Agenda

11:00am - Welcome & Introductions

11:10am - Intro to USGBC-LA & Update on our A+P Initiatives

11:20am - California Advocacy Day Recap

11:30am - Reflections from AD participants

11:40am - One-Click Tool Letter Campaign

11:45am - Q&A
Intros: Who you are

- Name
- Where you are calling in from?
- A memory that makes you smile
- What made you want to tune in today?
Who we are

We’re on a mission to build a sustainable region for all! USGBC-LA is about people—passionate, practical, and informed professionals and advocates who work together to guide our collective community impact on the issues they care most about.

We promote a collaborative and approachable environment for anyone to learn the “why,” “who,” and “how” of living sustainably because business as usual is no longer an option.
Community

Driving market transformation

Through impactful action and education
USGBC-LA centers the people we serve and our advocacy is interwoven into all that we do.

Our mission is our advocacy.
Our programming is our advocacy.
Our events are our advocacy.
Our projects are our advocacy.
Our trainings are our advocacy.
Galvanizing our member base is our advocacy.
Activating our community is our advocacy.

Find out more at http://www.usgbc-la.org/advocacy/
Our Advocacy Philosophy

Together we can create a more sustainable future for all.

Find out more at http://www.usgbc-la.org/advocacy/
Advocacy + Policy (A+P) Q1 Updates

- New Website!!! – https://usgbc-la.org/advocacy/
  - Includes current priorities, A+P Resource Hub, Letter of Support Request Process, Advocacy Day

- Partnership Inroads
  - Intro calls w/LABC, NRDC, E2, ActiveSGV, Rewiring America, AIA-LA/COTE, BizFed, etc.
  - Intro round-robins with USGBC-LA Committees

- Ongoing Resource Support (External)
  - Burbank Building Electrification Coalition
  - Numerous Letters of Support
  - Resource assistance to cities & partners

- Ongoing Resource Support (Internal)
  - Interweaving A+P into:
    - Grant pursuits
    - USGBC-LA service lines

- Creation of Supportive Infrastructure
  - Letter of Support Database
  - Advocacy Day Toolbox
  - A+P Branding Slides
  - Advocacy Connection (Recurring segment in Newsletter)
Advocacy + Policy (A+P) Q2 Updates

- **Partnership Inroads**
  - Intro round-robin with USGBC-LA Committees (cont’d)
  - In-person intros with State Agencies & Legislature

- **Ongoing Resource Support (External & Internal)**
  - Interweaving A+P into our DNA + external tentacles
  - One-click Tool Support Letter Campaign

- **Relationship-Deepening**
  - Activating initiatives & priorities w/all partner types
    - Co-hosting webinars on mutual priorities
    - Partnering on local workforce development objectives
    - Recurring check-ins w/State agencies & Legislature staff
    - Further coordinating w/existing partner allies on shared initiatives

- **A+P Idea Labs**
  - Public Agencies (all levels)
  - Community-based organizations
  - Industry & Peer Events
  - Specific Member Groups
    - Geographically-based areas
    - Sustainability Sectors
    - Personal Identity
California Green Building Advocacy Day Fun

May 3rd, 2023
California Advocacy Day

https://usgbc-la.org/advocacy/

May 3rd, 2023

- **3-part series:**
  - Virtual prep & training session - April 19, 2023
  - In-person Advocacy Day - May 3, 2023
  - Virtual recap session - May 23, 2023

- **May 3rd (‘Day of’):**
  - 10:00am-10:30am Team Huddle
  - 10:30am-12:00pm Leg Meetings
  - 12:00pm-1:30pm Lunch
  - 1:30pm-5:00pm Leg Meetings
  - 5:30pm-7:00pm Gratitude HH

- **Primary Objectives:**
  - Build relationships with State leaders and their teams
  - Make a connection on shared priorities
  - Discuss relevant climate-related bills (as appropriate)
  - Establish an ongoing, year-long rapport on the issues impacting our community
Advocacy Day Goal

