

*Rebecca is a strategist and action-oriented doer with over 30 years of experience leading organizations and implementing projects of all scales. She applies sustainable development principles in all of her work to improve the condition of surrounding societal and ecological systems, while also responding to the real world demands of economic systems.*

# Rebecca Lee Flora

AICP · LEED AP BD+C · LEED AP ND

## EDUCATION & CERTIFICATIONS

**Master of  
Urban & Regional Planning.**  
Virginia Polytechnic Institute  
& State University,  
Blacksburg, VA

**Bachelor of Arts, Environmental  
Science.**  
State University of New York,  
Plattsburgh, NY

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**American Institute of  
Certified Planners (AICP)**  
American Planning  
Association

**LEED AP Building Design +  
Construction (BD+C)  
LEED AP Neighborhood  
Development (LEED ND)** USGBC/  
GBCI

**Training and Facilitation  
Certification**  
LEED™ Faculty, U.S. Green  
Building Council

**Certified Economic Development  
Finance Professional**  
National Development  
Council

## PROFESSIONAL EXPERIENCE

### Maryland Department of Planning, Acting Secretary

January 18, 2023 TO Present

**ReMAKE group LLC, Owner** - WBE certified by WBE National Council  
2010 TO 2022 (no longer in operation)

- » **Carter Farm Agrihood Development:** co-founder and visionary, and technical expertise provided to this low-impact, agrihood development on a 46-acre, in the Eastern Shore town of Centreville, Maryland.
- » **Upper Shore Community Development Partners:** supported the start-up of a community development corporation for the Upper Shore of Maryland through strategic planning, budget, program development.
- » **Hazelwood Green Development Project:** served as authorized agent to the property owner, Almono LP (three Pittsburgh-based foundations), and directed development of a 178-acre, brownfield redevelopment site within a distressed neighborhood. Rebecca also served as LEED AP for the LEED ND - certified plan at the Platinum level.
- » **p4 Performance Measures:** served as project manager for a collaborative initiative between The Heinz Endowments and City of Pittsburgh to develop a customized set of sustainability metrics to be used by the City for the evaluation of development investment decisions.
- » **Colorado Resiliency Framework:** provided technical expertise for the development of a strategic plan to guide the State of Colorado's Resiliency and Recovery Office in the future delivery of resiliency programs.

**Ecology & Environment\*, Sustainable Communities Practice Leader**  
2012 TO 2016 · LANCASTER, NY [ \*E&E was later acquired by WSP ]

Rebecca was hired as the first sustainability practice leader to initiate and globally expand this corporate service area. As such, she provided senior leadership across E&E for business and new market strategy development. She also served as project director for development of four New York State regional sustainability plans and continued as project director to support NYSERDA's \$80m of new programs using Regional Greenhouse Gas Initiative (RGGI) funds. Rebecca also served as E&E project manager for the development of the State of Colorado's Resiliency Framework plan, three local pilot plans, and the State's National Disaster Resiliency Competition application to HUD.

**U.S. Green Building Council (USGBC), SVP Education & Research**  
2009 TO 2010 · WASHINGTON D.C.

Rebecca was directly responsible for the strategic direction, programming and operation of the USGBC's education department and research program. Under Rebecca's leadership, the role of USGBC education was re-envisioned implemented through restructuring and downsizing in coordination with all USGBC departments and stakeholders to better support globally emerging markets. Rebecca also co-chaired the reorganization of USGBC's committee structure and policies. As a senior leader, she also advised the Fund Development Program and the Conference and Events team charged with producing the Greenbuild International Conference and Expo.

## AWARDS & ACKNOWLEDGEMENTS

**Architecture Excellence Awards  
2019 Contribution to the  
Profession by a Non-Architect,**  
AIA PA, 2019.

**Acknowledgement for Service,**  
Greater Hazelwood Community  
Collaborative, 2019.

**Leadership Award,**  
AIA Pittsburgh, 2009.

**Environmental Award,**  
Carnegie Science Center, 2009.

**Service Award for Promoting  
Sustainability in Pittsburgh,**  
December 9, 2008, proclaimed as  
"Rebecca Flora Day" by Pittsburgh  
City Council.

**Honor Award,**  
American Society of Interior  
Designers, PA West Chapter, 2007.

**Top 50 Cultural Forces in  
Pittsburgh,**  
Pittsburgh Post-Gazette.

**Environmental Hero,**  
Interiors & Sources Magazine,  
2004.

**Greater Pittsburgh Convention  
Visitor's Bureau Award,**  
for raising public awareness of  
green buildings and advocacy for  
the convention center, 2001.

**1997 Outstanding Service Award,**  
South Side Planning Forum.

## ORGANIZATIONAL AWARDS

*while serving as leader*

**2020 Excellence in Sustainability  
Award - ReMake Group**  
Sustainable Communities Division  
American Planning Association

**2019 Advocate of the Year**  
ReMake Group  
BikePGH.

**2001 Three Rivers Environmental  
Award - GBA**  
PA Environmental Council.

**1997 Three Rivers Environmental  
Award Finalist - SSLDC**  
PA Environmental Council.

**1996 Great American Main Street  
Award, Main Street on East  
Carson Program - SSLDC**  
National Trust for Historic  
Preservation's National Main  
Street Center.

