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# GREEN ROOFS

FOR HEALTHY CITIES

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[www.greenroofs.org](http://www.greenroofs.org)

## *2008 Green Roof Industry Survey Results*



## ***Introduction***

Green Roofs for Healthy Cities – North America Inc. is a not-for-profit 501(c6) industry association that first began as a coalition of six companies in 1999 in Toronto, Canada. Green Roofs for Healthy Cities has since grown to more than 1,500 individual and corporate members across North America.

Our mission is to increase awareness of the economic, social, and environmental benefits of green roofs and walls and other forms of living architecture through education, advocacy, professional development and celebrations of excellence.

Our activities in support of this mission include:

- Annual Industry Survey of Corporate Members' green roof installations.
- Quarterly Publication of our magazine, *The Living Architecture Monitor*.
- Awards of Excellence presented to outstanding designers of green roofs and walls, and industry researchers and advocates (See "Awards of Excellence for high resolution photos of past winners for downloading purposes – [www.greenroofs.org](http://www.greenroofs.org)).
- **Annual Conference, Awards and Trade Show** – "Pushing the Envelope" held in Atlanta, Georgia June 3-5, 2009 (media passes available from Rebecca Black – [rblack@greenroofs.org](mailto:rblack@greenroofs.org) ).
- **Cities Alive** – The first International Green Roof Congress co-hosted by The City of Toronto, Green Roofs for Healthy Cities and the World Green Roof Infrastructure Network, October 19-22, 2009. See [www.citiesalive.org](http://www.citiesalive.org) for more information.
- Professional Training and Accreditation, with the launch of the first **Green Roof Professional** (GRP) accreditation exam in Atlanta on June 5, 2009. The GRP designation will allow design and installation professional to differentiate themselves in the market and provide support for the dissemination of best practices throughout the industry.

- The **GreenSave Calculator**, our web enabled lifecycle cost benefit calculator and the **Green Roof Tree of Knowledge**, a searchable database of summaries of green roof and wall research.
- **Green Wall Research Fund**, which is supporting scientific research on water balance and thermodynamic properties of green walls.

To find out more about the association please visit: [www.greenroofs.org](http://www.greenroofs.org)

### ***2008 Industry Survey Background & Methodology***

In 2004, Green Roofs for Healthy Cities implemented the first survey of green roof development activity in North America. The first survey collected baseline data from our Corporate Members on the square footage of intensive, semi-intensive and extensive green roofs in Canada and the United States, by City. The baseline data is for the year 2004.

The survey data is received and compiled by an independent third party, Kendon Light, directly from our corporate membership. Kendon Light confirms the accuracy of the data that he compiles each year.

The data reported here is only for one year, 2008, and therefore does not represent the total square footage implemented in a given City or Metropolitan area. The potential for duplicate entries is removed, by comparing project addresses and eliminating them from the total.

The data presented does not capture all of the green roof activity that is taking place in the market. We estimate that the survey represents approximately 65 to 75 per cent of all major green roof installations for a given year.

### ***2008 Survey Highlights***

The US market grew by more than 35 per cent from 2007 and 2008, with the growth in the number of individual projects recorded increasing by almost 45 per cent over the previous year. The total square footage capture by the survey is 3.18 million square feet, up from 2.4 million square feet recorded in 2007.

Chicago once again is number one Metropolitan area in our Top Ten Metropolitan Areas list for the most green roofs installed at 534,507 square feet,

followed closely by Washington D.C., with 501,042 square feet. An enormous project, the Vancouver Convention Center catapulted Vancouver into fourth place, after New York City which came in third.

### **2007 & 2008 Survey Results – North America**

	<u>2007 Survey</u>	<u>2008 Survey</u>	<u>Growth Rate</u>
<b>Total Projects</b>	367	532	44.96%
<b>Total Square Feet</b>	2,407,525	3,182,039	32.17%
<b>USA Only</b>	1,952,531	2,647,355	35.59%
<b>Canada Only</b>	454,994	519,684	14.22%
<b>Extensive Projects</b>	319	480	50.47%
<b>Extensive Square Feet</b>	2,135,304	2,729,693	27.84%
<b>Intensive Projects</b>	30	29	(3.45%)
<b>Intensive Square Feet</b>	186,276	242,258	30.05%
<b>Semi/Mixed Projects</b>	18	23	27.78%
<b>Semi/Mixed Square Feet</b>	85,945	210,088	144.44%

