a nonprofit organization and American National Standards Institute (ANSI) Standards Developer dedicated to accelerating the adoption of green building best practices. Founded in 2004, the organization is the sole U.S. provider of the Green Globes® and Guiding Principles Compliance building certification programs.



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## Introduction

The Green Building Initiative's (GBI) mission is to accelerate adoption of green building best practice. Our tools are practical, credible and comprehensive and designed to encourage incorporation of sustainable thinking into every building project. That means that GBI is an advocate for open and competitive markets that are accepting of multiple, credible green building certification programs. GBI's tool, Green Globes®, was the first green building rating system introduced in the U.S. market (in 2004) following the U.S. Green Building Council's (USGBC) introduction of the LEED® rating system (in 2000). As the newcomer in the market, GBI took on the role of educating proponents of green building about the need for public- and private-sector policies that are neutral to rating systems. The marketplace has become increasingly diverse in terms of its offerings for green building certification and allowing for a level playing field is key to promoting the improvement and advancement of green building standards and technologies. From the beginning, GBI has known since 2004 that Green Globes was the first alternative to LEED in the market and that it would not be the last. While neutrality toward rating systems is preferable to reach this goal, in cases where proponents specifically mention rating systems by brand name, Green Globes® is and should continue to be recognized alongside LEED®.

As the second entrant into the market, GBI has understandably had to compare Green Globes to the market leader. There have been many comparisons of Green Globes for New Construction (Green Globes NC) and LEED conducted by users of both systems. The two systems have the same goal of helping project teams design and build a greener building, but the methodology to get there is significantly different. This makes it challenging to compare the two rating systems. However, this paper provides an overview of a number of comparisons studies that have been completed and a listing of dual certified buildings that may be beneficial to proponents of green building and to those developing government or private sector policies. GBI acknowledges that this is a summary and not all inclusive.

In addition to promoting Green Globes, GBI is also an innovator in the market and has introduced a new tool for federal agencies to support their assessment of building projects against the federal Guiding Principles. As a testament to there being a myriad of options now in addition to the market leader's program, this paper discusses GBI's role in creating the market's first Guiding Principles Compliance (GPC) program. GBI's GPC program provides a unique and customizable tool for use by federal agencies for assessing compliance with the Guiding Principles either as a stand-alone assessment or side-by-side with Green Globes certification.

Additionally, this paper provides an update on GBI's progress in growing the adoption of green building best practices in the U.S. market and some of GBI's upcoming offerings.

## **Green Globes Programs**

Green Globes is a web-based rating system for green building guidance and certification. The assessment process includes an on-site assessment by a third party. Backed by a full GBI customer support staff, Green Globes offers a streamlined and affordable way to advance the overall environmental performance and sustainability of commercial buildings. The program is suitable for a wide range of building types, including large and small offices, multi-family structures, hospitals, and institutions such as courthouses, schools, laboratories, grocery stores, and universities. Further, the program is flexible, transparent, and user-friendly.

The Green Globes program is designed to guide and assess building sustainability through design, construction, occupancy, and continuous improvement. It has the following modules:

- Green Globes for New Construction (NC), which guides the integrated design process through each phase of a new building project and measures intended performance for projects occupied less than 18 months.
- Green Globes for Sustainable Interiors (SI), which guides the integrated design process for tenant improvement projects, fit-outs, and remodels that have less than 18 months of occupancy.

- Green Globes for Existing Buildings (EB), which measures actual performance and establishes a performance baseline for buildings that have at least 12 continuous months of normalized performance data.
- Green Globes for EB Healthcare, which is optimized for in-patient care facilities that have at least 12 continuous months of normalized performance data.

