USGBC Florida strives to promote regenerative green buildings and sustainable communities for all within this generation. Our nonprofit organization’s volunteer leadership believes that given the high impacts and heavy usage of buildings, green infrastructure is key in strengthening communities and improving the quality of life for everyone.

WE NEED YOUR HELP to make our 2017-2020 Transformative Strategic Plan a reality FOR ALL OF FLORIDA’S COMMUNITIES

**1**

**CAMPAIGN GOAL ONE**

**ENGAGEMENT**

**ENGAGE 4% (1% A YEAR) OF FLORIDA BUILDINGS IN EACH REGION IN ADOPTING ONE OR MORE ENERGY EFFICIENCY OR GREEN BUILDING STRATEGIES.**

**Policy Strategies** | Focus on success with adoption and implementation of benchmarking and data transparency ordinances, enforcement, and continued implementation of the State Energy Management Plan; increase scores in cities participating in ACEEE Energy Efficiency City Scorecard; adoption and implementation of PACE programs throughout the State of Florida and implementation of Amendment 4.

**Education Strategies** | Engage by sector (e.g., public, academic, private, nonprofit) through presentations, tours and requests for partnerships and additional connections/introductions. Inspire through demonstrating the amazing innovation and technology on the immediate horizon.

**Outreach & Awareness Strategies** | Leverage current and new partnerships and existing programs to engage more audiences. Take education to sector influencers of our programs and events.

**2**

**CAMPAIGN GOAL TWO**

**EMPOWERMENT**

**CONNECT WITH 100% OF FLORIDA’S 67 COUNTIES AND EMPOWER 20% (5%/YEAR) — THE TIPPING POINT OF EACH REGION’S POPULATION — TO ASK FOR AND IMPLEMENT SUSTAINABLE AND GREEN BUILDING ACTIONS WITHIN THEIR LIVES AND COMMUNITIES.**

**Policy Strategies** | Assess status of existing community sustainability plans, programs and community organizations working on environmental projects. Partner and leverage those aligned with our mission.

**Education Strategies** | Create and make easily accessible high-quality, useful, objective, vetted sustainability and green building materials. Start and grow a Green Veterans and Green Schools Group in each Region.

**Outreach & Awareness Strategies** | Use challenge campaigns to reach targeted and broad audiences. Create forum for individuals/communities/volunteers to share resources, questions, best practices and lessons learned. Use innovative technology to empower and inspire buy-in and feedback, as well as leverage communications.
3
CAMPAIGN GOAL THREE
EDUCATION

EDUCATE 20 NEW SECTORS ON SUSTAINABILITY AND GREEN BUILDING STRATEGIES INCLUDING LEED V4. IMPROVE OUR EDUCATIONAL PROGRAMS FOR THE CURRENT GREEN BUILDING COMMUNITY ABOUT THE LASTEST TRENDS.

- Outreach to cities and municipalities with LEED in ordinances and encourage full adoption and implementation of LEED v4.
- Educate municipality employees, inspectors, city commissioners, etc., about energy efficiency and green building with half-day, introductory Sustainability and Green Building presentations. Have Green Building Academy will travel.
- Grow and improve existing programs to expand to wider audiences. Create post-programming education and social media campaigns to reach additional audiences.
- Use USGBC National’s ADVANCE program and LEED as a framework for one effort a year in each Region.
- Highlight the amazing innovation on the horizon to demonstrate the enormous opportunities in jobs and attracting tenants/clients in sustainable and smart buildings and cities.

4
CAMPAIGN GOAL FOUR
INNOVATION

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

- Identify, create, embrace and be collaborative ambassadors for innovative and prototyping technologies that will be incredibly impactful to our green building world in the coming years.
- Develop the internal capability in both human and technology resources to change direction and do things differently. As Einstein stated, “We cannot solve the problems with the same thinking we used when we created them.”
- Be keen to tapping into innovative networks, including and especially USGBC National, and listen, think and act so as to embrace the speed and pace of technological change in our increasingly connected and digitized world.
CREATE INSPIRATIONAL, IMPACTFUL UNDERTAKINGS THAT STIR VOLUNTEERS’ AND COMMUNITIES’ PASSIONS AND THAT BRING WITH THEM WAVES OF ENERGY AND GRATIFICATION.

- Break through LEED fatigue by encouraging our volunteers to dream big. To not think typical. To think truly transformational. In its simplest nomenclature, USGBC’s job it to profoundly inspire by being authentic and making a difference in all of our lives.

- Open doors and write rousing new stories. Perfection is not attainable, but if we chase perfection we can catch excellence and make huge, inspiring differences in our Chapter’s communities.

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

- **Funding** | Programs, sponsors, members, grants, contract fees, fee for service, donations

- **People** | Volunteers, national company and individual members, customers, partners, staff, students and emerging professionals

- **Visibility** | Marketing and communications, credibility and stature through earned media and presentations, enhanced Regional coverage

- **Internal growth** | Customer satisfaction, internal sustainability goal, capacity building for Regions, nurture future leaders and grow the bench

- **Measurement** | Track and measure inputs, outputs, outcomes and impacts, research best practices and missing data, scorecard, case studies and lessons learned

- **Robust, Transparent Reporting** | We have an important story to tell, and metrics to create and tap to in order to effectively communicate progress and opportunities to advance this transformative movement to various audiences