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800 Wilshire Blvd, 16th Floor
Los Angeles, CA 90017
(213) 689-9707
usgbc-la.org

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USGBC_LA Chapter – Los Angeles, CA

Strategic Plan Update: FINAL

Accelerating all aspects of sustainability in Southern California's built environment through delivering access to knowledge, resources, recognition, and networking.

KEY OBJECTIVES FOR USGBC-LA

We inspire our community to become forward-thinking leaders in the built environment by:

- _ Building thought-leadership programs like the Municipal Green Building Conference
- _ Promoting sustainability tools and policies, such as LEED, GPRO, and WELL, to diversify and expand our market
- _ Mobilizing our volunteers through our branches and our region's experts through the Green Genius Bar to assist green building project stakeholders
- _ Celebrating the diversity of our region and members through our programs, such as Women in Green and annual Sustainable Innovation Awards

We empower the market through education to expand sustainability in new and existing buildings by:

- _ Engaging volunteers through the EB Speakers Bureau to inform stakeholders of new benchmarking policies
- _ Developing and deploying specialized training, such as Green Janitors Education Program and GPRO, and through targeted events through our branches
- _ Initiating collaborative research projects, such as the Building Resilience-LA program, to identify and address our region's most critical issues
- _ Educating members through our EcoMapLA, as well as specialized forums and workshops on emerging Zero Net Energy policies and compliance approaches

We build collaborative relationships with mutual non-profits and institutions to strengthen our community networks to tackle big challenges by:

- _ Improving understanding around key issues of common interest through providing education
- _ Strengthening connections with complementary partners, such as the LA Green Business Program, to develop aligned programs and policies
- _ Supporting diverse community projects as a lasting means of service, such as the Green Apple Day of Service and the Legacy Committee

We advocate progressive policy agendas to drive market transformation and improve our region by:

- _ Expanding activism and grass-roots support of social and economic changes to support green building
- _ Collaborating with national and regional green building councils to expand sustainability policies in California
- _ Identifying gaps in our market and policy context where sustainable innovation can make positive change