## GBI's Guiding Principles Compliance Program

### Comparison Studies

#### Federal Study

##### *Pacific Northwest National Laboratory*

A March 2012 study conducted by the Department of Energy's Pacific Northwest National Laboratories (PNNL) titled, *Green Building Certification Review*, in March 2012, was commissioned by the General Services Administration (GSA) and intended as an objective independent review of green building certification systems. The report concluded that both GBI's Green Globes 2010 and USGBC's LEED 2009 rating system were appropriate for use by federal agencies.

This report has informed subsequent policy decisions that have helped the federal government develop more open and competitive avenues for the pursuit of green building certification.

##### *GSA 2013 Letter to Secretary of Energy*

Referencing the thorough evaluation included in the PNNL report, the GSA noted in a letter to the Secretary of Energy on October 25, 2013, that, "If pursuing a green building certification, GSA recommends that agencies achieve at least LEED Silver or Two Green Globes for new construction and major renovation and achieve as many points in the energy and water categories as possible....If agencies decide to pursue green building certification for existing buildings through Green Globes or LEED, GSA recommends that agencies set a minimum goal of achieving LEED Certified or One Green Globe, provided all the points associates with statutory and regulatory requirements are achieved."

*Neutrality in Department of Defense's Sustainability Policy*

Some agencies are using both Green Globes and LEED, while at the same time others are using one or the other. Additionally, agencies like the Department of Defense (DOD) are also using GBI's unique federal GPC certification program on its own and in conjunction with third-party certification using Green Globes.



**GBI's Guiding Principles Compliance (GPC)  
Assessment & Certification Program**

*Statistics on Use as of August 8, 2016*

- GBI has certified 266 federal buildings using its unique GPC program
  - 7 New Construction and 259 Existing Buildings
  - 254 are for the Dept. of Veterans Administration (181 are also certified under Green Globes)
  - 1 USDA Farm Service Agency
- 11 with DOE's Bonneville Power Administration (7 also certified under Green Globes)
- In mid-2016, GBI released a new customized tool for DOD branches to assess compliance with the Guiding Principles for new buildings. The tool is being used already by the Navy and Marine Reserves.

The DOD’s Sustainability Policy provides an example of how polices can be written to be neutral to rating systems by not mentioning a specific brand name. This neutral policy also fosters the opportunity for creativity and innovation within the market to help create tools that might better meet the government’s needs, such as GBI’s creation of the GPC program.

In a November 10, 2013, Memorandum from the Office of the Undersecretary of Defense addressed to the various branches of the military and other divisions of the DOD, the Acting Deputy Undersecretary of Defense John Conger directed the DOD branches to use an, “...auditable process [that] shall include green-building certification of those facilities through any of the systems approved for use pursuant to section 436(h) of EISA, and appropriate documentation....”

### Cost Comparison Studies

#### Process and Points

##### *University of Minnesota*

The University of Minnesota completed a study in September of 2006 titled, *Green Building Rating Systems: A Comparison of the LEED and Green Globes Systems in the US*. Some conclusions cited in the study include:

“From a process perspective, Green Globes’ simpler methodology, employing a user-friendly interactive guide for assessing and integrating green design principles for buildings, continues to be a point of differentiation to LEED’s more complex, and largely paper-based system.” (p.3)

“In total, the two systems are quite comparable in that both include a common set of potentially impactful design elements that contribute to the improvement of a building’s green performance. Providing for the relatively small number of notable differences between systems (to be discussed subsequently), in total the systems are quite similar. It is estimated that nearly 80% of available points in the Green Globes system are addressed in LEED 2.2 and that over 85% of the points specified in LEED 2.2 are addressed in the Green Globes system. The comparison becomes more interesting, however, by examining the point allocations of each system based on a user’s strategy of acquiring a certain level of certification within one system

or another. Therefore, much of the discussion that follows refers to comparisons at various levels of certification – i.e. one, two, three, or four globes in the Green Globes system, and certified, silver, gold, or platinum in the LEED system.” (p.3)

This study was helpful to a number of early adopter states and municipalities that incorporated reference to Green Globes in their legislative or regulatory policies alongside of LEED.

