

Economic Impact of Green Building in North Carolina

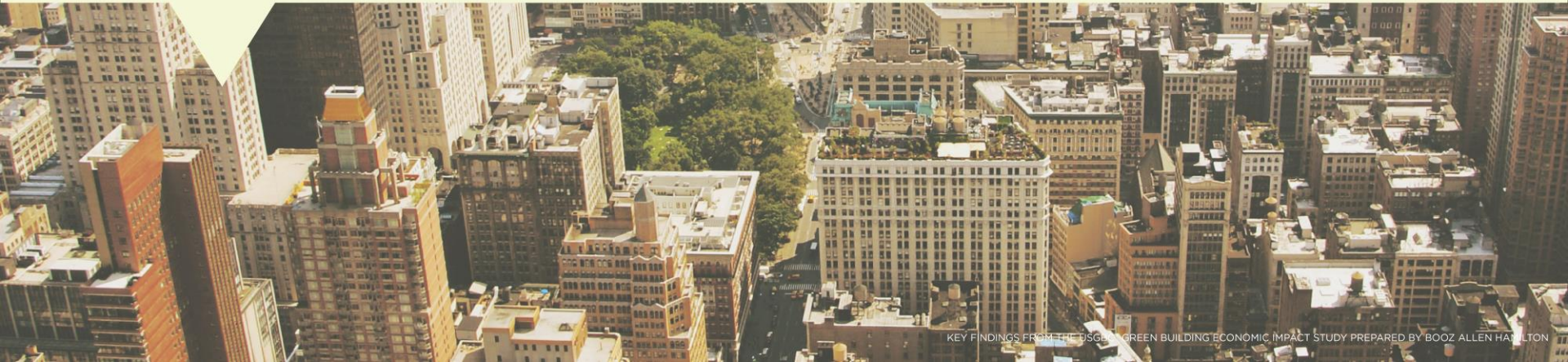
PRESENTED BY: NICK LAURETTA, PE, LEED AP
CAPE FEAR BRANCH USGBC NORTH CAROLINA
LOWER CAPE FEAR STEWARDSHIP
DEVELOPMENT COALITION

Learning Objectives

- Leverage USGBC as an environmental thought leader on the current state of the green building/economic market, market trends & research.
- Engage decision makers in education & provide relevant talking points about LEED and green building.
- Increase positive perceptions of green building/LEED to key stakeholders & policy makers by sharing LEED's positive impact on jobs, tax revenue and GDP for North Carolina and the nation.
- Drive consumer/policy maker/constituent attention to green building data and use of LEED in North Carolina and the nation.

2.3 MILLION

The green building sector is outpacing overall construction growth in the U.S. and will account for more than 2.3 million American jobs in 2015.



3.3 MILLION JOBS
\$190.3 BILLION IN
LABOR EARNINGS
\$303.5 BILLION TO GDP

By 2018, green construction will account for more than 3.3 million U.S. jobs—more than one-third of the entire U.S. construction sector—and generate \$190.3 billion in labor earnings. The industry’s direct contribution to U.S. Gross Domestic Product (GDP) is also expected to reach \$303.5 billion from 2015-2018.





Green building industry contributes more than \$134.3 billion in labor income to working Americans.



Green construction's growth rate is rapidly outpacing that of conventional construction and will continue to rise.

\$8.4 BILLION



BY 2018.

Total state earnings related to LEED building construction projects are estimated to total \$8.4 billion by 2018.

\$55 MILLION *to*



\$100.4 MILLION

Residential green construction spending is expected to grow from \$55 million in 2015 to \$100.4 million in 2018, representing a year-over-year growth of 24.5%.

9.76%



Commercial green construction spending is estimated to grow from \$95.6 million in 2015 to \$123.96 million in 2018, reflecting a year-over-year growth of 9.76%.

31.1%
BY SQUARE FOOT



LEED residential is forecasted at a high year-over-year growth rate of 31.1% by square foot, reflecting its potential given the historically small market penetration.

8.5%
BY SQUARE FOOT



The LEED commercial forecast demonstrates a steady year-over-year growth rate of 8.5% by square foot, for 2015-2018.

