

Green Kenosha

Green Kenosha Activity Plan

12/4/07

Steering Committee:

The steering committee will be composed of the chairs of all of the subgroups and several other active members. The group will meet on a regular basis to make quick decisions as well as exchange vital information from each subgroup.

The steering committee will chose its organizer and will meet regularly from month to month. The organizer will have the ability to organize an ad hoc meeting as needed.

The Organizer: The organizer will identify common dates that work for the entire group. They will also send notices to the team, facilitate the Yahoo Group and identify acceptable locations for the meetings. The organizer will also organize meeting materials and/or food and beverage.

SUBGROUPS: All subgroups will be expected to cooperate from time to time on issues, campaigns and agendas. Each subgroup will have a chair or an organizer.

Political Action:

The political action committee will promote;

- environmentally safe industries
- conservation of public resources such as water and money
- safe and smart transportation
- public health issues
- smart conservation practices.

The political action committee will also encourage public officials to invest in Green entrepreneurs and Green industry. The group will assess participation in local, state and federal activities as well.

Water Quality and Quantity/Bodies of Water

This group will seek out water quality and quantity issues in the area and then assess what action should be taken on the issue; the group will work with other groups in cooperation on these projects in the areas of;

- Education

- Events Planning
- Political Action

Home Environment

This group will identify sources for information and consultation for knowledge on how to improve one's home "green" environment. The group will decide on an effective way to communicate this information to the public on a regular basis. They will also identify seminars or activities in and around the region for public attendance. The group may want to invite speakers and/or special guests to hold public forums.

Neighborhood Action

This group will identify people in their area that would be interested in green activities and/or Green Kenosha. Members of the group will work in their own neighborhoods to communicate conservation issues to their friends and neighbors.

This may include;

- neighborhood gardens
- recycling
- composting
- neighborhood cleanup events
- encouraging people to grow their own food or buy local

Education

This group will participate in public education activities by creating and giving presentations on conservation issues to the local school districts as well as the general public. The group will identify outlets to educate the public whether that is radio, newspaper etc.

They will also identify;

- Locations with educational opportunities
- Websites
- Best communication strategies
- Best green practices for a diverse public.
- They will also update the Green Kenosha website with vital information.

The website should serve as an educational tool for the public.

Transportation

This group will identify transportation issues like;

- Bike paths
- Mass Transit
- Carpooling

The group will assess what action needs to be taken on the issue and cooperate with another subgroup such as;

- The Education Committee
- Events Planning
- Political Action

Media and Public Relations

This group will develop relationships with local media and communicate with community organizations on particular issues. They will also put together media campaigns around specific issues. One of the main focuses of the group will be to promote the benefits of a “Green” Kenosha.

Coalition Building and Cooperation

This group will develop partnerships with local businesses and organizations in the community, to enhance the knowledge of the community and promote green practices on an allied front.

Events Planning

The group will identify current events that Green Kenosha may be able to participate and/or help sponsor. The group will brainstorm regular events to promote Green Kenosha and conservation issues and practices. The group must be comprised of highly organized people that are willing to put forth long term goals and plans for developing effective events in the area.

Fundraising

The group will devise effective ways to raise money for the organization, and seek out donors for specific campaigns or events.