

BSA Committee on the Environment

Co-Chair Election Candidates' Statement

Kate Bubriski, Arrowstreet and **Jefferson Poole**, Goody Clancy

Our Vision

Our approach to developing a platform began by identifying intersections between the new BSA vision of Advancing Architecture, Equity, and Environment. We believe that at its core, good design is high performing, equitable, and advances our connection to and stewardship of the natural environment.

At a national level, we believe that the profession is undergoing a shift in priorities and a realignment of core values. Reflected prominently in the 2020 decision by the AIA to adopt the COTE Top 10 Measures as the basis for the 10 principles in its Framework for Design Excellence, the profession has begun a critical evaluation of its position in society. These measures address aspects from equity, to wellness, to energy to healing natural systems. The time is now to accelerate this shift in values and expand architecture's influence beyond inward-looking design circles, and to reestablish the critical role that it plays in shaping the lives of individuals, communities and ecologies.

We are both active nationally in the community of sustainable design leaders; Kate is Director of Sustainability & Building Performance at Arrowstreet and Jefferson is a lead designer at Goody Clancy. This strategic partnership is an attempt to dissolve barriers and to fully integrate the creative design process with an integrated approach to sustainability.

The intent of our tenure is to provide regular monthly programs which provide useful information, hands-on trainings, and discussion forums for the BSA and greater design community. The AIA Framework for Design Excellence will be used to guide the themes for programming. None of the ten measures works in isolation, all measures are intertwined and we hope to address the design opportunities that address multiple aspects simultaneously. The built environment spans many practice areas and industries. We will strive to bring together experts from these fields to provide holistic approaches to design of the built environment. We will continue to utilize virtual programming to reach a larger audience as well as to be able to feature experts from across the country and perhaps the world. As part of our chairpersonship, our goal is to engage and cultivate the strengths of the broader BSA COTE community to leverage this collective wisdom in both our outreach and programming.

The Candidates

Kate Bubriski AIA, LEED AP BD+C, CPHC, Fitwel Ambassador
Director of Sustainability & Building Performance, Arrowstreet

Kate directs Arrowstreet's Strategic Building Performance Plan, working to ensure building performance simultaneously creates social, health, environmental, and economic benefits for the people and places that are touched by their work. She is a national leader in net zero, embodied carbon, integrated design, materials evaluation, and occupant engagement.

Kate currently serves on the BSA Membership Committee and previously on the AIA Design and Health Leadership Group, SDL as Regional Leader, and USGBC MA Advocacy Committee as chair. She has been an active member of BSA COTE since 2012 and the Committee for the Advancement of Sustainability before that..

Jefferson Poole AIA, LEED AP BD+C

Associate Principal, Goody Clancy

As an Associate Principal at Goody Clancy with more than 18 years experience, Jefferson has worked from the macro-scale of urban planning to the micro-scale of architectural interventions within existing buildings, and has proven his ability to synthesize clear solutions to complex problems. Jefferson's work embodies a strong commitment to advancing transformative design that integrates the principles of sustainability with a clear design logic. Since 2015, Jefferson has served as a Co-Chair of the firm's 2030 Committee and has taken on an expanded presence within the broader design and sustainability community. He has been an active member of BSA COTE since 2017 and has participated in Building Green's Sustainable Design Leader network since 2016.