Proof in Performance

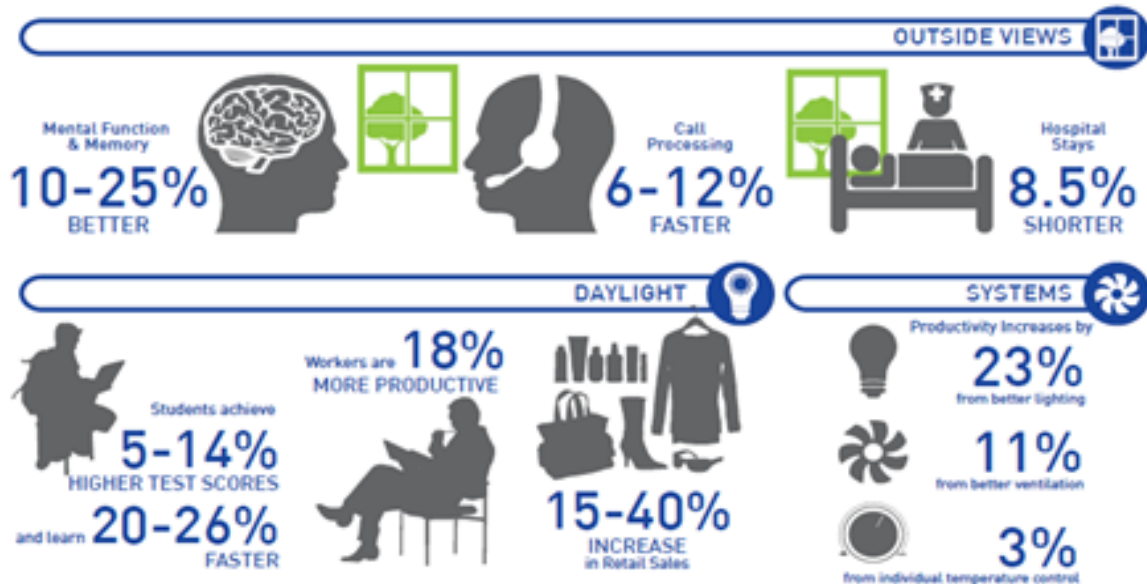
- LEED certified federal buildings use 27% less energy & cost 19% less to operate compared to national average.
- LEED or Energy Star office buildings rent for 3% premium on average
- Green buildings cost .4 to 12.5% more than conventional construction

Proof in Performance

- High performing, efficient buildings:
 - decrease energy use 24-50%
 - decrease water use 40%
 - decrease construction waste 70%

LEED IS GOOD FOR OCCUPANTS

Workplace Productivity and Health



Net present value analysis of the operational cost and productivity and health benefits of LEED certified buildings.

North Carolina Market Brief

- [Prepare to be impressed!](#)

Newsmakers & Leaders

- Crescent Communities has the only LEED registered and WELL registered building in the state – Tryon Place
- JE Dunn hosting a tour of the LEED registered VA Health Care Center & social at their new office on 2/29 – register on our site!
- Miami City Council passed in February: any new construction or major renovation >7000sf to be at least LEED Gold or Living Building Challenge Petal certified
- One World Trade Center is LEED Gold for Operations & Maintenance, Existing Buildings

Coffee Talk

- You are advocates, success stories and examples of the positive impact of LEED and high performance buildings!
- LEED has transformed the building industry and continues to push for more sustainable real estate.
- LEED certified buildings will account for \$1.2 billion in energy savings
- In 2015, green construction in America contributed to more than \$134.3 billion in earnings and more than 2.3 million jobs.

Take to Twitter

- Good news for #greenbuilding professionals: #NC to reach \$4.23 billion in #labor earnings by 2018. #LEEDworks @USGBCNC
- #LEEDworks in #NC: Direct GDP impact reaches \$6.32 billion from 2011-14. #greenbuilding @USGBCNC
- #NC's #LEED will directly contribute \$116.7 million in #tax revenue by 2018 #LEEDworks @USGBCNC
- #LEEDworks