

URBAN  
GREEN

2024

Annual Report



# Our mission is to decarbonize buildings for healthy and resilient communities.

## Dear Friends,

2024 was a landmark year for New York City and Urban Green as it marked the first compliance period for Local Law 97, the nation's most ambitious building emissions law. In the face of federal uncertainty, Urban Green's work to implement city and state solutions that decarbonize buildings for healthy and resilient communities has never been more important.

In 2024 we:

- **Secured policy victories** in the implementation of Local Law 97 with the Affordable Housing Reinvestment Fund.
- **Partnered with the NYC Department of Buildings** on a special webinar to inform nearly 800 attendees about implementing regulations according to the 2024 updates for Local Law 97.
- **Analyzed the city's benchmarking data**, which shows NYC's large buildings decreased their energy use for the fifth year in a row, with 92 percent estimated to meet their 2024 Local Law 97 limits.
- **Trained nearly 6,000 people** through our cutting-edge **GPRO, energy code, and public programs**, building a workforce ready to implement decarbonization strategies.
- **Published a new report, *Cool Switch***, which illuminates a sleeper opportunity to cut New York State's residential sector emissions by up to 30 percent by replacing AC units with heat pumps in single-family homes.
- **Held our annual *Conference* and *Gala***, which saw record-breaking attendance and a diverse lineup of experts in sustainable building.
- **Aired a special *fireside chat*** on climate progress with Gina McCarthy, former White House Climate Advisor and EPA Administrator.

Your support makes our work possible, and we're grateful to be surrounded by such a driven and inspiring community. Let's continue to build solutions for climate change.

Sincerely,



*Sara Kendall*

**Sara Kendall**

Chair | Urban Green Council  
Board of Directors  
Vice President & General  
Manager | Turner Construction



*John Mandyck*

**John Mandyck**

CEO | Urban Green Council

# We convene

## Local Law 97 Landlord & Tenant Forum

In July, we delivered a summary of the issues and recommendations that resulted from the [Local Law 97 Commercial Landlord & Tenant Forum](#), which we convened in 2023 at the request of the NYC Department of Buildings. We identified four priority opportunities to align NYC commercial owners and tenants to meet LL97 targets:

- 1 Educate tenants and promote voluntary engagement.
- 2 Support market adaptation on commercial leases.
- 3 Help owners and service providers navigate the data.
- 4 Leverage related laws and regulations.



## 2024 Gala featuring Gina McCarthy

Thank you to everyone who joined us at the Urban Green Gala on October 1! We were honored to be joined by [Gina McCarthy](#), former White House Climate Advisor and EPA Administrator, and were proud to present the [Héctor Figueroa Leadership Award](#) to Martin Robertson.

# We research



## Cool Switch

In October, our latest report, [Cool Switch](#), examined a hidden opportunity for electrification that could cut on-site emissions from the residential sector by up to 30 percent: AC-to-heat-pump replacements. With generous incentives in New York, this transition is a win for both homeowners and the climate!



## NYC Building Data Hub

We released [an updated analysis](#) of the energy used by NYC's large buildings, including a new look into energy end uses and building heating systems. Our research found that:

- Site energy use among large buildings dropped for the fifth straight year.
- 92 percent of large buildings are estimated to comply with their 2024 LL97 limits.



## Buildings UP Prize

In November, we were named one of the first Phase 2 winners of the Buildings UP Prize for our proposal to catalyze heat pump water heater conversions in multifamily buildings across NYC's environmental justice communities. We're proud to continue this work with Con Edison, RiseBoro Community Partnership, Daikin and other community stakeholders!

# We advocate



## Leading the way on Local Law 97

### Affordable Housing Reinvestment Fund

A longtime priority developed and advanced by Urban Green and partners, the new rules establish an [Affordable Housing Reinvestment Fund](#) to send much-needed dollars to low-income housing electrification retrofits.

### Beneficial Electrification Credit

We published an analysis of Local Law 97's new [Beneficial Electrification Credit](#), the largest-ever city incentive for electrification to meet LL97 targets.

### Unpacking the new rules for Local Law 97

On October 12, we hosted a special [webinar](#) with the NYC Department of Buildings on the newest set of proposed rules for Local Law 97. The webinar drew nearly 800 attendees and the final rules were published in December.

On our podcast, [Building Tomorrow: Conversations with Climate Solvers](#), we had insightful conversations with the people building a more sustainable New York.

New episodes included:

- ▶ [Heating with ice](#) (w/ Whitney Smith and Mark MacCracken)
- ▶ [Unearthing geothermal energy](#) (w/ Jonathan Hernandez)
- ▶ [Navigating the Inflation Reduction Act](#) (w/ Amanda Clevinger and Ion Simonides)



# We educate

In 2024, we trained **5,786** tradespeople, building operators, and building professionals:

**1,226**  
on the New York Energy Code

**2,750**  
on GPRO, our green professional training for trades and contractors across North America

**1,810**  
about the trends and technologies shaping the future of sustainable buildings

## Two new trainings!

### *GPRO Getting Started with Green Building*

Our newest GPRO offering explores career pathways in the sustainable building industry. Whether just starting out or looking to pivot, students walk away with a new understanding of the field and what career is right for them.

### *Choosing the Right Heat Pump for Your Building*

The success of a heat pump installation depends on a few early decisions in a project. Our new **Match Made in HVAC** training covers the first steps in transitioning from fossil-fuel heating and cooling systems to electric heat pumps.

## The trends shaping New York City

On June 3, we held our annual conference, [NYC Next](#), which covered three key trends defining the green building landscape: AI in construction, heat pump water heaters, and solutions for cutting embodied carbon.

**352 attendees!**



# Thank you!

**Your support is vital to our work.  
Here's how you can get involved:**

## Individual membership

Get discounts on events and exclusive access to special programs and tours with an Urban Green membership.

[Become a member](#) →

## Corporate and organizational support

Urban Green's Corporate Supporters are a distinguished community of industry leaders and sustainable building advocates who enable our critical work and share our commitment to ensure a sustainable future for all.

[Become a Corporate or Organizational Supporter](#) →

**For more ways to support Urban Green, contact Sheena McDermott:**

✉ [sm@urbangreencouncil.org](mailto:sm@urbangreencouncil.org)

☎ (212) 514-9385 × 121



## Board of Directors

Thank you to our dedicated Board of Directors for their commitment to Urban Green.

[Board of Directors](#) →

## Our Supporters

Thank you to all of our individual, corporate, and organizational supporters. You make our work possible!

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**Urban Green Council**  
60 Broad St., 24<sup>th</sup> Floor #1516

