



Sarah Boren, Executive Director

U.S. Green Building Council

North Florida Chapter

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Sustainable Needle-Moving Initiative

Concept

Design

Venues

Anticipated Impact

Volunteers & Partnerships

CONCEPT

Vision

Tipping Point

Stop being incremental

USGBC C4 Chapter

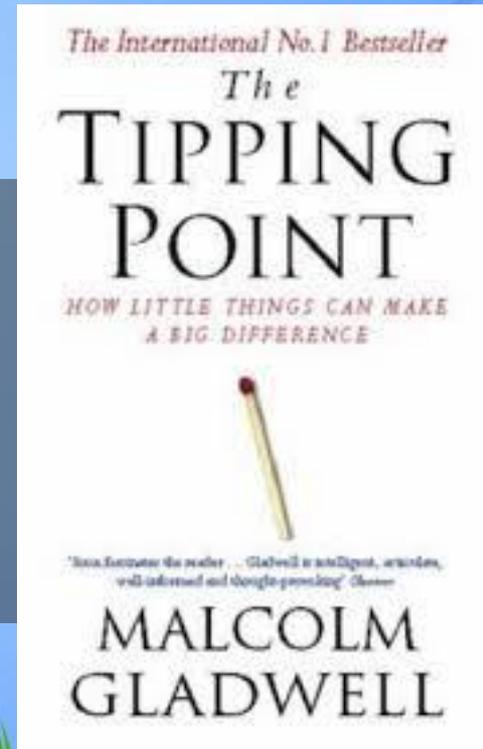
CSX



Sustainable region and green buildings for ALL
by 2040

Get to 20% in 10 Years

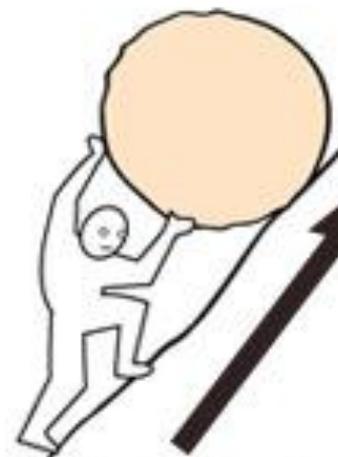
The Tipping Point



the tipping point



"it looked smaller from the bottom!!
just gotta keep pushin"



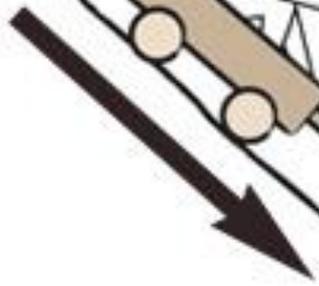
a lot of hard work
& slow momentum



"whoohoo!"



it gets easier from here, and
if you hit another hill you've
got some momentum behind you



Give up being incremental.

Actions – Simple statements
10-year Vision (20% rule).
3-year Action.



