



## U.S. GREEN BUILDING COUNCIL

The U.S. Green Building Council (USGBC) is a 501(c)(3) non-profit community of leaders working to make green buildings available to everyone within a generation.

USGBC's mission is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.

## GREEN BUILDING JOBS & MARKET EFFECT

- Green building will support 7.9 million U.S. jobs, contribute **\$554 billion** to GDP, and provide **\$396 billion** in wages by 2013.<sup>1</sup>
- The overall green building market (both non-residential and residential) is likely to more than double from an estimated \$36-49 billion in 2009 to \$96-140 billion by 2013.<sup>2</sup>
- The LEED Rating System economic impact is substantial, employing 229,850 people, contributing **\$12.5 billion** to GDP and providing **\$10.7 billion** in wages.<sup>3</sup>

## BUSINESS CASE FOR GREEN BUILDING

- The cost per square foot for buildings seeking LEED Certification falls into the existing range of costs for buildings not seeking LEED Certification.<sup>4</sup>
- Building sale prices for energy efficient buildings are as much as 10% higher per square foot than conventional buildings.<sup>5</sup>
- In comparison to the average commercial building<sup>6</sup>:
  - Green buildings consume 26% less energy
  - Green buildings have 13% lower maintenance costs
  - Green buildings have 27% higher occupant satisfaction
  - Green buildings have 33% less greenhouse gas emissions
- An upfront investment of 2% in green building design, on average, results in life cycle savings of 20% of the total construction costs – more than ten times the initial investment.<sup>7</sup>
- Real estate and construction professionals overestimate the costs of green building by 300%.<sup>8</sup>
- In the process of seeking LEED Platinum Certification, Adobe Systems spent \$1.4 million on energy and related projects, received \$389,000 in rebates and reduced operating costs by \$1.2 million per year (primarily through energy conservation). This is an average simple payback of 9.5 months and a return on investment (ROI) of 121%.<sup>9</sup>

## THE LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED) GREEN BUILDING RATING SYSTEM™

Developed by the USGBC, LEED is an internationally recognized green building certification system. LEED provides third-party verification that a building or community was designed and built using strategies aimed at improving performance across all of the metrics that matter most: energy savings, water efficiency, CO<sub>2</sub> emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts.

LEED is flexible enough to apply to all building types – commercial, government, and residential. It works throughout the building lifecycle – design and construction, operations and maintenance, tenant fitout, and significant retrofit. LEED for Neighborhood Development extends the benefits of LEED beyond the building footprint into the neighborhood it serves.

LEED provides building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, and operations and maintenance solutions. Think of it like the **nutrition label** on a box of crackers: LEED provides the same kind of important detail about the green aspects of a building that, taken together, deliver higher performance.

## LEED® for Existing Buildings

<b>Total Possible Points**</b>	<b>110*</b>
Sustainable Sites	26
Water Efficiency	14
Energy & Atmosphere	35
Materials & Resources	10
Indoor Environmental Quality	15

\* Out of a possible 100 points + 10 bonus points

\*\* Certified 40+ points, Silver 50+ points, Gold 60+ points, Platinum 80+ points

Innovation in Operations	6
Regional Priority	4



# USGBC CALIFORNIA

## GREEN BUILDING IS GOOD BUSINESS

The United States Green Building Council **California Advocacy Committee** (USGBC CAC), represents eight chapters and thousands of forward-thinking business and professional members across California. We are architects, builders, clean tech entrepreneurs, city officials, union plumbers, commercial real estate execs, contractors and bankers; all of us share a strong commitment to doing well and doing great.

We seek to transform the way buildings and communities are designed, built and operated, and enable an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life. Our vision is a future where buildings and communities regenerate and sustain the health and vitality of all life within a generation.

California has long been a leader in green building, energy efficiency and renewable energy. There is a deep consensus for the tangible benefits of an economy built on sustainable technologies producing green jobs. However, the devil always resides in the implementation. USGBC CAC believes green building is good business and the best policy. The CAC strives to map consensus environmental and economic strategy goals targets to regulatory action. Whether it involves building code, schools, neighborhood development, efficiency financing or safer products, the path to a better future involves millions of tiny steps. We are working hard to make sure that all Californians get there together.

## CALIFORNIA ADVOCACY COMMITTEE CONTACTS

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## CALIFORNIA AT A GLANCE

- 3,270 LEED projects in California, out of a worldwide total of 24,527 LEED projects
- 7% of worldwide LEED certified gross square footage
- 18,934 LEED credentialed professionals in California
- The USGBC CAC represents 10% of all USGBC Chapters

## USGBC CHAPTERS IN CALIFORNIA



## REFERENCES

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