

May 19, 2021



Dear CCGBC Community,

As we emerge out of difficult times, CCGBC leadership proudly marches forward in stewardship of the Central Coast. As advocates of sustainability, it is commonplace to experience unprecedented changes, challenges, and opportunities. Over the past year, we discovered that standing together builds our strength, produces resiliency, and makes it much more fun to celebrate our successes!

While this past year has tested our vigor, we are proud to say that our organization is stronger than it has been in many years. We have updated our Mission, Vision and Values, **doubled** the number of [board members](#), and hired a new Communications Director (Eva Hogue) as Brianna Ruland moved on to new endeavors. Needless to say, we're excited for the year ahead.

We are also proud to announce that we have met or exceeded our goals from last year: to expand our regional presence, develop meaningful educational programs, and build alliances with other organizations. Our Regional Councils now meet on a monthly basis, we offer [free presentations](#) every month with Ventura College School of Architecture, and we are facilitating a monthly meeting with other USGBC chapters. This is just the beginning. Thus far in 2021, we have been developing programs to bring people and partners together. This year, we will:

- 1. Develop the Green Building Mentorship Initiative:** by connecting emerging professionals with experts in their field. This initiative will support the next generation of sustainability leaders by facilitating professional relationships and sharing experiences. [Here's a link to learn more!](#)
- 2. Revitalize the Green Schools Program:** by networking with our partners throughout the Central Coast to offer education and inspiration for students of all ages. This effort will connect students, teachers and administrators with green building experts to facilitate programs, projects, and presentations on a wide variety of sustainability-topics. [Check out our program here!](#)
- 3. Support the Diversity and Inclusion of the Green Building Industry:** by focusing our attention, support, and care in areas that have historically been under-served by the sustainability movement. We believe that green building should not be a full-pocket phenomenon and we plan to uplift our community in order to ensure a more equitable Central Coast.

Let us remind each other of the power of community and assist one another to instill a sense of purpose for the days ahead. Whether you are a fiscal sponsor, CCGBC member, or a participant in our programs, we are so grateful for your continuing support and dedication to helping us expand this important conversation and implement programs and projects that will have a positive lasting effect for generations to come.

With Sincere Appreciation,



Brandon Kaysen

President | USGBC Central Coast Green Building Council

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VISION:

Preserve and improve our unique quality of life, where every new or renovated building enhances the health and well-being of our built and natural environments.

MISSION:

The Central Coast Green Building Council is continuing the transformation of the Central Coast into a sustainable community, economy, and environment through education and advocacy of green building design, construction, and operational excellence.

VALUES:

- Facilitate a more equitable distribution of the triple bottom line (social, economic, and environmental).
- Protect and steward the natural environment, acknowledging its relationship with the built environment.
- Create a collaborative, regional network of building professionals and trade groups who are committed to green design practices.
- Inspire action and advocacy of green building solutions through education and outreach.
- Celebrate innovations and successes of organizations and businesses implementing green building designs and programs.

GREEN BUILDING AS DEFINED BY THE CCGBC:

A building and its site, interior, operations, and community in which it is situated that reduces or eliminates, and promotes positive impacts, on our climate and natural environment. This includes the entire life-cycle of a project, the people who occupy the building, and the integrity of the building itself.

If you aren't already, please consider becoming a member, sponsor, or donor today! We truly appreciate it. [Become a Member, Sponsor, or Donor today!](#)