

Build It Green

2008 Board of Directors Elections Application Form

Submitted By

Name: Rich Chien

Title: Residential Green Building Coordinator

Organization: City and County of San Francisco Department of the Environment

Category: Public Agency

D. Briefly describe your past involvement with Build It Green activities, committee participation, and any Council activity. Indicate year(s) of involvement and specific activities and achievements for each.

Public Agency Council, Steering Committee, (9/06-present)

- Green Affordable Housing Coalition, Steering Committee, (10/06-present)
- Green Building Professionals Guild, San Francisco Steering Committee, (8/06-present)
- Build it Green Home Tour, Host City Liaison (2007)
- GreenPoint Rated Rater Council, member (6/07-present)

E. BIG desires a board with diverse experience, knowledge and perspectives. Please provide a summary of your professional qualifications, knowledge and experience of most relevance to the organization. Identify any affiliations, memberships, and accreditations which may be pertinent for organization leadership. Also indicate the degree to which you have management and executive level experience.

Currently I serve as the Residential Green Building Coordinator with the City and County of San Francisco's Department of the Environment (SF Environment), where I provide outreach, technical assistance, and develop policy initiatives to green private sector buildings in San Francisco. Naturally with this residential focus, I have worked very closely with Build it Green, as an active steering committee member of the Public Agency Council, Green Affordable Housing Coalition, and Green Building professionals Guild. In my previous role with the City's municipal green building program, I helped to implement our LEED[®] Silver ordinance by developing green design tools and resources, administering a training program for City design professionals, and providing project support for municipal construction projects. For the past four years, I have helped to manage and administer SF Environment's green building program budget, as well as managing staff. Prior to joining the SF Environment, I practiced architecture and construction in Bay Area design firms, working on a wide variety of project types,

including institutional projects, schools, green master planning, and sustainability consulting. I believe this background makes me well suited to help advocate Build it Green's mission of market transformation of the building industry towards sustainability.

F. PLATFORM

(1.) Identify the top three issues of concern /goals/areas for improvement in the organization that you would like to focus on as a Board member, and

(2.) State your ideas for directly addressing/implementing each one of these "goals" within your term.

I. The top issue for Build it Green is growth, but it must be managed carefully. By this I mean that unmanaged growth can pose unforeseen threats and risks to an organization and its mission. Due to the unprecedented interest in green building in the State and across the country, the demands on Build it Green will be greater than ever. We must ensure that goals are clear and consistent, that proper resources are in place to support the already amazing network of councils and guilds, and that we stay "on point." I believe it is a key role of the Board to make sure that this happens.

To help implement this goal, and given the high projected demand on the organization in the upcoming year. I propose that the Build it Green strategic plan is revisited and updated, and that an action plan of top priorities is established along with an implementation plan and a reporting schedule.

II. On the issue of resources, Build it Green seems to be in great need of additional staff and resources to expand its presence and service offerings across the State. Obviously revenue is necessary in order to add resources. So the second area of improvement is to increase funding and sponsorships.

Contained within the strategic plan would be details as to how financial goals could be met, with tasks and deliverables for staff, board and members alike.

III. I suggest that the third priority of Build it Green is to enhance engagement in green building and sustainability advocacy activities at the local and State levels.

Establish a system to track activities that "push/pull" on Build it Green strategic plan goals; create a special committee comprised of members and staff to respond in a timely manner to those activities; continue to nurture relationships with other relevant stakeholder groups such as USGBC-NCC, HBA-Northern California, League of California Cities, ABAG, etc. to ensure open communication and synergistic support of common goals.

G. Fundraising is an important Board member activity. It may take many forms, including solicitation for direct sponsorships, helping to secure funding or otherwise opening doors to corporate, governmental, and charitable sources; recruiting important new members; in-kind support, and so on. Please explain your experience with and ability to participate in resource development.

Looking back on the past year as an active Build it Green member, I feel I have successfully fulfilled some of these stated goals. Following are a few examples:

- After being introduced to two distinct residentially-focused building industry companies, I knew they would be ideal candidates to get involved with Build it

Green. In meeting with key representatives from their firms, I explained the benefits that membership could offer them, resulting in both companies becoming sponsors of Build it Green (one at the Silver level, the second at the Bronze level).

- For the first San Francisco Home Tour, I was asked as the “Host City” to participate in gaining in-kind and cash sponsorships for the tour. I was successful in establishing key relationships with key media and outreach partners. In addition, I was able to access SF Environment program funds to fulfill our basic Bronze sponsorship of the Home Tour.
- Through my role in advancing green building in San Francisco, I have access to many different interested stakeholder groups throughout the City, and will continue to leverage these connections to help with Build it Green’s continued growth.

H. List past and current leadership positions with professional organizations, volunteer civic organizations/ community associations, and not-for-profit governance. Describe the expertise, experience and resources you would bring to both consensus-building and BIG capacity-building/activities.

- Build it Green Public Agency Council, Steering Committee, (9/06-present)
- Build it Green Green Affordable Housing Coalition, Steering Committee, (10/06-present)
- Build it Green Green Building Professionals Guild, San Francisco Steering Committee, (8/06-present)
- USGBC Residential Green Building Advocacy Committee (10/07-present)
- SPUR (San Francisco Planning and Urban Research) Sustainable Development Committee, (1/04-present)

Through my involvement in the groups and committees listed above, and in addition to my general activities working in local government (which always involves a great amount of consensus-building), I believe that I have the skills and natural ability to work across a diverse range of values and opinions, and lead groups towards common and meaningful outcomes.

K. In conclusion, please summarize why the BIG membership should elect you as a Board member.

I have been pursuing my passion for environmentally-friendly, “triple-bottom line” architecture and planning for over fifteen years, with focused attention in both the private and public sectors. I understand the model of stakeholder involvement that Build it Green has developed and know that it is fundamental to the past and future success of the organization. Residential green building is taking off, and I hope to commit my energy, my ability to think “big,” and any other personal resources at my disposal to help ensure that “green building” becomes “building as usual.” Thank you for your consideration.