### **Public Policy and The Top Ten Metropolitan Areas**

Green roof public policy support, particularly at the local government level continues to help drive the market for green roof design and installation. This takes the form of direct procurement, research, regulatory requirements, grants and various tax measures. Selected cities that are directly supporting the implementation of green roof infrastructure include:

- Chicago, Illinois
- New York, New York
- Philadelphia, Pennsylvania
- Washington, D.C.
- Toronto, Canada

- Portland, Oregon
- Seattle, Washington

This year, we compiled data for each major metropolitan region to determine which regions are implementing the most green roof projects and square footage. The results are in the table below.

***Top Ten Metropolitan Areas – Square Footage Implemented in 2008***

<u>Metropolitan Area</u>	<u>State/Province</u>	<u>Total Installed (SF)</u>	<u># of Projects</u>
Chicago	Illinois	534,507	84
Washington	D.C.	501,042	67
New York	New York	358,986	35
Vancouver	British Columbia	320,000	1
Philadelphia	Pennsylvania	196,820	19
Baltimore	Maryland	150,032	21
Montreal	Quebec	75,700	17
Grand Rapids	Michigan	74,784	16
Princeton	New Jersey	56,250	4
Newtown Square	Pennsylvania	48,130	1

***Conclusion***

Despite the economic downturn in 2008, the green roof industry continues to grow, in large measure due to the continuing adoption of public policies that recognize the many public benefits these technologies provide.

Ongoing public policy support from more local governments, and increasing support from senior levels of government promise to allow for continued growth in the green roof industry in 2009 and beyond.

The establishment of the new Green Roof Professional designation in 2009, will further help design and installation professionals differentiate themselves in the market place and allow for the broader dissemination of best practices.

## **FOR IMMEDIATE RELEASE**

### **US Green Roof Industry Grows By More Than 35 Percent in 2008!**

#### ***Chicago Tops North America for Most Green Roof Installed !***

**Toronto, Canada – May 20, 2009** – *Green Roofs for Healthy Cities*, the green roof industry association is pleased to announce the results from its *Fourth Annual Industry Survey* of Corporate Members completed green roof projects in 2008. The survey indicates a US growth rate of more than 35 per cent over 2007, representing more than 3.1 million square feet installed in 2008.

“The green roof industry continues to grow rapidly in response to the pressing need for cleaner air, better storm water management, reducing greenhouse gas emissions and developing more usable green spaces in our communities.” said Steven W. Peck, Founder and President, Green Roofs for Healthy Cities. “The diversity of projects, policies and research at our Annual conference this June 3-5, 2009 in Atlanta, Georgia is a testament to the rapid expansion of our industry.” He added.

“Growing public policy support for green roofs at the local level is continuing to fuel the growth of green roof job creation in 2009.” added Peter Lowitt, Chair, Green Roofs for Healthy Cities.

The City of Chicago, which has numerous policies in place to support green roofs and urban greening, implemented the most square feet of green roofs in 2008 of any city, followed closely by Washington, DC and New York City. New York State passed a tax abatement measure in 2008 that will provide up to \$100,000 per green roof to improve stormwater management and reduce the urban heat island.

#### **Top Ten Metropolitan Area List by Square Footage of Green Roof Infrastructure Installed, 2008**

<b>Chicago</b>	<b>Illinois</b>	<b>534,507</b>
Washington	D.C.	501,042
New York	New York	358,986
Vancouver	British Columbia	320,000
Philadelphia	Pennsylvania	196,820
Baltimore	Maryland	150,032
Montreal	Quebec	75,700
Grand Rapids	Michigan	74,784
Princeton	New Jersey	56,250
Newtown Square	Pennsylvania	48,130

The 7<sup>th</sup> *Annual Greening Rooftops for Sustainable Communities Conference, Awards and Trade Show* being held in Atlanta, Georgia June 3-5, 2009. **Media passes are available.**

Green roof infrastructure involves the use of technologies reduce stormwater run-off, save energy, improve air quality and reduce the urban heat island. Other benefits include increased park space, improved aesthetics, community gardening and biodiversity.

**More information:**

See [www.greenroofs.org](http://www.greenroofs.org) “Awards of Excellence” for high-resolution photos available for downloading.

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