

2011 USGBC Chapter Snapshot
CALIFORNIA CENTRAL COAST CHAPTER
Regional California Chapter, Founded 2009
Minimum Performance Standard Score = 71%



CHALLENGES + PRIORITIES

CHALLENGES

1. Generating can-do, game-changing attitude
2. Board leadership & fundraising
3. Membership & volunteer recruitment

PRIORITIES

1. Functioning board
2. Functioning membership committee
3. Active fundraising

BUDGETS + FUNDRAISING

BUDGETS

2012 (Projected): \$75,000

2011: \$50,760

2010: \$15,265

2009: \$34,483

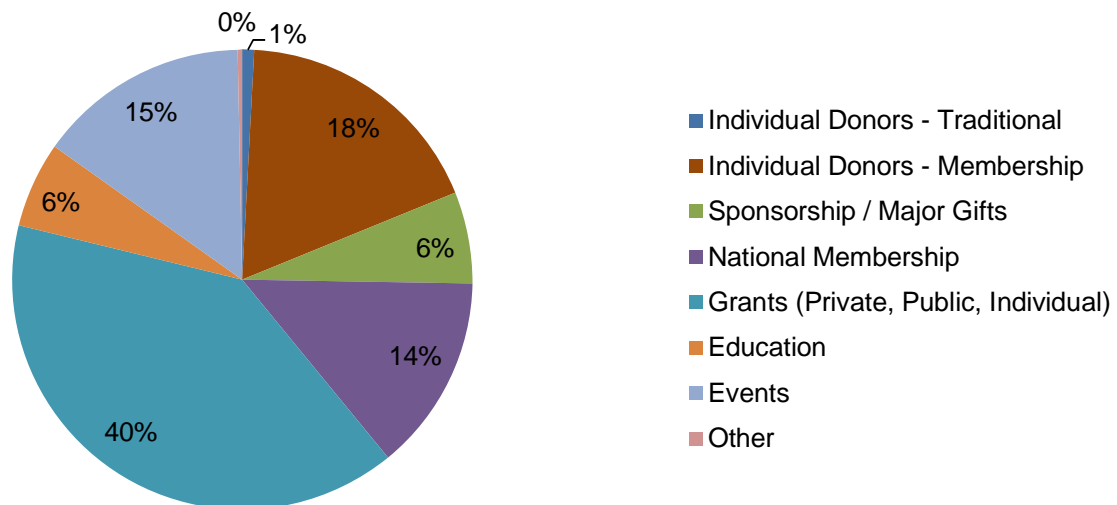
2011 Total Budget Ranking: 57/79

2011 Revenue ranking: 56/79

Board Giving Percentage: 20%

% of Annual Budget in Reserves: 66%

2011 CHAPTER REVENUE



In 2011, the chapter's top three revenue sources were Grants, Individual Membership and Events. National membership revenue was less than 15% of the total revenue earned.



COMMUNITY BUILDING

MEMBERSHIP/CONTACTS

2012 (Projected): 200 **2011:** 106 **2010:** 126 **2009:** 314

2011 Membership ranking: 61/79 **2010-2011 Retention Rate:** 70%

Chapter Member Distribution (2011)

Employees as National Members: 36 **Regular Members:** 58 **USGBC Students:** 12

Total Territory Population: 1,500,000 **Members as % of Total Population:** 0.007%

National Member Companies in Territory: 65 **# Contacts on Mailing List:** 1,700

BRANCHES

Number of Branches: 0

Names: None

ADVOCACY 2011

501(h) Election: N

No. Local Legislative Contacts: 36 **No. Legislation Chapter Influenced:** 10

USGBC/Sierra Club Cool Cities: N **50 for 50 Green Schools Caucus:** Y
Mayors' Alliance for Green Schools: Y **Building Code Advocacy:** Y
Green Building Tour with Legislative Officials: N **Green Buildings/Climate Protection:** Y
Sustainable Cities and Communities: Y **Green Schools:** Y
Green Affordable Housing: Y

EDUCATION & PROGRAMMING 2011

Quantity of Programs: 20 **People Reached:** 900
 LEED-Specific Trainings: 8 **People Reached:** 120
 Emerging Professionals: 5 **People Reached:** 300

Collaborative Events: 50 **People Reached:** 75,000

TOTAL NUMBER OF PEOPLE IMPACTED [PROGRAMS + COLLABORATIONS]: 75,900



LEED STATISTICS

LEED APs with specialty: 223

LEED Green Associates: 98

LEED APs without specialty: 388

TOTAL LEED APs: 709

Current LEED Registered Projects: 163

LEED Certified Projects: 58

TOTAL LEED Projects: 221

LEADERSHIP

STAFF, VOLUNTEERS & COMMITTEES

Board: 9

Staff FT/PT: 0/1

Committees: 11

Active Volunteers: 24



Leadership Development Level: 1 of 4

Committees include: [CHAPTERS PLEASE FILL IN YOUR ACTUAL COMMITTEE NAMES FOR ALL COMMITTEES INTERNAL AND EXTERNAL, NOT USGBC STANDARD NAMES PROVIDED IN THE CAR – THANK YOU AS OTHER CHAPTERS WANT TO KNOW WHAT YOUR ACTUAL COMMITTEES ARE.]

SUCCESS STORY / ACCOMPLISHMENTS

- Total Volunteer Hours Donated in 2011: 2,300
- Convened an Advisory Board
- Expanded Central Coast Green Awards
- Green Schools Grant
- Additional SLO County Green Building Ordinance Development & Outreach ART Mobile Education

TECHNOLOGY

Website Host: Club Wizard

Membership Management: Club Wizard & National

E-Marketing/E-Communications: Club Wizard

Event Management: PayPal

Online Community: Facebook, LinkedIn, Wiggiio