2020 ANNUAL REPORT
A Year of Optimism, Despite All the Challenges

U.S. Green Building Council - Los Angeles
525 S. Hewitt St. Los Angeles, CA 90013
www.usgbc-la.org
Dear USGBC-LA Members, Sponsors, and Supporters,

We want to thank you for your invaluable engagement with USGBC-LA in 2021. The last year has been overwhelming in so many ways to say the least, but has also highlighted the need for us to focus even more on our infrastructure, our health, and the resilience of our communities. The built environment is the complex fabric that knits all of these together, and greening our buildings will truly help us create a more sustainable region for all.

This report brings you a summary of our achievements and some of the highlights from this past year, despite all the challenges:

- Our 19th Annual Municipal Green Building Conference & Expo went virtual, featuring both industry and public facing days, with over 1,300+ attendees and over 330,000 sponsor impressions.
- Our Talent Portal became the industry hub for featured employers, regional job postings, virtual training, recorded content, and a unique mentor network.
- Our Net Zero Accelerator doubled global applications and accepted 17 innovative startups making an impact today on clean construction, decarbonization, and occupant health.
- We launched Firewise Education & Tours to educate people on how to reduce fire risk at home and at work, while working to make wildfire defense and mitigation part of the green building movement going forward.
- Our Green Schools Initiative has developed Sustainability Fundamentals education for elementary and secondary school students that will be delivered by USGBC-LA members while they share their own career path.
- Our Healthy Building Alliance provides a commitment that building owners, tenants, & individuals can make to provide healthy, resilient spaces to live, work, & play.
- Our first cohort of the Green Building Corps has provided over 500 hours of project experience to students and underemployed professionals, allowing them to gain exposure to a variety of sustainability related topics.
- We increased our member engagement through weekly topic focused webinars, Virtual Tours, our Quarterly Thought Leadership Series, Virtual Job Fairs, and monthly member committee meetings.

Thank you for your time and your support. We're really proud of what we've accomplished so far, and we are grateful to all our supporters, partners and members that help us keep moving forward. Please feel free to reach out to me or the team if you have any questions or ideas on your own engagement with us in the year ahead and we look forward to working together even more in 2021.

Ben Stapleton
Executive Director, USGBC-LA
NONE OF THIS IS POSSIBLE WITHOUT OUR SPONSORS AND PARTNERS

THANK YOU FOR YOUR SUPPORT!
USGBC-LA EVENTS AND COMMUNITY ENGAGEMENT

OUR IMPACT IN 2020

197 EVENTS HOSTED
Networking events, conferences, roundtables, panels, virtual tours, job fairs, training sessions, webinars

11,230 EVENT ATTENDEES

1,324 VOLUNTEERS engaged in our committees, events and initiatives

LAUNCH OF THE DEI COMMITTEE

8153 ATTENDEES at
72 Roundtables, Conferences, Panels, Job Fairs, Virtual Tours, Networking Events

1789 ATTENDEES at
48 Training & Webinars with 50+ eligible CEUs
Sustainability professional credentials and certification, green building regulations and reach codes, best practices in sustainability, + others

1288 ATTENDEES at
78 Committee Meetings
Green Schools, Legacy Project, Emerging Professionals, Building Decarb, Construction, Advocacy, Women in Green, Diversity, Equity, & Inclusion, Urban Landscape

QTLS
QUARTERLY THOUGHT LEADERSHIP SERIES
- 4 Roundtables
- 411 attendees
- 43 panelists from different organizations

MGBCE
- 1,300+ registrants
- 40 sessions (workshops, virtual tours, keynotes)
- 5,708 session attendees
- 60 exhibitors (businesses and community groups)
- 332,201 sponsor impressions through Whova

GREEN GALA
- 300 attendees (virtual through GoGames)
- 13 Sustainable Innovation projects awarded
- 8 Community Projects awarded

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Our initiatives embody action, education and engagement. We collaboratively and inclusively engage our local communities to improve the sustainability of our region through our initiatives in the five focus areas below:

- **Climate Resilience**
- **High Performance Buildings**
- **Building Health**
- **Community Health**
- **Corporate Sustainability**

### Our Impact in 2020

**10 Initiatives in Progress**

**500+ Hours of Work Experience Through GBC**

**270 Green Jobs Promoted on Our Portal**

**26 Employers Engaged**

### Green Schools

- Implemented **FREE Sustainability Education for local schools**
- **22 Speakers** from our member base trained on the content to deliver the 90-min workshops
- **60 Potential LAUSD hirees** trained on GJEP content
- **25 Requests from teachers** for Sustainability Fundamentals workshops at their schools (ES, MD, HS) in 2021