CALIFORNIA CENTRAL COAST CHAPTER OF USGBC

DESIGN

Charrette

Deciding which vehicle

Tom Norman

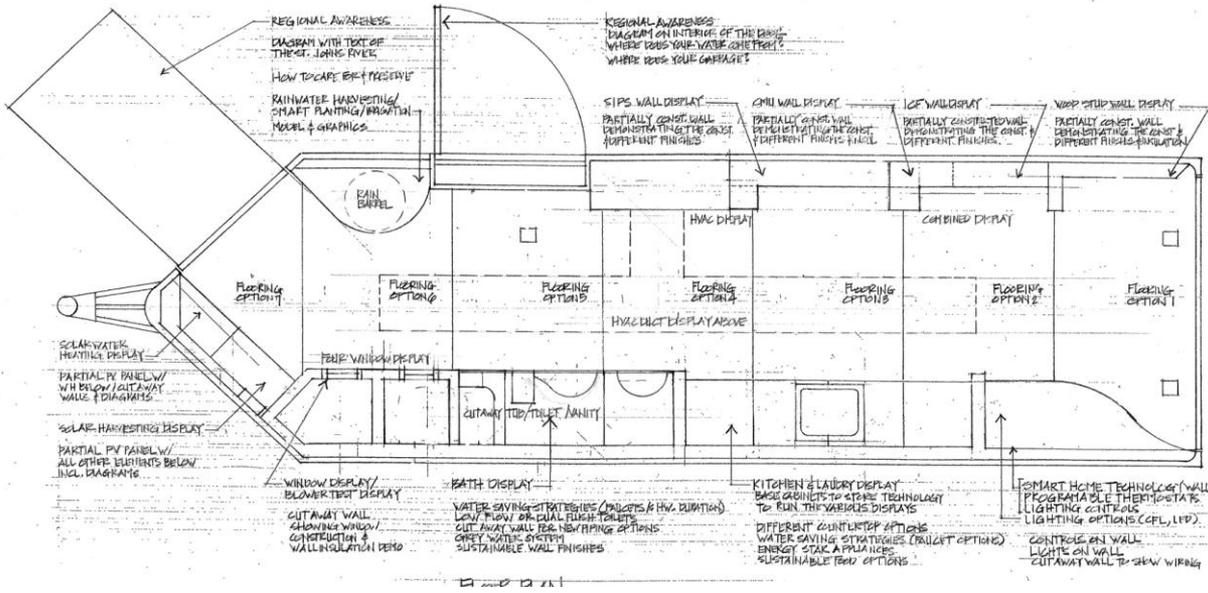
Graphics

Take Home Messages

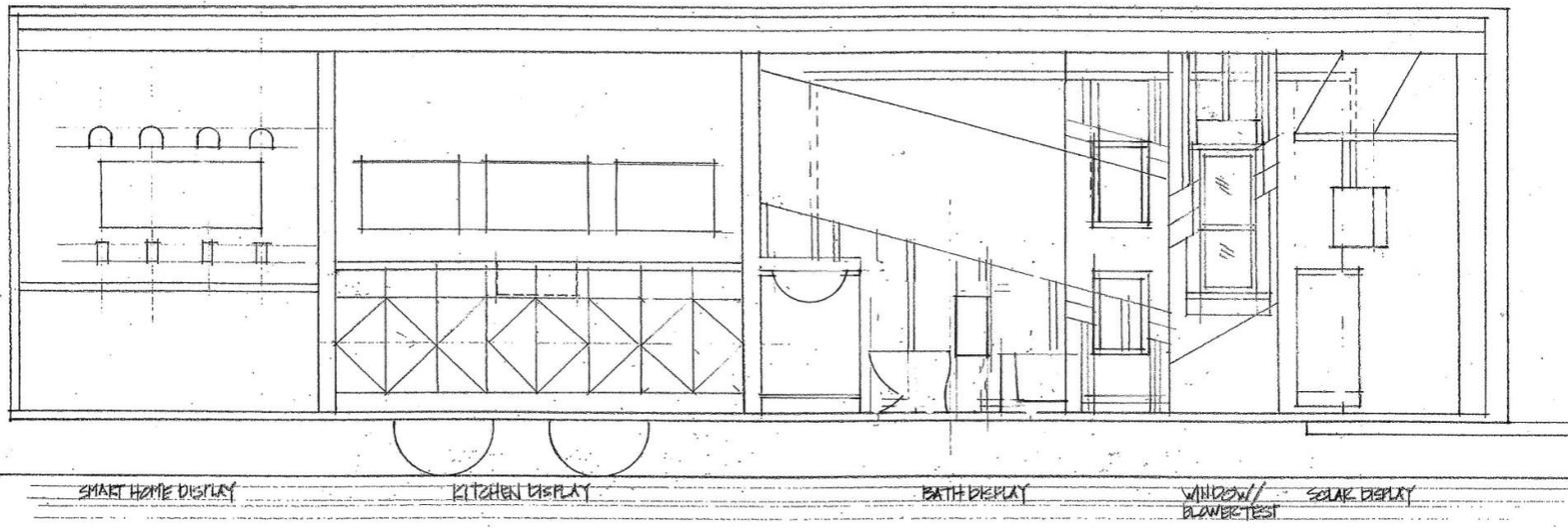




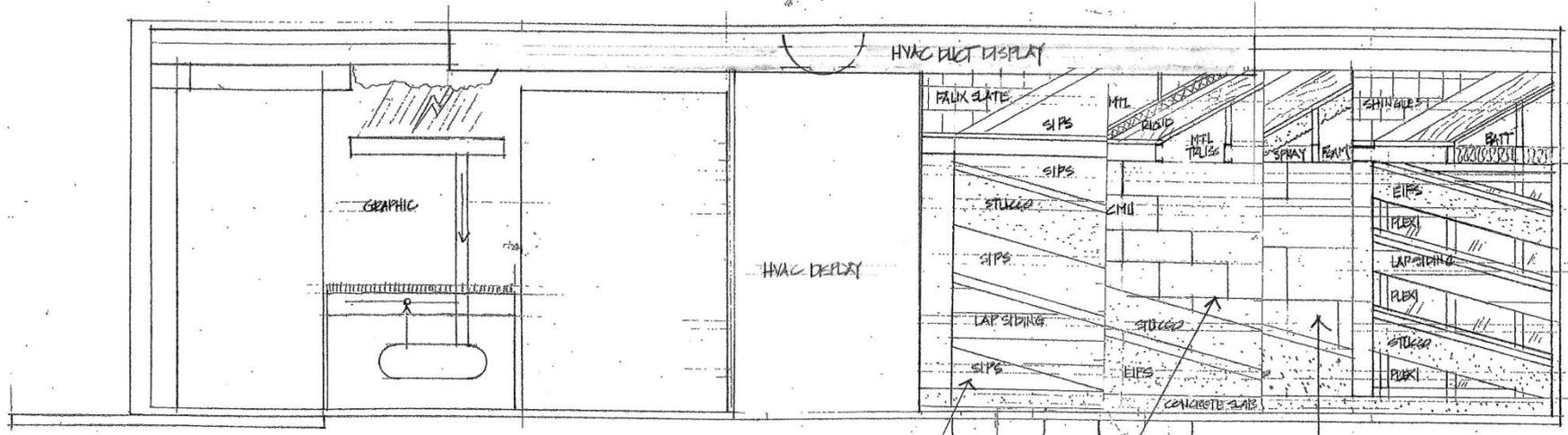
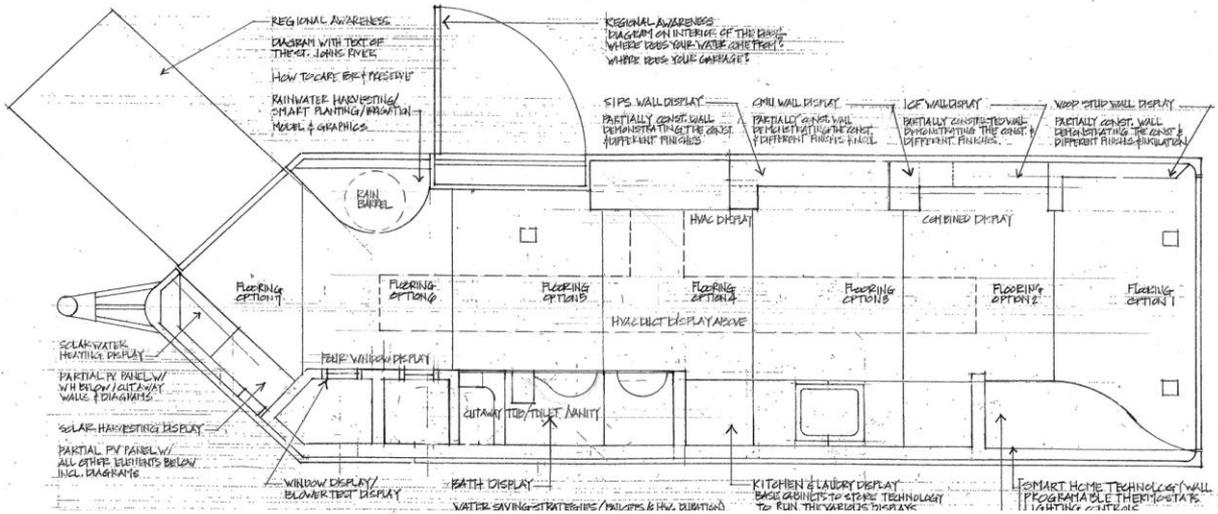
How tomorrow moves



ENB
ARCHITECTS



INTERIOR ELEVATION
SCALE: 1/8" = 1'-0"



RAINWATER HARVESTING
SMART PLANTING / IRRIGATION

SIPS WALL DISPLAY

CMU WALL DISPLAY

ICF WALL DISPLAY

WOOD STUD WALL DISPLAY

INTERIOR ELEVATION
SCALE: 1/8"=1'-0"

GRAPHICS

WAY more important than anticipated

Pam Rodgers, Interior Designer Student at Art Institute of Jacksonville



Take Home Messages for Each Area

Kitchen Take Home Messages

- Water conservation (faucet, drying rack over herbs, dishwasher)
- Energy conservation through Energy Star appliances
- Beautiful sustainable choices for your countertop and cabinetry
- Affordable, effective green cleaning options
- Sustainable food options
- Solid waste, recycling, and composting

Physical Features

2D Information (Did You Know...?)

