

Canada Green Building Council - Greater Toronto Chapter
3-Year Strategic Plan, 2017-2019



BUILDING MOMENTUM



3-YEAR STRATEGIC PLAN (2017-2019)

Canada Green Building Council - Greater Toronto Chapter

Preface

About the Canada Green Building Council (CaGBC)

The CaGBC is a member based, not-for-profit, national organization that works to advance green building and sustainable community development practices in Canada. Additionally, the CaGBC is the licence holder for the LEED green building rating system in Canada, and supports the WELL Building Standard and GRESB in Canada. The CaGBC advocates for green building policies with all levels of governments and the private sector across Canada.

CaGBC Chapters play a key role in delivering CaGBC programs across the country.

About the Greater Toronto Chapter of the Canada Green Building Council (GTC-CaGBC)

The GTC-CaGBC is Southern Ontario's leading authority on green building best practices.

We Connect People. We Facilitate Learning. We Drive Change.

Established in 2006, our members come from across the green buildings spectrum and include: Academic, Non-Profits and Policy, Building Owners, Managers and Tenants, Professional Services Firms, Retail, Construction and Products, and Utilities. The GTC-CaGBC provides a wide range of educational programs and networking events for our members and the green building community at large and we work with both government and private enterprise to accelerate the adoption of green building principles, policies, standards and tools.

So what do we mean by Green Buildings?

According to the U.S. Green Building Council, green building is a holistic concept that starts with the understanding that the built environment can have profound effects, both positive and negative, on the natural environment, as well as the people who inhabit buildings every day. Green building is an effort to amplify the positive and mitigate the negative of these effects throughout the planning, design, construction, and operation of green buildings.

About this Strategic Plan

The GTC-CaGBC Strategic Plan 2017-2019 positions the Chapter to effectively support our National CaGBC's strategic goals.

The plan was developed by the Chapter Leadership Board. It is a living document that will be periodically reviewed and updated to respond to new opportunities and challenges facing the Greater Toronto Area green building community.

Revision 1: January, 2017

1. Education

2017-2019 Objective: Provide relevant, high-quality educational experiences as the green building industry's de-facto education resource to meet the needs of the Greater Toronto Area's green building professionals and advocates.

Strategic Priorities

1. Broaden our offerings to cover the opportunities and impacts buildings present on issues such as climate change and health and wellness.
2. Deliver a sustainable education model that provides LEED Professional Continuing Education credits.
3. Monitor the market and fill green building education gaps where the Chapter can add value to support its mission.
4. Deliver LEED education / networking events for targeted stakeholder groups that have achieved, or are working towards, LEED certification.

Success Metrics

Our success in this area will be measured by:

- ✓ Number of education hours provided
- ✓ Number of individuals trained
- ✓ Net annual revenue from education events

2. Networking

2017-2019 Objective: Convene premium networking events that connect green building professionals and advocates within the Greater Toronto Area and beyond.

Strategic Priorities

1. Deliver at least 4 annual networking events that form a crucial part of the Greater Toronto Area's green building events calendar.
2. Develop strategies to improve and enhance our Awards & Recognition program that recognize outstanding green building projects, innovations and professionals.
3. Grow our network beyond our established base in downtown Toronto.
4. Build and leverage stronger partnerships and explore joint events with like-minded organizations.

Success Metrics

Our success in this area will be measured by:

- ✓ Number of events held
- ✓ Number of event attendees
- ✓ Net annual revenue from networking events

3. Advocacy

2017-2019 Objective: Leverage the Chapter's position to advance green building policies, programs, and practices locally; advocating for the positive role green buildings can play in addressing climate change and promoting health and wellness.

Strategic Priorities

1. Assess and prioritize 3-5 policy issues to compel government decision making to align with the CaGBC's mission and goals.
2. Leverage relationships with all levels of government and key organizations to further green building development and activity.
3. Communicate issues, positions and outcomes pertaining to our advocacy efforts and promote involvement of the Chapter Membership.

Success Metrics

Our success in this area will be measured by:

- ✓ Breadth and Depth of Chapter engagement on prioritized Advocacy Initiatives.

4. Outreach

2017-2019 Objective: Connect with new stakeholders and young professionals in the advancement of the Chapter's mission and goals.

Strategic Priorities

1. Support our members with the implementation of energy and water benchmarking activities in the Greater Toronto Area.
2. Develop relationships and events with colleges and universities to broaden interest and engagement around green buildings.
3. Engage young professionals (Emerging Green Professionals, EGPs) in the networking, education, and advocacy activities of the Chapter.

Success Metrics

Our success in this area will be measured by:

- ✓ Number of outreach initiatives and events

5. Effectiveness

2017-2019 Objective: Ensure Chapter members and staff are effectively engaged and ensure timely and impactful communications to promote the Chapter and advancement of green buildings.

Strategic Priorities

1. Membership – Secure feedback from our members on their interests/needs and the performance of the Chapter and CaGBC.
2. Engagement – Provide opportunities for members and staff to engage through committee work, volunteering or other initiatives, in support of their professional development.
3. Communications – Leverage traditional channels and social media to effectively communicate with members and promote the benefits of green buildings in addition to the Chapter’s achievements.

Success Metrics

Our success in this area will be measured by:

- ✓ Member satisfaction
- ✓ Number of people reached with Chapter promotions