### Green Building Corps (GBC)

- 1st cohort (Sept/20): **44 applicants** - **9 GBC members** selected + **3 community college interns**
- **500+ hours** of work experience gained / **10 mentors** engaged
- **4 GBC members** hired for full-time or better positioned

### Launch of Talent Portal

- **270 Green Jobs** posted
- **26 employers profile** / **3 job fairs hosted** - **143 attendees**
- **48 Training sessions & webinars** - **1,789 attendees**
## USGBC-LA Initiatives

### Healthy Building Alliance (HBA)

- Launch of the **Corporate and Home Office** application processes
- **15 Partners engaged**, including Mayor’s Office, SCANPH, LADWP, UL, JLL, Kilroy, IWBI, SEIU and others
- **20+ Service Providers** participants (WELL, Fitwel, Biophilia, IAQ monitoring, Water quality, Ergonomics, Fitness)

### Green Janitors Education Program (GJEP)

- Launch of **GJEP** - virtual format
- **105 janitors graduated** in LA/OC/SD
- **Adaptation of the program for LAUSD workers** - 60 hirees trained + 20 in training

### Legacy Project 2020

- 11 community projects applied for LP 2020
- Project selected: **West Adams Resiliency Garden**
  - Pathways for re-entry of formerly incarcerated people through landscaping and environmental services: *Tobias Tubbs has successfully led his first ten-week remote gardening program, which incorporates writing, art, and spoken word to promote a holistic healing process for participants*
  - A rooftop aeroponic garden and soil-based ground-level garden used as educational spaces for urban landscaping: *Plans for the rooftop have been finalized and are under project approval process from the City*
  - Food grown in the garden to support community health through nutrition and food security: *The ground-level garden at the church is successfully constructed, heavily shaded and being used primarily medicinal for plants*
USGBC-LA INITIATIVES

OUR IMPACT IN 2020

17 STARTUPS + 14 PILOT SITES + 27 SUPPORTERS

2020 NZA COHORT

FIREWISE EDUCATION

- Webinar on Firewise Strategies/ Virtual Tour of two Firewise homes with a total of 180 attendees

LANDSCAPER CERTIFICATION

- California Native Plant Landscape Curriculum - An 18-hour certificate program (English & Spanish) launched in partnership with Theodore Payne Foundation: 60 students in training

LASER

- 100+ Sustainability Executives from the Los Angeles region engaged
- 4 Quarterly Roundtables: 400+ attendees/ 43 panelists
- 2 Deep Dive Experiences
- Development of the White Paper Pandemic Series: Telecommuting’s Impact on GHG Emissions in LA; Impact of COVID-19 on plastic waste management in LA; Carbon Offset Playbook for the Greater Los Angeles Region

NET ZERO ACCELERATOR

- 2nd cohort - 161 applicants (50% increase compared to 2019)
- 27 companies and organizations as supporters (UCLA, Skanska, NREL, Gensler, HDR, SCE, Vanir and others) and 14 Pilot Sites (LACCD, CSUN, Kilroy, LADWP, NRDC, Hudson Pacific and others)
During 2020, we had many calls which introduced USGBC-LA to community or trade groups that then became Marketing Partners, as well as to individuals at universities / colleges, either in academic departments or Career Centers. We reviewed each others’ goals, needs and audiences, and agreed to share each others’ relevant events. On the Community or Trade groups, we engaged regularly with about 24, with 2 of those groups already familiar with us but newly solidified or revived. On the higher education front, we reached out to approximately 20 academic departments, and approximately 18-20 aligned Career Centers.

NEW PARTNERSHIPS FORMED IN 2020:

- USGBC National
- LA Careers by Design
- ACE Mentor Program
- Association of General Contractors (AGC)
- Association of Women in Architecture & Design (AWA+D)
- Association of Women in Water, Energy and Environment (AWWEE)
- City Plants
- Conscious Capitalism
- Construction Mngt. Association of America (CMAA)(revived)
- GACCwest (German Business for the Western US) (solidified)
- Hollywood Community Housing Corp. (HCHC)
- LA Ecovillage
- LA/OC Building & Construction Trades
- NAACP CESBS
- Neighborhood Council Sustainability Alliance
- Real Estate Assn. of Latinx Professionals (REĀL)
- SlateZ
- IWBI
- Institute for Sustainable Infrastructure (ISI)
- Theodore Payne Foundation
- Strategic Energy Innovations (SEI)
- IDEPSCA
- Emerald Cities Collaborative
- USC Sol Price School of Public Policy - Career Services
- Garden Butterfly
OUR TEAM