## Dual Certified Buildings

GBI is aware of 20 buildings that have pursued Green Globes for New Construction certification and dual certification using one of the LEED rating systems. The research for Attachment A titled, *Dual Certified Buildings for Green Globes NC as of 7-13-16*, was conducted by Dianne Elliott, GBI’s Customer Service & Training Manager, through use of GBI data and comparisons to publicly documented information on LEED certifications.

The large majority of the dual certified building data demonstrates that the four levels of Green Globes are comparable to the four LEED levels. However, GBI acknowledges it is difficult to compare apples to apples as these are in fact different systems. To that point, three buildings certified in 2014 using Green Globes NC, which was updated in 2013, achieved only 3 Green Globes versus LEED Platinum (where LEED 2009 and LEED Schools 2007 were the USGBC rating systems used).

*\*See Attachment A - Dual Certified Buildings for Green Globes NC as of 7-13-16.*

## Testimonials & Growing Market Share

### GBI and Green Globes: Moving Forward

Green Globes – with its flexible, practical, credible approach - shows great promise for contributing to increased growth and adoption of green building best practices throughout the United States. Here are a few important takeaways related to GBI and Green Globes:

1. **GBI will play a bigger role moving forward.** GBI is predicting up to 40% growth in 2016. Green Globes 2013 is seeing increased use by corporate portfolio managers that cite its flexibility, certainty, and value-add due to GBI’s unique two-stage assessment process that includes two reports citing opportunities for improvement prior project completion and a concluding site

visit by a Green Globes Assessor that ensures all planned features and materials are actually in the building. Third-party programs and municipalities are increasingly citing Green Globes; for example, both Fannie Mae and Freddie Mac recognize and encourage Green Globes certification to qualify for discounts on lending products for multi-family buildings. GBI will be adding additional staff to ensure sufficient support for those using Green Globes and other assessment tools during this period of rapid growth.

**2. GBI supports multiple approaches to achieving incorporation of green building best practices.**

There are many benefits that come from competition between solution providers in terms of innovation and lessons learned. There's also no "same old" when it comes to buildings and there's no shortage of options in the market for setting goals, earning recognition, measuring performance and assessing best practices. GBI supports adoption and use of multiple tools. In addition to Green Globes and LEED, the National Green Building Standard (ICC 700), ICC's International Green Construction Code, ASHRAE 189.1, CalGreen, and other codes, standards and emerging rating systems, including those for assessing the resilience of buildings and communities, are tools for design teams to add to their toolkits. GBI recognizes and applauds these market options and cross-walks are available for many of these codes and standards. GBI welcomes opportunities to collaborate on education and support for building teams.

**3. GBI invests heavily in R&D.** GBI has certified more than 1800 Green Globes Professionals (GGPs) and a new AIA CEU approved training will be launched in September of 2016. AIA-approved training, case studies, and videos are available to support its adoption and use. It has the potential for applicability far and wide in large and small cities across the U.S. Additionally, GBI is in the midst of revising ANSI/GBI 01-2010, which will be used as the next version of Green Globes for New Construction. A formal pilot of the revised ANSI Standard will be launched prior to the completion of the public comment periods associated with the revision process. Green Globes for Existing Buildings is seeing increased use in the private sector and will soon be undergoing a revision with projected launch of a new assessment tool in 2017. To

promote transparency, technical manuals and other GBI documents are available for free on GBI’s website.

- 4. GBI is contributing to increasing adoption of green building best practices.** Despite numerous market barriers, GBI is making solid progress. GBI’s tools are designed to be scalable and applicable to the largest and smallest of buildings and all building types, including multi-use, multi-family, warehouses, courthouses, data centers, medical offices, hospitals, dormitories, laboratories, hotels, etc. GBI also held its first GBI users conference in Atlanta in May of 2016. In June, GBI also formed a Performance & Tool Development Committee to work on assessing performance issues and feeding valuable information on outcomes back to GBI’s ANSI Consensus Body and in to the rating system development process.

