

<p>Identify Goals to which members' activities are directed for the full length of the project.</p> <p>The VISTA project will specifically target low-income residents who want to become economically self-sufficient by starting and owning a green/sustainable business, designing the curriculum, recruiting instructors and launching an initial cohort group.</p>	<p>Column B</p>	
<p>Activities: What are the action steps needed to accomplish these goals?</p> <ul style="list-style-type: none"> • Review all past and current Plan-It Green developmental information • Develop and coordinate conference materials, speakers and logistics • Design and develop press kit, brochure and website • Develop curriculum and schedule for first phase of training low-income residents • Recruit expert presenters for trainings • Recruit, qualify and screen first group of potential low-income green entrepreneurs • Study and understand BIG and LEED certification and rating systems • Work with Plan-It-Green team to assess the organization's future structure • According to structure chosen, apply for nonprofit status, determine staffing levels and write grant applications • Participate in Plan-It Green fundraising 		
<p>Output: The VISTA volunteer will review current status of Plan-It Green to receive initial orientation to the project, including developing in-depth understanding of LEED and BIG ratings systems, points and tradeoffs.</p> <p>Output: The VISTA volunteer will develop and coordinate conference materials, speakers and logistics for at least two Plan-It Green conferences.</p> <p>Output (Performance Measure): The VISTA volunteer will assist in planning and presenting a Plan-It Green conference on Energy. Indicator: Energy conference held. Target: A minimum of 100 participants. Instrument: Planning notes, agenda and sign-in sheet.</p> <p>Intermediate Outcome (Performance Measure): An additional conference will be planned and offered, with the topic to be selected from among Transportation, Water Management, Site Development, Recycling and Waste, Economics, and Government Ordinances. Indicator: Second conference held. Target: A minimum of 100 participants. Instrument: Planning notes, agenda, and sign-in sheet.</p> <p>End Outcome (Performance Measure): Public awareness of BIG, LEED and alternative energy will be increased. Indicator: Stories in the press and presentations to community leaders and community groups. Targets: A minimum of 4 stories covering the 2 conferences and the adoption of voluntary BIG or</p>	<p>Q1</p> <p>Q1 - 4</p> <p>Q1 – 2</p> <p>Q3-4</p> <p>Q1 – 4</p>	

<p>LEED standards by at least 2 municipalities in Humboldt County. Instrument: Copies/tapes of stories and minutes from agency meetings.</p> <p>Output: the VISTA volunteer will design a press kit, brochures, public relations materials and an enhanced website for Plan-It Green to increase awareness and the level of practice in environmental management, green building practices, sustainable energy and green business opportunities on the North Coast.</p> <p>Intermediate Outcome (Performance Measure): The VISTA volunteer will make the PR materials available through public presentations and releases to the media. Indicator: Utilization of press kit, website and materials Target: A minimum of 10 media releases and public presentations. Instrument: Press kit, brochure, PR materials, dates/venues/agendas for public presentations, web traffic statistics, and evidence of print on on-air media coverage.</p> <p>Output (Performance Measure): The VISTA volunteer will create a training curriculum for low-income people in the creation of green businesses. Indicator: Appropriate curriculum will be utilized in scheduled trainings. Target: 16 low-income residents whose goal is to begin green/sustainable businesses will be trained. Instrument: Printed curriculum, training schedule, list of expert presenters and training sign-in sheets.</p> <p>Output: The VISTA volunteer will research and study feasibility of Plan-it Green becoming a staffed and stand-alone nonprofit organization.</p> <p>Intermediate Outcome (Performance Measure): Given positive feasibility study outcomes, the VISTA volunteer will assist in the process for 501c3 status, create and/or modify planning documents and begin grantwriting and other fund development in order to fund Plan-It Green programming and staffing. Indicator: Plans for Plan-It Green to move forward with staffing and organizational structure. Target: By the end of Year One, Plan-It Green will become an independent, sustainable entity. Instrument: 501c3 paperwork, modified planning documents, grants written and funds developed.</p>	<p>Q1 – 4</p> <p>Q2 – 4</p> <p>Q2 – 3</p> <p>Q1-2</p> <p>Q2 – 4</p>	
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