Policy
Advocacy
Relationships (Policymakers & Partners)
Hierarchy / Proportionality

USGBC A&P Team
You Are Here
California Legislative Climate

- California's legislative session (2023-2024) runs from Dec 05 2022 - Sep 15 2023. Then carryover.
- California has a Democratic trifecta.
- Feb 17 2023 was deadline for introducing bills - 2,632 bills total.
California Advocacy Day

https://usgbc-la.org/advocacy/

May 3rd, 2023

Reflection on ‘Day of’ Activities:

- Our 10-member coalition met with 12 State Representative teams:
  - Assemblymember Lisa Calderon
  - Assemblymember Laura Friedman
  - Assemblymember Damon Connelly
  - Assemblymember Isaac Bryan
  - Assemblymember Dana Addis
  - Assemblymember Al Muratsuchi
  - Senator John Laird
  - Senator Henry Stern
  - Senator Lena Gonzalez
  - Senator Carolina Menjivar
  - Senator Dave Cortese
  - Senator Anna Caballero

- Criteria for meeting request w/State Legislature:
  - Track record for climate-forward lawmaking
  - Position of influence w/in the Legislature
  - New to elected office
  - Representing the LA region
  - Current bill nexus w/USGBC or USGBC-LA priorities
California Advocacy Day

https://usgbc-la.org/advocacy/

May 3rd, 2023

Reflection on ‘Day of’ Activities:

- State offices receptive to our coalition being an ongoing resource, though the focus of staff varied:
  - Some wanted to chat mostly about specific bills
  - Some provided a run-down of the Senators’/Assemblymembers’ priorities
  - Some wanted to a specific ask from us
  - Some were so excited to know we existed :)

- Distributed USGBC-LA leave-behinds to more than 20 State Representative offices unavailable on Advocacy Day

- Lots of good energy, conversations, and attitudes on potential for collaboration

- Follow-up & stage-setting for future conversations has already begun

- Met w/State representatives from CEC, OPR, DOI, & DGS day after Advocacy Day
California Advocacy Day

https://usgbc-la.org/advocacy/

May 3rd, 2023

Key Takeaways:

Prep/Planning:
- Target early April for Advocacy Day 2024
- Have more volunteers help with the prep to maximize excitement and share in the fun
- Employ AD 2023 best practices re: virtual training call, weekly emails, and final packet to coalition members in future years
- Expand the reach within the State Legislature

Day Of:
- Multiple breaks throughout the day are favorable
- Ratio of coalition members to number of meetings should be just right (4:1 or 5:1)
- Have lunch and happy hour destinations be very proximate to Capitol/Capitol Annex
- Emphasize fun, good attitude, and great energy by all attendees

Post-Event:
- Follow-up, follow-up, follow-up
- Create opportunities for feedback from the coalition
- Keep momentum for Advocacy Day alive via ongoing membership/community engagement
California Green Building Advocacy Day Fun

May 3rd, 2023
California Priority Bills (USGBC)

- **SB 394:** Requires the State Energy Resources Conservation and Development to develop a Master Plan for Healthy, Sustainable, and Climate-Resilient Schools by November 2024; plan must include an inventory of the state’s public school buildings and grounds and a set of priorities, benchmarks, and milestones for health, resilience, and decarbonization of school campuses and support facilities. - Passed

- **SB 416:** Requires all new building and major renovation projects larger than 10,000 square feet undertaken by state agencies after January 1, 2024, to obtain LEED Gold. - Third Reading

- **SB 253:** Requires CARB to develop and adopt regulations requiring U.S. business entities with total annual revenues in excess of $1 billion to annually disclose their scope 1, 2, and 3 emissions. - Third Reading

- **SB 48:** Requires utilities to aggregate energy usage (initially had water usage in the bill but that was scrapped during committee amendments); gives CARB the authority to establish a BPS for commercial buildings over 50,000 square feet, upon appropriation. - Third Reading

