



LOS ANGELES

444 S. Flower Street, Suite 525
Los Angeles, CA 90071

www.usgbc-la.org

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Mission

Our mission is to promote sustainability in LA County's built environment by delivering access to knowledge, resources, recognition and networking.

Vision

Our vision is for LA County to become a recognized national leader in sustainable development and building operations benefiting the economy, society and the environment.

USGBC-LA is a 501c(3) nonprofit organization.

Our members are a diverse group of stakeholders in building & urban design, construction and operations.

KNOWLEDGE

Goals

1. Enhance chapter members' knowledge of best practices within the built environment.
2. Continue to develop a framework to increase individual and institutional knowledge of green building and LEED.

Strategies

1. Be an effective educational & CEU provider.
2. Promote educational opportunities with partner organizations
3. Continue to develop and improve the business case for sustainability.

RESOURCES

Goals

1. Provide members with easy access to a wide range of locally relevant sustainability resources.
2. Continue to position the chapter as the primary local authority on LEED and green building

Strategies

1. The chapter website will be a premiere resource clearinghouse.
2. Serve as a primary liaison with local and national sustainability authorities.

RECOGNITION

Goals

1. Elevate the level of recognition for outstanding individual, project and organizational accomplishments in the local community.

Strategies

1. Showcase local sustainability accomplishments.
2. Recognize individual member contributions.
3. Recognize organizational contributions to the industry.

NETWORKING

Goals

1. Provide members with opportunities to foster valuable professional relationships and empower them as stakeholders in our local sustainability community.
2. Develop new relationships to support the Chapter's mission, vision, and capacity.

Strategies

1. Strengthen existing relationships with individuals & organizations in the local & regional area
2. Identify new connections & cultivate relationships.

ORGANIZATIONAL EXCELLENCE

Goals

1. Organizational stability and growth.
2. Demonstrated effectiveness of Board and staff activities.
3. Diversity and proven success of program offerings.
4. Increase in measured member satisfaction.
5. Third-party recognition of organizational effectiveness.

Strategies

1. Implementing plans for financial stability and transparency.
2. Seeking regular formal and informal feedback from members, partners, and the community at large.
3. Regular, formal self-evaluation.



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Action Plan

1. Goals and process for the development of the chapter.

2. Actions, metrics & milestones

KNOWLEDGE

Actions

1. Monthly events
2. Publishing chapter newsletter
3. Education/training events
4. Board training/ retreats
5. LEED User Groups (LUGS)
6. Advocacy

Metrics / Milestones

1. 3-5 events per month
2. Quarterly newsletter published
3. 1-2 training activities per month
4. Increased website traffic
5. 6-12 sponsored panels per year
6. Continued successful annual MGBCE

RESOURCES

Actions

1. Website & Social Media Sites
2. Branch development
3. Member services
4. Committees
5. Membership Directory
6. Current and future partnerships
7. Chapter toolkits
8. Fundraising
9. Partnerships

Metrics / Milestones

1. Measure web traffic
2. Measure membership/ revenue increase through web and other resources
3. Measure training enrollments
4. Measure attendance and participation in branch development and events
5. Track branches planned and in development
6. Set specific annual fundraising targets

RECOGNITION

Actions

1. Promotion of sustainability and LEED through chapter and partner institutions' communications outlets
2. Creating member recognition-focused events (e.g., Give Back, chapter sponsor and leader get-togethers)
3. Increase focus on branch development and emerging local leadership
4. Promote chapter's leadership in our core business areas

Metrics / Milestones

1. Awards and recognition received
2. Stability/increase in membership
3. Increase in active volunteer participation
4. Promotion of sustainability/LEED through various media

NETWORKING

Actions

1. Strengthen existing partnerships
2. Identify opportunities for increasing partnership and sponsorships within the industry
3. Increase market penetration and positioning by developing new relationships with potential synergistic partners outside of the immediate industry
4. Greater emphasis on brand-building with branch development

Metrics / Milestones

1. Track status of ongoing relationships
2. Evaluate benefits and effectiveness of deepening existing relationships
3. Evaluate benefits and effectiveness of developing new relationships

ORGANIZATIONAL EXCELLENCE

Actions

1. Increase capacity of staff and volunteers
2. Continue to refine staff, Board and volunteer roles
3. Continue to evolve Board and committee structure
4. Continue to maintain effective working relationships with local, regional, and national USGBC interests
5. Continue to develop chapter program capacity, i.e., LEED training, green jobs presence
6. Continue to refine local characteristics and needs through branch activities
7. Targeted fundraising

Metrics / Milestones

1. Monthly/annual reports
2. Track accomplishments
3. Internal accountability through Board, Staff, Committee business plans
4. Continued fiscal accountability through annual budgeting, monthly tracking/reconciliation, annual audit
5. Annual personnel reviews
6. Continued refinement of personnel policies