USGBC Florida is a solutions-oriented, mission-driven and volunteer fueled and governed nonprofit organization that strives to promote regenerative green buildings and sustainable communities for all within this generation. We believe, given the high impacts and heavy usage of buildings, that green infrastructure is key in strengthening communities and improving the quality of life for everyone.

Since our earliest beginnings with seven former USGBC Chapters in Florida (in some cases going back to 2002), the volunteer leadership of USGBC Florida has focused on promoting the benefits of green building design, construction and operations through education, policy and tools such as the LEED rating system.

Our organizational efforts with the merger into one statewide Chapter with seven Regions led by engaged local Boards, have made a positive impact that has positioned USGBC Florida as a national leader in green building. This focused effort and success can be attributed to the large network of passionate sustainability-minded professionals and experts who make up our Florida green building community.

Looking to the future, we want to leverage the passion, expertise and resources of the construction, technology and design industries to bring the benefits of sustainability and efficiency to a wider audience. Our network of green building professionals and sustainability-focused members will impact more people by rolling out an array of programs and initiatives to help make Florida communities livable, resilient and adept at carbon reduction. These large-scale initiatives will be transformative for many Florida communities, especially those along our vast coastline.

**OUR STRATEGIC VISION:** A transformative four years to 2020 that will further increase green building literacy and take our mission to a much higher scale.

It is time to increase the scale of our programs, initiatives and outreach in a way that radically improves the health, economy and social wellbeing of every Florida resident. To do so, USGBC Florida will implement strategies by leveraging the passion, expertise and resources of Florida's green building community in efforts that engage more people and communities. We will learn from each effort, share our experiences and lessons learned, and constantly improve our methods and approaches through measurement. And those metrics, along with advancing truths gleaned from the entire world, will be transparently laid out to our various audiences.

Over the next four years and to achieve measurable healthier, sustainable places to live, learn, labor and play by 2020, we will target 4% of Florida’s building stock; connect to 100% of Florida’s counties and 20% of each Region’s population; continue to educate the growing green building community about the latest green trends; reach out to 20 new market sectors; embrace innovation; create inspirational, impactful undertakings; and increase our operational goals by 20%.
GOALS TO BE ACHIEVED IN FOUR YEARS BY 2020 INCLUDE:

1. **ENGAGEMENT**: Engage 4% of Florida buildings in each Region in adopting one or more energy efficiency or green building strategies.

2. **EMPOWERMENT**: Connect with 100% of Florida’s 67 counties and empower 20% – the tipping point of each Region’s population – to ask for and implement sustainable and green building actions within their lives and communities.

3. **EDUCATION**: Educate the major influencers in 20 new sectors about sustainability strategies and green building, including LEED v4, as well as improve our current educational programs.

4. **INNOVATION**: Use innovation as a strategic and technological lever for developing agile and global green building cultures and eco-systems.

5. **INSPIRATION**: Create inspirational, impactful undertakings.

6. **EXCELLENCE**: Improve and increase and ultimately excel USGBC Florida’s operations by 20% (5% a year) in funding, people, visibility and stature, internal growth goals, measurement and reporting.

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**GOAL ONE: ENGAGEMENT**

Engage 4% (1% a year) of Florida’s buildings in each Region in adopting one or more energy efficiency or green building strategies.

**STRATEGY ONE >> FOCUS ON POLICY STRATEGIES THAT ENGAGE MANY BUILDINGS**

Building upon our successes at the city and state level, USGBC Florida will focus on the following policy strategies and engage many stakeholders: a) adoption and implementation of benchmarking and data transparency ordinances; b) enforcement and continued implementation of the State Energy Management Plan; c) increase scores in cities participating in the ACEEE Energy Efficiency City Scorecard; d) adoption and implementation of PACE programs throughout the State of Florida and e) implementation of Amendment 4.

**STRATEGY TWO >> EDUCATE BY BUILDING SECTOR**

Each USGBC Florida Region, based on what their community needs, will choose priority sectors (e.g., schools, hospitality, retail, healthcare, residential, place of worship) to engage their sector associations through presentations, tours and other programming, as well as seek and request deeper partnerships with the entities that demonstrate interest in further conversation.