- **SB 511:** Requires CARB, before January 1, 2028, to develop and publish a report on GHG emission inventories for the calendar year 2025 for each city, county, city and county, and special district; requires CARB to update the inventories for subsequent calendar years. - Third Reading
Other Bills: Monitoring (USGBC)

- **AB 9**: Requires the state board to ensure that statewide greenhouse gas emissions are reduced to at least 55% below the 1990 level by no later than December 31, 2030. - *Third Reading*

- **AB 384**: Requires the Department of Education to develop recommendations for safe indoor air temperature standards for public school facilities. - *Third Reading*

- **SB 682**: Requires state agencies to purchase or specify at least 10% of cement and concrete that meet a certain benchmark by 2030 and exclude the purchase of fossil-based supplementary cementitious materials by 2035. Requires by 2024, state agencies to develop advance procurement agreements to facilitate production of low-carbon concrete and cement. - *Suspense File*
Other Bills: Monitoring (USGBC)

• **SB 755**: Requires CEC to develop a website for all efficiency and building decarbonization programs available in the state for residential buildings. - *Third Reading*

• **AB 43**:Expresses the intent of the Legislature to enact future legislation establishing a Low Carbon Product Standard to facilitate a credit trading platform for building materials. - *Third Reading*

• **AB 527**: Creates the School Greening and Resiliency Fund to award competitive grants to schools for projects that reduce ambient temperature through more green cover - transforming paved spaces into green spaces. - *Third Reading*

• **AB 927**: Authorizes school construction plans to also include designs that promote an efficient response to extreme heat and climate change. - ??
• **AB 1195 (Climate Resilience) Calderon** - Would establish the Climate Change Preparedness, Resilience, and Jobs for Communities Program, to be administered by the Strategic Growth Council, and would require the council to fund grants to develop and implement multibenefit, community-level, climate-beneficial projects to support community and landscape resiliency and workforce development. - *Held under Submission by Appropriations Committee*

• **AB 1572 (Nonfunctional Turf) Friedman** - Pushes to eliminate potable water being used to irrigate existing non-functional non-residential turf - *Third Reading*

• **AB 1573 (Water Conservation in Landscaping Act) Friedman** - Requires that new projects be designed without non-functional non-residential turf and instead be landscaped with low-water use plants of which no fewer than 75% are locally native - *Third Reading*

• **AB 1689 (GHG; Decarbonization) Grayson** - Express the intent of the Legislature to enact subsequent legislation that would further support California’s efforts to decarbonize the built environment. - *Dead*

• **SB 48 (Building Energy Savings Act) Becker** - As presented by USGBC
**SB 306 (Equitable Bldg Decarb) CABALLERO** - Requires the State Energy Resources Conservation and Development to award grants through the Equitable Bldg Decarb Program and also give preference to projects in buildings in specified regions of the state. - *Third Reading*

**SB 416 (LEED for State Bldgs) LAIRD** - As presented by USGBC

**SB 529 (EVs) GONZALEZ** - Requires the California Energy Commission to create a program to award grants to facilitate electric vehicle sharing services. - *Suspense File*

**SB 745 (Drought-Resilient Bldgs) CORTESE** - As presented by USGBC

**AB 593 (Carbon Emission Reduction Strategy) HANEY** - Directs the California Energy Commission to identify and implement an emissions reduction strategy for the building sector, complete with milestones, to advance California’s path to carbon neutrality by 2045. - *Third Reading*
One-Click Tool Letter Campaign (Coming in June)

Let’s continue the momentum from Advocacy Day and send your State Representative a letter that articulates the importance of sustainable policies related to high-performing buildings and climate action. Our one-click tool makes it easy to generate and send that letter with simply a few inputs!!
Audience Q&A

Advocacy Day Virtual Recap