**Green Globes for New Construction  
Clients Across Government and Industry**

The collage displays logos for the following organizations: NIH National Institutes of Health, GSA, Rubbermaid, Pfizer, Whole Foods Market, ALDI, Publix, Wegmans, Walgreens, IKEA, SIEMENS, ASU ARIZONA STATE UNIVERSITY, PURDUE UNIVERSITY, Georgia State University, UNC CHARLOTTE, Drexel UNIVERSITY, Entergy, Alachua County Florida, INTERNAP, xpēdx, Medtronic, CHS Community Health Systems, and Fidelity INVESTMENTS. On the right side, there are several photographs of modern, multi-story buildings with large glass windows and green architectural features.

5. **GBI is not alone in advocating for open markets.** GBI's has benefitted from support on this topic from many other organizations in the building community, including BOMA International, International Code Council, ASHRAE, Alliance to Save Energy, and the U.S. Chamber of Commerce.

GBI encourages writing policies and procedures that recognize multiple rating systems, like the nationally recognized Green Globes and LEED rating systems, and/or that are neutral to rating systems. Creating a level playing field in Portland for use of multiple green building rating systems is important to fostering innovation, competition, and continuous improvement.

*See Attachment A - Dual Certified Buildings for Green Globes NC as of 7-13-16.*

## Dual Certified Buildings for Green Globes NC as of 7-13-16

Assessment: Building Name	Building City	Building State	Building Owner	Project Type	Dual Certification	Certification Date	Certification Rating	Certification Score	LEED Rating	LEED Program	LEED Certification Date	Assessor	Project Manager	Project Mgmt. Company
USFS Northern Great Lakes Visitor Center (renovation)	Ashland	WI	US Forest Service	NC I & II	LEED	Pending NC of renovation			Pending EBOM	LEED O+M: Existing Buildings v3 - LEED 2008				
NASA Marshall Space Flight Center - Building 4220	Huntsville	AL	NASA	NC I & II	LEED	2/12/2016	Green Globes: 2 GG	68%	Silver	LEED BD+C: New Construction v3 - LEED 2009	2014	Buddy Humphries	Richard McNeil	TM Partners, PLLC
Walgreens - Evanston (#1364)	Evanston	IL	Walgreens	NC I & II	LEED: Living Building Challenge	9/11/2014	Green Globes: 3 GG	72%	Platinum	LEED BD+C: New Construction v3 - LEED 2009	2014	Mark Russell	Charlie Saville	WMA Consulting Engineers
Vernonia K-12 School	Vernonia	OR	Vernonia School District	NC I & II	LEED	8/7/2014	Green Globes: 3 GG	71%	Platinum	LEED BD+C: Schools v2 - Schools 2007	2014	Donald Martin	Aaron Miller	Vernonia School District
Internap Secaucus	Secaucus	NJ	Internap	NC I & II	LEED	1/24/2014	Green Globes: 3 GG	76%	Platinum	LEED ID+C: Commercial Interiors v3 - LEED 2009	2015	Ron Lincoln	Donald Martin	Morrison Hersfield
Belk Hall (GG) - Millmore Hall (LEED)	Charlotte	NC	UNC Charlotte	NC I & II	LEED	1/8/2014	Green Globes: 2 GG	55%	Silver	Unable to locate on USGBC website. Information from other sources on the web for Millmore (LEED) vs. Belk Hall (Green Globes).	2011	Donald Martin	Sara Abrams	Clark Nexsen