## Green Building Alliance (GBA), Executive Director

1997 TO 2008 • PITTSBURGH, PA

Rebecca served as the GBA's founding executive director, leading the organization's initial strategic planning process and programmatic start-up. Under Rebecca's leadership, GBA received local and national acclaim for its success as a pioneer in advancing green building practices. During her tenure, Pittsburgh was established as the nation's leader in green buildings. Key accomplishments include:

- » Adoption of Pittsburgh's first Climate Action Plan and green public policy.
- » Created the Green Building Products Initiative to advance green jobs.
- » Hosted the first national Summit on Greening Historic Properties with the National Trust's Conference in Pittsburgh.
- » LEED Gold Certification of Pittsburgh's Convention Center (LEED AP).
- » Hosted the 2003 Greenbuild Conference in Pittsburgh.
- » LEED project support: Phipps Conservatory and Botanical Gardens, Children's Museum of Pittsburgh, PNC Firstside Center and others.

## South Side Local Development Company\*, Executive Director

1991 TO 1997 • PITTSBURGH, PA (\*SSLDC completed its mission in 2010)

Rebecca was directly accountable to a 26-member Board of Directors for management of a non-profit community development corporation undertaking community revitalization activities for Pittsburgh's historic South Side neighborhood (12,000 residents and 400 businesses). Programs included: small business development, community planning, promotion, historic preservation, and real estate development activities. Key accomplishments included:

- » Development of 80 new affordable and market rate homes.
- » Local historic district designation of the 20-block East Carson Street.
- » Business planning, loan review and start-up support to small businesses.
- » Technical support to South Side Neighborhood Plan development.
- » Delivery of annual festival and other promotional events.
- » Community participation in development of South Side Works Master Plan.
- » National Main Street Center Resource Team member.
- » Organizational start-up of a river-based environmental educational center.

## Urban Redevelopment Authority, Project Manager

1985 TO 1991 • PITTSBURGH, PA

Rebecca was responsible for redevelopment of large scale, former industrial sites in the City of Pittsburgh. As project manager for the Washington's Landing and Pittsburgh Technology Center sites she was responsible for \$20+million budgets and project schedules working across all departments of the URA to implement various aspects of redevelopment area requirements for acquisition, relocation, demolition, remediation, public infrastructure improvements, master planning and development recruitment and negotiations. As economic development specialist, Rebecca managed the North Side Enterprise Zone, a target area that received state funding for business and redevelopment assistance. She was also responsible for several specialized market studies for target sectors and the preparation of redevelopment plans for brownfield sites.

## K.W. Poore & Associates\*, Professional Associate

1983 TO 1985 • RICHMOND, VA (\*later merged to become Community Planning Partners)

Rebecca served as project manager for community development and Urban Development Action Grant (UDAG) funded projects. She contributed to the preparation of economic and industrial development, downtown revitalization, and comprehensive plans for clients in Virginia communities.

## BOARD & VOLUNTEER ROLES

- Eastern Shore Land Conservancy**  
Development Advisor, 2020-21
- International Sea Level Institute**  
Advisory Board, 2015-2016
- Rudy Bruner Award for Urban Excellence**  
Selection Committee, 2015
- Chestertown Waterfront**  
Task Force Member, 2013
- Greater Chestertown Initiative**  
Member 2013
- U.S. Green Building Council**  
Chair 2008, Board 2002-2008
- Green Building Certification Institute (GBCI)**  
Founding Chair and Board 2007-2008
- Civic Design Coalition of Pittsburgh**  
Member 2004-2008
- The Heinz Awards**  
Public Policy Juror, 2007/2008
- Phipps Conservatory and Botanical Gardens**  
Board 2007-2008
- Pittsburgh Partnership for Neighborhood Development**  
Board 2007-2008
- University of Pittsburgh, School of Engineering, Mascaro Sustainability Initiative**  
Advisory Committee 2004-2008
- The Pittsburgh Project**, Steering Committee, 2004-2007
- SW Pennsylvania Convention Center Design Commission**  
Chair 2000 - 2004  
Member 1998 - 2004  
Chair -Design Competition
- Federal Home Loan Bank of Pittsburgh - Affordable Housing Advisory Council**  
Chair 1996-2001  
Member 1995 - 2003
- 10,000 Friends of PA, Commonwealth Design Awards**  
Juror - 2003/04
- Fred Roger's Center Design Competition**  
Juror - 2005
- Pittsburgh Children's Museum, Design Competition**  
Facilitator - 2004

## KEY BOARD & FACULTY POSITIONS

### **U.S. Green Building Council, Board Member & Chair**

2002 TO 2008 • WASHINGTON, D.C.

Rebecca was elected to the USGBC board in 2001 and again in 2003 through a national membership election in the open seat category. She was elected as the first woman chair in 2008. As Chair, Rebecca co-led the USGBC's first, comprehensive strategic planning process. As an executive committee member, she championed the transformation of board operations, its meeting structure, and communications which had previously been challenging for this 31-member Board that was comprised of professionals from across the country primarily elected to their seats by the USGBC membership or chapters. She developed and directed the CEO evaluation process and the board assessment processes which had not been regularly or comprehensively conducted in the past. Rebecca often served as a delegate at regional, national and world conferences and meetings on behalf of USGBC.

