



 **USGBC-ILLINOIS**

2016-2020 EPIC CHALLENGE STRATEGIC PLAN

SCALING CARBON REDUCTION AND EMPOWERING OUR CLIMATE FUTURE

APPROVED 09.22.2016

EXECUTIVE SUMMARY

The Illinois Green Building Council (USGBC-Illinois) is a membership driven non-profit that strives to promote green buildings and sustainable communities for all. We believe that green infrastructure is key in strengthening communities and improving the quality of life for everyone.

Since our founding in 2002, USGBC-Illinois focused on incentivizing the use of green building design, construction and operations through education, policy and tools such as the LEED rating system. Our organizational efforts over the last decade have made a huge impact that has positioned Illinois as a national leader in green building underscored by having certified more LEED square footage per capita than any other state for the past three years in a row. This focused effort and success can be attributed to the large network of passionate sustainability-minded professionals and experts that make up our Illinois green building community.

Looking to the future, we want to leverage the passion, expertise, and resources of the construction, technology and design industries to bring the benefits of sustainability and efficiency to a wider audience. Our network of green building professionals will impact more people by rolling out an array of initiatives to help make Chicagoland communities livable, resilient, and adept at drawing down carbon. These initiatives can be transferable to any Illinois community.

Our Vision: An Epic Challenge for the Green Building Community.

It's time to put Chicago on the path towards a carbon-positive future in a way that improves the health, economy and social well-being of every resident in every neighborhood. To do so, we will implement carbon drawdown strategies by leveraging the passion, expertise and resources of Illinois' green building professionals in projects that engage more people and communities. Chicago's experience will inform other communities around Illinois (and the world) on how they can act to make their communities carbon neutral, and as a result, healthier, greener places to live, work and play.

Our short term goal to start us on the path towards this vision is to promote and implement carbon drawdown strategies in all of Chicago's 77 communities by December 2020.



ILLINOIS



2016-
2020

EPIC CHALLENGE STRATEGIC PLAN

GOALS TO BE ACHIEVED WITHIN THE FIRST 4 YEARS (BY 2020) INCLUDE:

- 1) ENGAGEMENT:** Engage 3,500 Chicago buildings in adopting one or more carbon drawdown strategy through retrofits, tenant engagement and operational improvements.
- 2) EMPOWERMENT:** Engage 100% of Chicago's 77 community areas in carbon drawdown actions that generate a realistic, optimistic and empowering view of Chicago's climate future
- 3) EDUCATION:** Provide training and resources for 30,000 people to socialize, advance and replicate no-regrets, carbon drawdown strategies and best practices throughout Chicagoland.



CAMPAIGN GOAL ONE | ENGAGEMENT

Engage 3,500 Chicago buildings in adopting one or more carbon drawdown strategies.

Chicago building energy use accounts for 71% of citywide greenhouse gas emissions and energy use accounts for up to 30% of all building operating costs. Implementation of Chicago's 2013 energy benchmarking policy has increased awareness around building energy use and primed an audience for promoting vetted carbon drawdown strategies to reduce building energy use. In 2015, over 1,800 buildings over 50,000 square feet reported their energy use representing all 77 Chicago communities. The experience of these buildings in implementing energy reduction and carbon drawdown strategies can provide a model and roadmap for energy efficiency action for neighboring communities and buildings outside of the policy requirements.

STRATEGY ONE » IMPLEMENT ENERGY BENCHMARKING TRAINING PROGRAM

Collaborate with Chicago Energy Benchmarking Working Group and utility partners to drive energy benchmarking policy compliance, drive energy efficiency action through innovative programming opportunities and no-regrets efficiency strategy implementation.

STRATEGY TWO » LEVERAGE/PROMOTE EXISTING ENERGY CHALLENGE PROGRAMS

Collaborate with existing building efficiency initiatives such as BIT Building, Chicago's Building Energy Challenge, EDF Climate Corps, City Energy Project and others to share best practices, create opportunities to build on each other's success, and celebrate innovation and achievements over time.

STRATEGY THREE » ADVOCATE NEW ENERGY EFFICIENCY POLICY

Develop and facilitate a coalition of multi-disciplined energy efficiency stakeholders to research, identify and advocate for future energy policy opportunities in Chicago and across Illinois.

STRATEGY FOUR » RESEARCH AND TRACKING

Coordinate with aligned organizations to promote partner research results, publish case studies of building efficiency improvements and impact, and develop an annual scorecard tracking and publicizing progress of carbon drawdown in Chicago.