BEN STAPLETON
EXECUTIVE DIRECTOR

JULIE DU BROW
DIRECTOR, COMMUNICATIONS & PARTNERSHIPS

BECKY FELDMAN
EVENTS MANAGER AND LASER PROGRAM LEAD

LEAH IZZETT
COMMUNITY MANAGER

FARAH LAVASSANI
MARKETING MANAGER

COLIN MANGHAM
DIRECTOR, NET ZERO ACCELERATOR

CARLI SCHOENLEBER
PROGRAM AND MARKETING COORDINATOR

FERNANDA ZUIN
SUSTAINABILITY PROGRAM MANAGER
OUR COMMITTEES

ADVOCACY
The Committee identifies and works on local and regional initiatives that affect the built environment with a range of officials and professionals.

BUILDING DECARB
The Committee collaboratively advances education, policy and programs on building decarbonization for the greater LA region through education, technology & tools, policy & advocacy, and materials & products.

CONSTRUCTION
The Committee provides a space for collaboration to advance sustainability in construction for the greater Los Angeles Region through education, leadership, and access to resources.

DIVERSITY, EQUITY, & INCLUSION
This committee prepares and coalesces change agents in the fight for environmental, socio-economic, and racial equity, with a specific focus on the green building sector.

EMERGING PROFESSIONALS
This committee convenes fresh new perspectives from some of the brightest minds rising in our sector. They support all of our Committees and serve as a pipeline for emerging talent to grow into leadership positions.

GREEN SCHOOLS
The Committee’s mission is to engage Southern California schools in a dialogue that encourages the growth of a sustainable school system, which includes the health and well-being of the students and the buildings in which they attend.

LASER
Los Angeles Sustainability Executives Roundtable (LASER) gathers corporate sustainability leaders to empower and support a stronger focus on sustainability and environmental stewardship as sound business principles.

LEGACY PROJECT
The annual Legacy Project is a gift to historically excluded communities in our region intended to foster environmental, economic, and social sustainability across LA’s diverse neighborhoods.

URBAN LANDSCAPE
The Committee seeks to protect and expand access to high-quality green space. Our focus will be in the places where nature can have the greatest impact on community health and resilience—our public schools and youth in our local, historically excluded communities.

WOMEN IN GREEN
The Women in Green Committee provides a forum for women and allies to make an impact in Los Angeles, build networks, celebrate women leaders and create healthy, inclusive, sustainable, resilient communities for all.
Inland Empire (IE) Branch of USGBC-LA covers San Bernardino and Riverside Counties with a collective population of over 4.3 million people and over 1.3 million households. Implementing green building practices is crucial to the IE’s future environmental sustainability, economic success, and quality of life. This is done through passionate and dedicated members of our branch, including volunteers, who are the lifeblood of our successful programs.

The Long Beach Branch believes that, as design professionals, we need to do our part in promoting buildings that are environmentally responsible, profitable, and healthy places to live and work. The branch collaborates with the key players in this sector—actively promoting energy efficient and environmentally responsible building designs that will result in the reduction of greenhouse gas emissions and prevent depletion of our natural resources.

The San Fernando Valley Branch is the driving force behind the green building industry and the sustainability movement in the region. The branch provides leadership for the Valley’s ecologically aware businesses and residents by building relationships with established organizations, organizing timely and informative speaking engagements with industry leaders, coordinating green building events and projects, spearheading cutting-edge case studies, and facilitating dynamic networking and educational opportunities to raise USGBC-LA’s profile throughout the San Fernando Valley.

The San Gabriel Valley Branch allows members who live and work in the San Gabriel Valley to foster more meaningful connections with like-minded professionals, environmental organizations, and local governments. The branch offers networking opportunities, educational programming, outreach to the community and interaction with local governmental bodies.

The South Bay Branch builds on connections with the South Bay Community of Governments, companies like Toyota, institutions such as El Camino College, and the vibrant environmental task forces in our South Bay Beach cities. This branch is strategically positioned as an advocacy hub for the region and is committed to being a leader in carbon neutral community initiatives. We believe that change is driven through passionate citizen-led activities, accompanied by strong environmentally conscious legislation.

Westside Branch of USGBC-LA focuses on the provision of programs that add technical and intellectual depth to the green building process, including regional project tours, educational events, networking evenings and other opportunities that foster the collaborative exchange of ideas and information. To that end, participant diversity is critical and our goal is to engage professionals from the A/E/C and real estate/finance sectors as well as those representing legislation and public policy, and academia.