UM Wye Oak Building	College Park	MD	University of Maryland	NC I & II	LEED	1/8/2014	Green Globes: 3 GG	70%	Silver	LEED-NC v2009	2015	Barbara Clarke	Diana Gutierrez	Environmental
Greenwood Village Tenant Improvement	Greenwood Village	CO	Merrick	NC I & II	LEED	11/4/2013	Green Globes: 2 GG	68%	Gold	LEED ID+C: Commercial Interiors v3 - LEED 2009	2014	Eric Truelove	Danielle Swarts	Merrick & Company
Hands On Children's Museum	Olympia	WA	Hands On Children's Museum	NC I & II	LEED	3/8/2013	Green Globes: 3 GG	84%	Gold	LEED BD+C: New Construction v2 - LEED 2.2	2014	Eric Truelove	Drew Phillips	Forma Construction (formerly Berschauer Phillips)
Perot Museum of Nature & Science	Dallas	TX	Perot Museum of Nature & Science	NC I & II	LEED	11/29/2012	Green Globes: 4 GG	85%	Gold	LEED BD+C: New Construction v2 - LEED 2.2	2013 or 2014?	Eric Truelove	Thom Powell	Good Fulton & Farrell Architects
Internap Redondo Beach (Los Angeles)	Redondo Beach	CA	Internap	NC I & II	LEED	10/24/2012	Green Globes: 2 GG	62%	Gold	Under Appeal per Eric's conversation with client July 2016	2013	Mark Russell	Donald Martin	Morrison Hersfield
SIS Prairie View / Abbot	Grayslake	IL	SIS Realty	NC I & II	LEED	7/10/2012	Green Globes: 3 GG	75%	Silver	Can't locate on LEED Site - CI per Don Martin	2013	Mark Russell	Werner Brisske	PID Architects
Drexel University - Papadakis Integrated Sciences Building	Philadelphia	PA	Drexel University	NC I & II	LEED	12/28/2011	Green Globes: 3 GG	84%	Gold	LEED BD+C: New Construction v2 - LEED 2.2	2012	Michael O'Brien	Jim Rose	Drexel University
Internap Dallas	Dallas	TX	Morrison Hersfield	NC I & II	LEED	12/28/2011	Green Globes: 2 GG	66%	Gold	LEED ID+C: Commercial Interiors v3 - LEED 2009	2012	Glem Haydu	Dan Prows	Morrison Hersfield
Stanley J. Roszkowski U.S. Courthouse (Rockford Federal Courthouse)	Rockford	IL	GSA	NC I & II	LEED	12/5/2011	Green Globes: 3 GG	81%	Gold	LEED-NC 2.1	2012	Gary Kestlik	Michelle Wehrle	US General Services Administration (GSA)
Internap Santa Clara	Santa Clara	CA	Morrison Hersfield	NC I & II	LEED	4/19/2011	Green Globes: 2 GG	56%	Silver	LEED ID+C: Commercial Interiors v3 - LEED 2009	2012	Glem Haydu	Dan Prows	Morrison Hersfield
ASU Walter Cronkite School of Journalism	Phoenix	AZ	ASU / COP / KAET	NC I & II	LEED	8/3/2009	Green Globes: 2 GG	69%	Silver	LEED BD+C: New Construction v2 - LEED 2.2	2009	Harvey Bryan	Justin Gillies	Sunet Construction
Alberici Headquarters	St. Louis	MO	Alberici Redevelopment Corporation	NC I & II	LEED	12/31/2006	Green Globes: 4 GG	93%	Platinum	LEED BD+C: New Construction v2 - LEED 2.1	2005			Alberici Redevelopment Corporation
William J. Clinton Presidential Center	Little Rock	AR	William J. Clinton Foundation	NC I & II	LEED	12/31/2006	Green Globes: 2 GG	68%	Platinum	LEED O+M: Existing Buildings v2 - LEED 2.0	2007			William J. Clinton Foundation
WEEBF Office Building	Madison	WI	Wisconsin Electrical Employees Benefit Fund	NC I & II	LEED	10/3/2006	Green Globes: 2 GG	55%	Certified	LEED BD+C: New Construction v2 - LEED 2.1	2007			Wisconsin Electrical Employees Benefit Fund