Digital Resources



Smart Home Technology Area

- Take Home Messages
 - Technology that reduces consumption (e.g., energy, water, waste, IEQ,)
 - Convenience technology (e.g., control things from your smartphone)
 - Be clear on your needs
 - Can be affordable but you need to be clear on your budget
 - Space saving adjustable furniture



VENUES – BIG & INTIMATE

BIG

Jaguars Games

Art Walk

Home & Patio Shows

Jazz Festival

Intimate

HOA's

Schools

Businesses



Anticipated Impact

- Reach 30,000 people a year minimum
- Activate at least 5% of those 30,000 to take an action
- Nurture 5% of those activated to continue on their green journey
- Achieve high level of satisfaction and recommendation rates at each venue
- Measure increased demand for local products, services, and talent

VOLUNTEERS & PARTNERSHIPS

31 person team!

Diverse Partners Galore!



- Carlton Construction/Rusty White
- CSX
- Jaguars
- N FL TPO & Clean Cities Coalition
- Mike Davidson Ford – CNG F250 Truck
- Nova Charge – Level 1 EV Charging Station
- UNF
- Create a Ruckus PR Firm
- Amanda Polematidis – AMAZING k-12 activities
- Bob Balch – Ideas and Sustainable Flooring

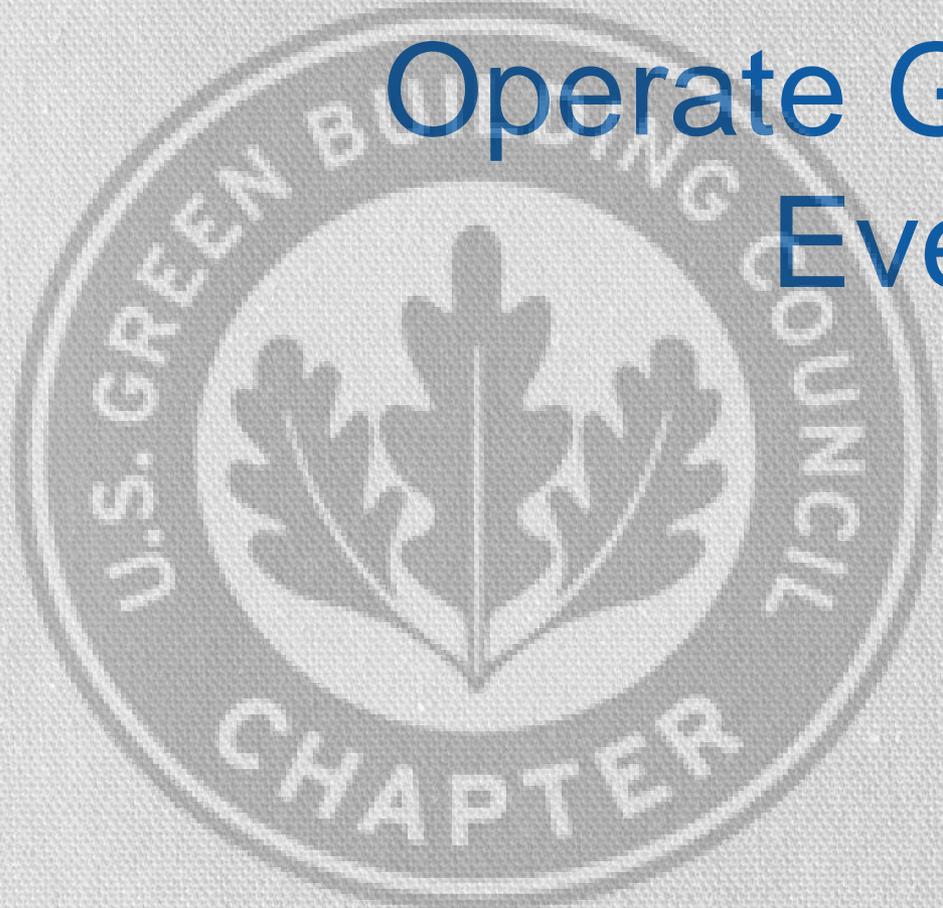


Design Green.
Build Green.

Operate Green.

Everyone Profits.

ALL Prosper.



Sarah Boren

LEED AP Homes & LEED AP BD+C

Executive Director

USGBC North Florida Chapter

Email: sarahboren@usgbcnf.org

Phone: 904-535-0055