ILLINOIS

222 MERCHANDISE MART PLAZA, SUITE 1502 | CHICAGO, IL 60654 | 312.245.8300 | USGBC-ILLINOIS.ORG | @USGBCILLINOIS



2016-
2020

EPIC CHALLENGE STRATEGIC PLAN



CAMPAIGN GOAL TWO | EMPOWERMENT

Engage with 100% of Chicago's 77 community areas by connecting members with green building know-how to specific carbon drawdown actions within their own community.

If we are to truly reduce carbon across the city and region, every community must be engaged in the adoption of vetted carbon drawdown strategies and solutions. Fortunately, green design and technology where we live, work and learn can make a community more efficient, economically viable and resilient. That's why we'll work to socialize carbon drawdown strategies by helping our members easily introduce best practices and connect to active sustainability players within their communities. Our members are eager to share their sustainability expertise within their communities that often lack the program structure or resources to most effectively implement their community plans or connect to a larger goal.

USGBC-Illinois will develop and implement the engagement opportunities and volunteer force that can help achieve community-led sustainability goals that achieve meaningful carbon drawdown work and improves the health of the community. The Board of Directors and Community Engagement Committee (CEC) will be responsible for driving the increased membership and volunteer recruitment necessary to make this goal a success.

STRATEGY ONE » ASSESS COMMUNITY ASSETS & DEVELOP PROGRAM IMPLEMENTATION PLAN

Work with partner organizations and members to assess the current status of existing community sustainability plans and community organizations working on environmental projects across Chicago. Our assessment will help prioritize community projects proposed.

STRATEGY TWO » ENGAGE SCHOOLS TO PROMOTE AND IMPLEMENT CARBON DRAWDOWN STRATEGIES

Assess current programs such as the Green Apple Day of Service and Healthy & High Performing Schools Symposium for opportunities. Develop new programs for members to engage students, teachers and administrators in neighborhoods to advance carbon drawdown strategies.

STRATEGY THREE » CREATE MATCH-MAKING OPPORTUNITIES

To encourage grassroots carbon drawdown projects identified by members or community groups, use USGBC-Illinois will leverage match-making programs (like USGBC's ADVANCE Program) between members and communities based on their expertise, experience and proximity.

STRATEGY FOUR » TRACK AND PROMOTE COMMUNITY CARBON DRAWDOWN IMPLEMENTATION

Create forum for members and communities to share resources, track progress and record successes. Provide an opportunity for members and community areas to set goals and engage buildings and individuals within their community to track their own carbon reduction wins as well.



ILLINOIS

222 MERCHANDISE MART PLAZA, SUITE 1502 | CHICAGO, IL 60654 | 312.245.8300 | USGBC-ILLINOIS.ORG | @USGBCILLINOIS



2016-
2020

EPIC CHALLENGE STRATEGIC PLAN



CAMPAIGN GOAL THREE | EDUCATION

Provide education and training for 30,000 people to socialize and advance carbon drawdown strategies throughout Chicago and the region.

Capitalizing on our 15 year track record in providing programs that develop educated advocates for green building technology and best practices, we will shift our programming goals and messaging to incorporate carbon drawdown strategies and implementation to members and the general public. We will provide in-depth training to our members about the technical elements and latest trends around carbon drawdown in Chicago. We will also develop education and awareness campaigns for the general public in a way that encourages action within homes and communities. The Standing Programs Committee (SPC) will be key to identify, develop and evaluate educational programs to guide this goal.

STRATEGY ONE » TRAINING MODULES FOCUSED ON GREEN BUILDING PROFESSIONALS

Develop recurring and on-demand training modules targeted at green building professionals focused on carbon drawdown strategies and best practices tied to energy, water and waste reduction. Partner with Project Drawdown and like-minded organizations (including community colleges, labor unions) to develop and deliver in-depth curriculum focused on carbon drawdown strategies, socialization and adoption methods/best practices.

STRATEGY TWO » LEVERAGE NEW AND EXISTING PROGRAMS TO EDUCATE THE PUBLIC

Tailor current programs (like the GreenBuilt Home Tour and Green Apple Day of Service) and create new programs (like our smart meter educational effort) that educate and engage neighborhood residents and community leaders around carbon reduction strategies at home and in their communities. Create post-programming education and social media campaigns to reach more people.

STRATEGY THREE » USE CORE PROGRAMMING TO PROMOTE CARBON DRAWDOWN STRATEGIES

Incorporate new construction carbon drawdown strategies into the educational programming for which we have built a reputation in providing. This includes core educational programs around LEED V4 and net zero and well as new trends like resiliency and building occupant health. Current opportunities include panel discussions, credential maintenance programs and the green schools symposium.



ILLINOIS

222 MERCHANDISE MART PLAZA, SUITE 1502 | CHICAGO, IL 60654 | 312.245.8300 | USGBC-ILLINOIS.ORG | @USGBCILLINOIS