

USGBC-C4

2014 Action Plan: Building Beyond Zero

Zero Energy, Zero Water, Zero Waste, Zero Carbon... Beyond Zero

-Goal:

We will maintain a fully staffed board of directors, working committees, and advisory councils within all three counties.

Action:

Inspire participation in Ventura

-Provide value specific incentives including chapter resources, money and time. C4 sponsored or organized events could greatly improve county participation. It was suggested that we hold 4 events per year in each county. Dedicate \$200 to each of these events?

-Conduct a Ventura Membership Survey. Use Yammer to look into other USGBC chapter's survey questions to generate C4 survey.

-AIA + 2030: may be a possible partnership opportunity

Who:

Dave- take lead on inspiring participation in Ventura

Paul P.- contact communications expert, Mark Costa, for help with survey and survey alternatives to SurveyMonkey.

Michael- generate and distribute survey

-Goal:

We are a call to action and community forum for people to come together to re-envision, collaborate, and take action towards our goal of a sustainable C4 community in a generation.

Action:

Sustainable Communities- "Beyond Buildings"

-Share success of sustainability/Higher Density Housing. Could look like media campaign.

-Education- community partners and sponsors: Cal Poly EDES, APCD, Bike Coalition, SLOCOG

Who:

Sustainability Task Force: Aeron, Paul K., Michelle

-Goal:

We are an accessible green resource that provides expertise and connections within our community and to the world

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Action:

Become a more accessible green resource

- Offer our expertise- economics of the issue

- Publications?- ambassadors

- Accessibility of BuildSMART Trailer- dedicated position to manage availability, transportation, scheduling etc.

Who:

Alma- possible ambassador, publications

-Goal:

We are recognized change agents, driving impact beyond the boundaries of our region.

Action:

Representation

- Have an active representation with California and National

- Committees on education and advocacy

Who:

Paul P.- committee/task force

-Goal:

We will create programs, activities and initiatives that are fun and engaging to all who participate and can be spread quickly through our communities.

Action:

Programs, presentations and awards

- PRC Conference: Santa Barbara (location & time TBD) March or June, National presentation on Friday after the event, Westmont Facility Event on Friday & Saturday

- Gateway to Green Schools: Coordinate with National, staff level position to help manage PG&E grant and all 80 schools, potential partnering with Cal Poly?

- Green Awards Gala 2014: board representative from each county, find a Formstack replacement, find venue and determine timing for event

Who:

Paul P. - PRC Conference

Andy & Stacey- Gateway to Green Schools

Jefferson, Dana, Sandy, Michael- Green Awards Gala

Michael- Formstack replacement

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-Goal:

We will create strong and mutually beneficial relationships with key sponsors who will fund our efforts

Action:

Always Partner

- Our events (add them); Their events (jump on)
- One major collaborative event per county: set aside \$500 per event
- Identify common initiatives in Climate Action Plans: present accordingly, pool funding
- Education for Energy Efficiency: protocol for GHG reductions through CAPCOA
- Fundraising Task Force (board adoption): quarterly review on process

Who:

Aeron- strategic partnership

-Goal:

We will offer a website and communication tools that draws people to our growing community through educational offerings and engaging and useful content

Action:

Communication

- Expanding outreach of Newsletter & review format
- Print copies, locations for print copies, Mail Chimp or other method for distributing?
- Membership Survey: Survey Monkey, Yammer resource for survey generation

Who:

Paul K.- Newsletter

Michael- Survey

-Goal:

We will build a strong and strategic partnership with SLO Green Build, an important partner in our efforts in the C4 region

Action:

SLO Green Build Merger

- Task Force needed for possible merger

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Who:

Candice, Stacey, Dave, Michelle

-Goal:

We will be an instrument of change that ensures net zero legislation is in effect for our communities

Action:

Education and Training

-V4 Training, Graywater: Quarterly Lectures in SLO, SB and Ventura

-Living Building Challenge: education (Los Angeles), Michelle attending Living Building Challenge Conference in Portland, OR (May)

-Net Positive Education: Andy & Candice attend Net Positive Conference in SF (Feb)

Who:

Michelle- Living Building Challenge

Andy & Candice- Net Positive Conf.

-Goal:

We will create a strong organizational structure with roots that are deep and broad reaching across all of our communities that will be self-sustaining, adaptable and independent of any individual leader

Action:

Sustain Active Board

-Expiring Board members: must bring on new leadership to replace themselves plus add one more member

Who:

All board Members

-Goal:

We will be a diverse organization through growing our ability to deliver our education and support in multiple languages and through a diverse network of community organizations

Action:

Extend chapter outreach

-Programs in Spanish

Who:

Alma

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-New Task Forces:

Needs management, organization and volunteers

- **Sustainable Communities Task Force**- share success, educate, support community
- **Fundraising Task Force**- manage fundraising with quarterly board review
- **Green Schools Task Force**- taking on PG&E Grant to work on all 80 schools in county

-Possible Events:

Needs management and further exploration into the organization of these events

- **Bike Happy**
- **Open Streets**
- **PARK(ing) Day**