



Successful Community Sessions

Our approach to boosting community session attendance and outcomes!

“*Education is learning what you didn't even know you didn't know.*”

Daniel J. Boorstin

Lori Braunstein

Executive Director, Sustainable Cherry Hill

Scott E. Downie, AIA, LEED®ap

LEED® accredited architect, SCH Board Member

Examples of Recent Events

“Build Green, Save Green”

Building Green Saving Green

Presented by:
 Scott E. Downie, AIA, LEED® ap
 LEED® accredited architect, SCH Board Member
 Monica Hennessy
 Attorney, SCH Sustainable Business Network of Philadelphia
 Sam Leone
 Project Director, Gender Ready, LLC
 Carl Cox

“we have not inherited the earth from our ancestors, we are borrowing it from our children” — growth

linden lake

- 82 rental units
- senior apartments
- redevelopment project

green building growth

projected green building trends:

- \$12 billion in 2008
- \$60 billion in 2010
- commercial – 10% growth by 2010
- corporate – 80% companies, 20% of time
- residential – 200% growth by 2010

source: McGraw-Hill Key Trends 2008 USGBC

“Go Green, Get Green”

Go Green Get Green

ABC's of your home energy start being green at home at

“To achieve a sustainable cherry hill through green building and land use planning practices by 2020”

SCH Green Build Task Force Mission Statement

Christopher M. Eattock, LEED
 LEED® accredited construction consultant
 Cherry Hill Resident

Scott E. Downie, AIA, LEED®
 LEED® accredited architect, SCH Board Member

Our house

NJ 2020 Energy Master Plan

- Generate 121% of need (net exporter)
- Reduce fossil fuel to 43%
- Decrease Greenhouse Gases by 30%
- Minimize consumer cost escalation

Energy Source	New Jersey (2004)	EMP Target
Nuclear	47.0%	36.0%
Natural gas	28.0%	15.0%
Coal	18.0%	15.0%
Renewable	2.0%	22.0%
Other	5.0%	12.0%

Renewables breakdown:

- Refuse 1.0%
- Wind 13.0%
- Solar 2.0%
- Biomass 6.0%

Sources: State of NJ

“Basics and Benefits of Green Building”

“ABC’s of home Energy Audits”

Build it so they'll come

Key #1: Planning and Preparation

- Key roles: speakers; setup; advertising
- Accessible, comfortable, known venue
- Manage cost with topic appropriate sponsors
- Advertise 2+ months ahead
 - local and regional, email, website
 - build momentum to the event
- 1 to 1-1/2 hour format
- Collect attendance information

Build it so they'll **come back**

Key #2: Know your audience

Assume a huge spread in knowledge/interest

How much detail is enough?

– novices leave excited; topic is approachable

– experts feel validated

Give background on your topic – why care about it

Explain the topic – tell them something new

Consider case studies – make the topic real

Leave time for questions

Example: Green Building

Structure of our Green Build event



- 1) 2-3 speakers – breaks up the session
- 2) Keep it informative but light (Dry = Die)
- 3) Basics – “what is green building”
- 4) Benefits – “why build green” with proofs, sources
- 5) Business Case – if it fits, make it a focus (\$ matter)
- 6) Address your diverse audience. We covered green in different contexts: “@School; @Work; @Home”
- 7) Case Study – make it real (commercial, residential)
- 8) Conclusion – “tell them what you told them

It ain't over when its over

Key #3: Followup opportunity

Gather contact info on who attends

Don't go overboard

– name, address, email, phone

– ask about topics of interest

Followup = building your group's audience

Become the “source” for your community

Help's you understand your audience for next time

Use as a recruiting tool – more volunteers



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Thank You!

*For copies of presentations
and any questions, please
contact:*

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