

2016-2017 STRATEGIC PLAN

economy
(profit)

environment
(planet)

community
(people)

organizational
excellence

Use education, outreach and advocacy to increase the demand for sustainably developed buildings and communities, and to generally promote economic activity in the green building and jobs sector in Texas.

SMART GOALS

- **Increase the number of construction and development projects that incorporate significant sustainability goals**
- **Grow the number of Green Jobs in Texas**

STRATEGIES

- Work with state and local economic development groups to prioritize increasing green jobs, incentives and development practices
- Educate people about benefits of sustainable development – citizens, consumers, home buyers, renters, businesses, healthcare professionals
- Develop and promote economic case for sustainable development – developers, owners, government
- Partner with organizations that help accelerate the adoption of sustainable development practices (PACE, ULI, 100 Resilient Cities, USDN, etc.)
- Advocate for public policy that eliminate barriers to adoption of sustainable development practices (e.g. utilities and solar)
- Promote the local adoption of green building codes

Texasans depend on the natural environment for clean air, water and energy. Development, construction, and building operations have a significant impact those resources and on the world around us. As significant increases in the population of Texas continue alongside expanded development and resource exploration, USGBC Texas has the opportunity and responsibility to forward the conversation surrounding these important issues.

- **Lead the conversation on Climate and Natural Resources in Texas**
- **Be a trusted resource for state and local governments**
- **Collaborate with key external groups**

- Develop messaging to communicate, audience appropriate, information regarding the impact of the built environment on climate change and natural resource depletion.
- Identify external networks aligned and unaligned with the chapter mission followed by a SWOT analysis of those networks
- Follow up with other organizations / networks and identify collaborative opportunity

Develop and implement programs to engage communities across Texas through individual and partner outreach, advocacy, education, marketing and communications in ways that promote local experts and successful projects.

- **Create partnerships with allied organizations**
- **Identify key stakeholders and target markets and develop strategies for outreach/engagement**
- **Create education venues and opportunities**

- Engage regions to identify and celebrate local green champions
- Promote talent on state and regional website and social media outlets
- Spotlight local events statewide
- Identify local best practices appropriate for statewide deployment
- Implement finalized branding/marketing messaging
- Promote the benefit of state resources locally
- Identify key stakeholders & points of contact
- Promote regional wins
- Expand awareness about the benefits of interacting (live, work, play) in sustainably designed / developed buildings and communities
- Develop targeted outreach that emphasizes the human health impact resulting from sustainable building and development practices
- Direct outreach efforts toward schools and healthcare providers / networks

The formation of USGBC Texas is an opportunity to establish the model for USGBC chapters across the nation with regard to coming together in the name of service, stewardship, collaboration and leadership. We exist to provide an opportunity for service to the community, but also to provide service to our membership. We are committed to the tenets of transparency, accountability and partnership. We are the catalysts of change responsible for building the next generation of green leaders.

- **Be well-governed**
- **Ensure organization is fiscally sound**
- **Build and maintain effective and empowered leadership**

- State Board to maintain an on-going strategic focus
- Empower Regional Councils to engage in local action reflective of the strategic plan
- Maintain transparency and accountability at all levels
- Establish a balanced budget annually
- Identify and recruit new financial funding sources
- Effectively utilize existing and new resources
- Empower ED to maintain and grow the chapter
- Ensure Board is well-informed, trained and equipped
- Implement mindful succession planning

USGBC TEXAS...

will be the recognized authority on sustainable building and land development practices in Texas and beyond by engaging the community, energizing members and attracting partners through outreach, education, advocacy and partnerships, focusing on the promotion of the triple bottom line – social, environmental, and economic prosperity (people, planet, profit).

VISION

Buildings and communities will regenerate and sustain the health and vitality of all life for present and future generations

MISSION

To transform the way buildings, homes and communities are designed, built, maintained and operated in Texas through outreach, education, advocacy and partnerships, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life in Texas.

CORE VALUES

Reconcile Humanity with Nature

Foster Social Equity

Ensure Inclusiveness

Maintain Integrity

Exhibit Transparency



TEXAS

FEBRUARY 2017 update