**STRATEGY THREE >> LEVERAGE SCOPE OF OUTREACH THROUGH PARTNERSHIPS**

Collaborate with current partners, new organizations (including sister nonprofits), colleges and universities, and existing building efficiency initiatives (e.g., City Energy Project, solar co-ops with Florida Solar United Neighborhoods and League of Women Voters) to cross-promote through each other’s networks, share best practices, create opportunities to build on each other’s successes, and celebrate innovation and achievements over time.
GOAL TWO: EMPOWERMENT

OUTREACH TO 100% OF FLORIDA’S 67 COUNTIES AND EMPOWER 20% — THE TIPPING POINT OF EACH REGION’S POPULATION — TO ASK FOR AND/OR IMPLEMENT SUSTAINABLE AND GREEN BUILDING ACTIONS WITHIN THEIR LIVES AND COMMUNITIES.

STRATEGY ONE >> ASSESS COMMUNITY ASSETS, DEVELOP ACTION PLAN AND IMPLEMENT

Because Florida is so large and USGBC Florida Regions on average cover more than 10 counties, we will assess the status of existing community sustainability plans, programs and organizations working on environmental initiatives, and then partner and leverage those aligned with our mission in our outreach to each county in Florida.

STRATEGY TWO >> CREATE HIGH QUALITY, ACCESSIBLE, USEFUL, VETTED MATERIALS AND TOOLS

The need for attractive, trusted, easy-to-use-and-understand sustainability and green material is extremely high in hot, humid and tropical climates. People are simply overwhelmed by the amount of information and do not know how to assess what is quality information. USGBC Florida will respond to this need with both useful materials and interactive tools such as a forum for individuals and communities to share resources, questions, best practices and lessons learned. And we will be highly responsive, proactive and transparent.

STRATEGY THREE >> LEVERAGE USE OF CHALLENGE CAMPAIGNS AND COMPETITIONS TO REACH BOTH TARGETED AND BROAD AUDIENCES

To achieve large-scale outreach and reach a tipping point where enough people understand the benefits of sustainability and green building that they start naturally helping us achieve our mission, we will use strategies such as challenge campaigns and competitions to reach the general public and targeted audiences such as small businesses or schools. Once we have garnered a significant level of interest and participation, we will create ongoing groups and projects to continue to support their further education (e.g., Green Veterans, Green Small Businesses, Green Teachers).
GOAL THREE: EDUCATION

EDUCATE 20 NEW SECTORS ON SUSTAINABILITY AND GREEN BUILDING STRATEGIES, INCLUDING LEED V4, AND CONTINUE TO IMPROVE OUR EDUCATION AND ATTENDANCE OF THE CURRENT GREEN BUILDING COMMUNITY ON THE LATEST TRENDS.

STRATEGY ONE >> TARGET AND EDUCATE FIVE NEW SECTORS A YEAR

Each year between now and 2020, each USGBC Florida Region will choose five new market sectors they want to focus on reaching out to with direct education on the benefits of green buildings and energy efficient measures. Materials, resources and targeted messaging will be created to have the most impact on each sector.

STRATEGY TWO >> LEVERAGE NEW AND EXISTING PROGRAMS TO CONTINUE TO EDUCATE THE GREEN BUILDING COMMUNITY ON THE EVER-CHANGING MARKETPLACE, AS WELL AS TO EXPAND TO WIDER AUDIENCES.

Replicate effective current USGBC Florida Region programs throughout the other Regions. Create post-programming education, on-demand content and social-media campaigns to reach more people and allow content to have a longer shelf-life than one or two in-person events. We also want to use our core programming such as LEED modules, panel discussions and credential maintenance online education to inspire more green building professionals to regularly educate others.

STRATEGY THREE >> COMMUNICATE WITH THE 77 FLORIDA CITIES WHICH HAVE LEED ORDINANCES AND ENCOURAGE FULL ADOPTION, PROMOTION AND IMPLEMENTATION OF LEED V4.

Many cities are not aware of the details and differences of LEED v4 versus LEED 2009 or not enforcing the intent of LEED in general. USGBC Florida will engage each of these cities and help them reach their full potential in resource and monetary savings. We are also hopeful that this engagement will inspire other cities to take similar action.
GOAL FOUR: INNOVATION

USE INNOVATION AS A STRATEGIC AND TECHNOLOGICAL LEVER FOR DEVELOPING AGILE AND GLOBAL GREEN BUILDING CULTURES AND ECO-SYSTEMS.

