

U.S. Green Building Council



**Central Texas – Balcones Chapter
Strategic Plan for 2007-2009**

INTRODUCTION

The Central Texas – Balcones (CTB) Chapter plans to encourage and serve local and national membership from a diverse bioregion. This region includes San Antonio and Austin, Texas, and outlying suburban and rural areas.

Locally, the Central Texas – Balcones Chapter will operate using an advocacy-based board structure. The Chapter will seek to form additional partnerships and strategic alliances with other local and regional organizations to accomplish common goals and objectives.

The Central Texas – Balcones Chapter will support the policies and mission of the USGBC, and will establish and maintain consistent dialogue with national USGBC organization regarding Chapter structure and operations.

Mission, Vision, Commitment, and Priority Goals

Vision

Buildings and Communities will regenerate and sustain the health and vitality of all life.

Mission

Accelerate the transformation toward sustainable building and land development practices in Central Texas through innovation, advocacy, and partnerships.

Commitment

The Chapter is dedicated to progressive achievements toward a sustainable built environment. We will serve as a respected and visible catalyst for change in the region for green building practices, technologies, policies and standards.

Priority Goals

- Organizational Excellence
- Advocacy and Influence
- Education
- Research
- Communication

GOALS AND STRATEGIES

Goal 1: Organizational Excellence

Goal Statement:

The USGBC Central Texas-Balcones Chapter will be an effectively led and managed, well-governed, fiscally sound organization.

Objectives:

1. Create an Advisory Board.
2. Continue to develop a diverse and influential Board.
3. Increase operational and organizational effectiveness through clearly defined roles, responsibilities and priorities across the Chapter.
4. Continue to evolve structures and processes to ensure organizational nimbleness, scalability and customer satisfaction.
5. Ensure open communications, understanding and ethical practices across all parts of the Chapter.
6. Raise funds to support both long term and short term financial goals.
7. Create a positive image that reflects our value as a resource and voice.
8. Ongoing development of active committees.

Goal 2: Advocacy and Influence

Goal Statement:

The USGBC Central Texas-Balcones Chapter will be recognized as the regional authority on green building and the building related aspects of sustainable development by business leaders, public policy makers, media, non-governmental organizations (NGO's), educators, practitioners and consumers.

Objectives:

1. Create a forum to encourage dialogue about all aspects of sustainable development. (The purpose is not to compete with the existing green building entities/industry leaders in our community but instead provide a hub for cross-pollination and collaborations.)
2. Provide focused outreach and education to community and building industry leaders to help them better understand the benefits and grow their support for sustainable development.
3. Identify and reduce the barriers that exist in our region.
4. Create templates and educational publications focused on **ADVOCACY**.
5. Support regional advocacy efforts.

Goal 3: Education

Goal Statement:

The USGBC Central Texas-Balcones Chapter will establish and grow industry capacity and consumer awareness of green building.

Objectives:

1. Encourage and empower program development unique to the needs of the Cities in our region.
2. Provide scheduled monthly events (workshops, lunch and learns, project tours, etc.) to encourage membership participation, networking, and professional development.
3. Help integrate green building into professional and academic curricula through ongoing collaborative efforts with institutions of higher learning and professional organizations in our region.
4. Develop a plan/program for different target audiences.
5. Various committees and efforts support this objective.

Goal 4: Research

Goal Statement:

The USGBC Central Texas-Balcones Chapter will be both a resource for existing knowledge about the built environment and a driver of relevant research.

Objectives:

1. Position the CTB Chapter at the center of this community with expertise and information dissemination
2. Increase collaboration and connectedness to build on existing research as it relates to green building and LEED.
3. Innovate the mechanism(s) that allow for effective knowledge transfer. (START-Sustainable Technologies Applications Resource Team- online database)-
4. Identify potential research components of other committees and efforts within the chapter.
5. Identify information and research posted on the national website than can be shared locally.

Goal 5: Communication

Goal Statement:

The USGBC Central Texas-Balcones Chapter will provide regular communication and transparent operations to enhance community awareness of green building processes and practices.

Objectives:

1. Provide open communications between the board, committees and membership.
2. Provide greater publication outreach and education to the general public.
3. Create a forum for ongoing dialogue about the issues that affect our region.
4. Create the information sharing that supports our transparency objective.

PRODUCTS/SERVICES

The Central Texas - Balcones Chapter will create products and services aimed at achieving our mission of promoting the design, construction, and operation of green building through the development of industry standards, design practices and tools, policy advocacy, information exchange, and education. The following products and services are presented in the categories of Year One, and Years 2 - 3.

Year One: 2007-2008

- Create a forum through our monthly newsletter initially and then shift to an online format.
- Complete the development of the START online database.
- Hire staff position to support operations.
- Collaborate with our Partners to plan events and opportunities for networking and outreach.
- Preparation of technical briefs, case studies, and options studies on how LEED requirements mesh with local building codes.
- Implement membership dues.

Years Two and Three: 2008-2009—

These programs and services will be reviewed and updated during on an annual basis.

- Coordinate with national Council to develop regional green building criteria
- Ongoing sponsorship or co-sponsorship of regional conferences and events
- Development of strong and vibrant “City Centers”
- Ongoing regional information exchange

MEASURE OF SUCCESS

- The Central Texas-Balcones Chapter’s success can be measured in the following ways:
- Active, growing membership
- Increase in sustainable development practices and available resources (products and providers)
- Increased fundraising and operating budget
- Increased number of partnerships and collaborations
- Willingness of influential/community leaders to participate on local Board and Advisory Board
- Well attended Chapter events

OPERATING PLAN – USGBC CENTRAL TEXAS - BALCONES CHAPTER

2007 Board of Directors:

(* denotes Executive Committee Member)

*Chair

Kathy Zarsky, The Beck Group

*Co-Vice Chair

James Andrews, Overland Partners

*Co-Vice Chair

Michele Van Hyfte, Monarch Consulting

*Treasurer

Kirk King, Brooks Development Authority

*Secretary

Heather DeGrella, Lake Flato Architects

Adrian Neely, Triad Building Maintenance

Heather Venhaus, Lady Bird Johnson Wildflower Center

Rose Ryan, City of San Antonio

George Cofer, Hill Country Conservancy

Eduardo Acosta, City of Austin

Dason Whitsett, UT Austin School of Architecture

Sara Partridge, TBG

Brian Ulrich, DBR Engineering Consultants

Chair Emeritus

Katie Jensen, Austin Energy

Regional and National Representation:

*South Regional Council (SRC) Board Representative & SRC Chair

Heather Venhaus, Lady Bird Johnson Wildflower Center

SRC At Large Representative

Alison Rivenburg, Contexts

National Board Representative

Robert Harris, Lake/Flato Architects

Committee Leadership:

Government/Advocacy

Eduardo Acosta, Board Liaison
Dason Whitsett

START

Aide Uzgiris, Chair
Kathy Zarsky, Board Liaison

Communications

Sara Partridge, Co-Chair (Austin)
Heather DeGrella, Co-Chair (San Antonio)

Education/Workshops

Sue Barnett, Chair
Michele Van Hyfte, Board Liaison

Outreach & Programs

Dason Whitsett, Chair

Finance

Kirk King, Chair

Sponsorship/Fundraising

Adrian Neely, Co-Chair (Austin)
Rose Ryan, Co-Chair (San Antonio)

Membership

Brian Uhlrich, Chair

Emerging Green Builders

Tina Woodings, Chair
George Cofer, Board Liaison