### **LEED for ND, Founding Core Committee Member**

2004 TO 2008 | WASHINGTON, D.C.

Rebecca was appointed by the Board to represent USGBC in the collaborative development of this first of its kind Leadership in Energy and Environmental Design (LEED) product following the principles of new urbanism, smart growth and green development. She played an instrumental role in partner organization relations and overall product development and technical credit writing.

### **Carnegie Mellon University: Heinz College School of Public Policy & Management, Adjunct Faculty**

1998 TO 2008 • PITTSBURGH, PA

Rebecca served as an instructor for graduate students pursuing degrees with a primary focus in sustainable economic development, public policy & management, and urban design. Rebecca developed the original curriculum and taught a graduate level class entitled "Sustainable Community Development" - a first of its kind in the country when initiated in 1998. Rebecca also co-taught environmental policy, and served as a Faculty Advisor to a System Synthesis Project team in the preparation of a baseline emissions inventory that supported Pittsburgh's first Climate Action Plan which she led from her GBA role.

### **U.S. Green Building Council, LEED Faculty**

2001 TO 2008, 2010 TO 2014 • WASHINGTON, D.C.

Rebecca was selected to serve as one of the first class of 20 faculty trainers for USGBC LEED workshops in the U.S. She continued with training and maintained her license to globally teach LEED Core Concepts, BD+C and ND courses until 2014 when the program's direction changed.

## SPEAKING · MEDIA · PUBLICATIONS

Rebecca has presented to national and international audiences of all sizes on a variety of topics. She has also provided public testimony in multiple government settings. The following is a sampling of her communications abilities and activity.

- » **Hazelwood Green/Almono LLC, media and public spokesperson, 2017-2020.**
- » **GBA Inspire Speakers Series, storyteller, 2018.**
- » **Building Pittsburgh, AIA Pittsburgh, "p4 Performance Measures: Reformulating Development in Pittsburgh", workshop leader, 2017.**
- » **National American Planning Association Conference, "It's Never Just About Housing", panel speaker, 2016.**
- » **VA Resiliency Conference, "Creating a Resiliency Culture", speaker, 2016.**
- » **Greenbuild 2015, "The Power of Storytelling: from Mini to Monumental", storyteller with panel assembled by the GBA.**
- » **Greenbuild 2012, "LEED ND and Sustainable Urban Development in Africa", panel moderator.**
- » **Applied Research in Economic Development, "Going for the Green." journal article co-authored with Dr. Jerry Paytas, 2009.**
- » **Opportunity China, Pittsburgh delegate with business and community leaders, 2007.**
- » **International Downtown Association Annual Conference, "Sustainable Downtown Revitalization", invited speaker, 2007.**
- » **The Johnson Foundation's Anniversary Conference on Environment and Community in the 21st Century, "Gathering of National Thought Leaders" at Johnson Foundation's Wingspread Campus, invited participant, 2008.**
- » **Leadership Summit for Sustainable America, "Community Development and Climate Change", invited speaker, 2007.**
- » **"Driving a Market Demand for Green Buildings in Pittsburgh", co-author with Megan Moser, proceedings of Sustainable Building; Maastricht, Netherlands, 2000.**
- » **"Greening Pittsburgh's New Convention Center: Tales, Tools and Transactions", co-authored with Melisa Crawford, Sustainable Building proceedings; Oslo, Norway; 2002.**
- » **"Greening of Greater Pittsburgh: the economic transformation of a region through greening strategies." 2002 Greenbuild proceedings; Austin, TX, 2002.**
- » **Tongji University Green Workshop in Shanghai, China. Invited workshop trainer and delegation member, 2001.**
- » **National Teleconference on Sustainable Development. Teleconference and follow-up roundtable participant to determine federal role in sustainable development, 1995.**
- » **Historic Preservation Forum Journal. "South Side Local Development Company." Published article, Spring 1995.**
- » **"Community Energy Planning." Paper presented and published in Proceedings, Community Energy Management as an Economic Development Strategy, Lincoln, NB, October 16, 1984.**
- » **"Economic Evaluation in Energy Planning: The Experience of Communities in the United States." Masters of Urban & Regional Planning Thesis, July 1983.**

### INTERNATIONAL AUDIENCES

Brazil, 2012  
Morocco, 2011  
Korea, 2010  
Puerto Rico, 2008  
Australia, 2008  
Canada, 2008  
China, 2001, 2007, 2008  
Japan, 2004, 2006  
Norway, 2002  
Netherlands, 2000