STRATEGY ONE >> Identify and embrace innovative and disruptive technologies – e.g., 3D printed buildings, autonomous vehicles, large-scale energy storage, wearable sensors – and all types of other smart city and building technologies that are going to smartly impact our green building world, improve our lives and save the planet.

STRATEGY TWO >> Adopt the USGBC Arc platform, an inspiring addition to the green building tech revolution that will also help with LEED fatigue by certifying buildings through real time data instead of paperwork.

GOAL FIVE: INSPIRATION

CREATE INSPIRATIONAL, IMPACTFUL UNDERTAKINGS THAT STIR VOLUNTEERS’ AND COMMUNITIES’ PASSIONS AND THAT BRING WITH THEM WAVES OF ENERGY AND GRATIFICATION.

STRATEGY ONE >> Dream bigger than green buildings. We must challenge ourselves to think broader than one building at a time to inspiring neighborhoods, cities and true integration with transportation, resiliency, health and livability.

STRATEGY TWO >> Identify at least one highly visible, impactful initiative in each Region. Build upon our current and past successes achieved with projects such as greening and drastically lowering utility costs for the Women's Residential Counseling Center in Orlando; the ambitious outreach initiative of LiveSMART (Sustainable Materials and Resources Trailer) to educate 30,000 people a year starting in northeast Florida; growing the incredible Green Veterans movement started in South Florida; and, statewide, greening Florida schools through their built environment and curriculum as well as using schools to educate and inspire the larger community.

STRATEGY THREE >> Create inspiration that not only drives connection with a community, but also participation – membership, volunteerism, partnerships, sponsors, municipality and media attention. One example is to graduate a certain number of high school and college students with LEED Green Associate accreditation each year in each Region.
GOAL SIX: EXCELLENCE

IMPROVE AND INCREASE USGBC FLORIDA’S CAPACITY TO FULFILL ITS MISSION BY 20% (5%/year)

STRATEGY ONE >> FINANCIALS

Achieve long-term financial stability through efficient management and use of resources; through high-quality, well-attended, revenue-positive programming; through securing new local, regional and statewide sponsors, donations and grants; by increasing membership revenue through individuals and more USGBC National company memberships; and providing contracted Energy Star and green building education and training and for fee for service.

STRATEGY TWO >> PEOPLE

USGBC Florida is all about the people it attracts and the “family” we nurture. The more people we attract to our mission, the more we can achieve. Over the next four years, we will increase the number of volunteers, members, customers, partners, students, emerging professionals and staff.

STRATEGY THREE >> VISIBILITY AND STATURE

Increasing USGBC Florida’s visibility and stature is key to the organization’s success. Marketing, communications, earned media, presentations, and more regional coverage are just some of the tactics we will use to become a respected household and industry name.

STRATEGY FOUR >> INTERNAL GROWTH

There are many steps USGBC Florida can take to increase its internal capacity for growth including consistently measuring customer satisfaction rates of content, quality and service; growing each Region’s capacity to do more in their communities through providing resources and training; striving each year for an internal sustainability goal; and growing future leaders.

STRATEGY FIVE >> IMPACT MEASUREMENT

Florida cannot manage well or know its true impact without continual measurement. Over the next four years, we will continually improve tracking and measuring inputs, outputs, outcomes, impacts, best practices, case studies, lessons learned and missing data at the State, Regional and Branch levels. We will create a simple scorecard to keep us abreast of our metrics.
USGBC FLORIDA MISSION, VISION AND GUIDING PRINCIPLES

Mission
To transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.

Vision
Buildings and communities in Florida will regenerate and sustain the health and vitality of all life within a generation.

Guiding Principles

Integrity & Transparency
We are open and we operate with the highest standards of honesty and responsibility. We say what we mean, and we do what we say.

Leadership & Unity
We are leaders in the green movement, but we also recognize there are other leaders. We are inclusive and interdisciplinary, and a convener that welcomes all who can help achieve our Mission.

Educators & Innovators
We educate others about what we already know, but we will also continue to adapt, learn and explore new creative ideas to realize our Vision.

Respect & Social Equity
We respect people and the planet, honor diversity, and treat others fairly. A sustaining built environment cannot only be for a few. It must be for all.