

10x10 Communications Action Team Plan Update:

Goals: (*Broad general intention, intangible, abstract, can't be validated as is.*)

1. Educate Town & County employees on the 10x10 Resolution, then share with employees ideas and projects that they can participate in to achieve 10x10. Develop a clear message about energy efficiency & conservation that is consistent, engaging, meaningful, and personal.
2. Develop an employee program for Town & County Staff that both educates and engages them on the importance of energy efficiency and conservation as it relates to budgeting, the environment, and foreign oil independence/ national security so that they participate in energy-related efforts because they want to, not because they are told to (i.e. cultural change vs. compliance).
3. Communicate Town & County initiatives to a larger/ broader audience
4. Measure & evaluate both attitudinal and energy use changes over time

Objectives: (*Narrow, precise, tangible, concrete, and can be validated.*)

- A. Develop specific tools for communicating and educating the town/county employees regarding the 10x10 initiative, energy efficiency, conservation, budget, the environment and its connection to our economy, individual energy consumption, etc.:
 - a. All Employee Meeting
 - b. 10x10 Newsletter
 - c. Waste-not-Wednesday
 - d. Website Dedicated to 10x10
 - e. Incorporate Energy Efficiency into Individual Performance Plans
 - f. Contests/Incentives
 - g. Others
- B. Update and Implement a Communications Action Team Plan in conjunction with Energy Affairs Coordinator and available Town and County staff
 - a. Action Team Plan Update
 - b. Plan for Implementation
 - c. Milestone Tracking
- C. Develop tools for measurement of cultural shift, attitude:
 - a. Focus Group
 - b. Survey of Employees Every 6 Months

Accomplishments:

Project/Action	Date completed	Goal/Objective
All employee meeting for ALL Town & County employees	Feb 2008	1/2/A
1 st Focus Group	April 2008	4/C
10x10 Polycarb Water Bottle Provided to all Town and County	Feb 2008	2/A

employees		
Town Employee Helpers at WAM Convention Wore 10x10 Shirts	June 2008	3
10x10 Booth at WAM Convention	June 2008	3
10x10 Booth at Eco Fair	?	3
Mayor Barron Speech in Casper to County Commissioners on 10x10	September 2008	3
Mayor Barron Welcome Speech to WYTRANS on Energy Efficiency	September 2008	3
Councilwoman Turley Participation in EPA Region 8 Climate Protection	September 2008	3
Waste Not Wednesdays Sent Out Each Monday to All Town and County employees	Ongoing	1&2
4 th of July Parade Entry from Town and County on 10x10 with Banners	July 2008	3
Interdepartmental Delivery Envelope Contest with Prize	August 2008	2
Eco Driving Tips Added to Waste Not Wednesdays	October 2008	2
New Value Added for Town of Jackson "Stewardship & Conservation"	January 2008	2
10x10 Brochure Prepared and Used for WAM Booth, Global Leadership Meetings	June 2008	3
10x10 Focus Group Members Encouraged to Join Action Teams (Several Have)	April 2008	2/A/C
Survey Questions Drafted	October 2008	4
Public Building Signage – Powered by 100% Green Energy	?	
Distributed Canvas Sacks, Polycarb Bottles and Stainless Coffee Mugs with Waste Not Wednesday Programs	Ongoing	2/A

Ongoing or Current Projects/Actions:

Action	Steps required for Implementation	Responsible Party	Schedule/ Date	Goal/ Objective
10x10 Newsletter	1. Content written and edited 2. Newsletter lay out and distribution	Jill, Rox, Wendy, Team,	1/month – September 30th	1/2
Waste-not-Wednesday	Select concept and send email	Jill/Rox	1/week	1/2
Stewardship & Conservation Value	1. Develop schedule for Ins & Outs Exercise for Town Departments	Rox/Bob McLaurin	Fall/Winter 08-09	
Incorporate into Performance Plans	1. Draft goal with specifics and timeline for each employee	Rox/Bob McLaurin	Fall 2008	1/A
Communicate Information About Bus Pass Subsidy	1. Draft E-Mail to go to all Town and County employees. 2. Send E-Mail	Rox/Jill	Fall 2008	2/A
10x10 SWAG	1. Develop Proposal (completed) 2. Determine Funding Availability 3. Place Order 4. Distribute SWAG	Rox/Jill/Larry/Wendy	Fall 2008	2/A
Update	1. Draft E-Mail to go to all Town and	Rox/Jill/	Fall/Winter	4/C

10/21/08

Commuter Survey Data	<p>County employees asking for commuting information .</p> <ol style="list-style-type: none"> 2. Conduct Survey 3. Tabulate Results 4. Discuss Results 5. Develop Additions/Changes to Action Plan Based on Results 	Wendy + Transportation Team	r 08-09	
Disseminate Baseline Data and Progress to Date	<ol style="list-style-type: none"> 1. Complete Baseline Data Input 2. Finalize Reports 3. Disseminate Reports to Groups, Teams, Departments and Individuals 	Larry/Shawn/Wendy	Fall/Winter 08-09	4/C
Recognition/Incentives/Games/Contests and Other Programs	<ol style="list-style-type: none"> 1. Brainstorm Ideas & Discuss those already identified. (gas logs, tire gauges, lights out signs, smart strips, cfl) 2. Discuss implementation of ideas and pros/cons. 3. Obtain Administrative approval where necessary from Town and/or County. 4. Implement ideas. 	Action Team/Wendy/Jan/ Bob	Ongoing	2/A

New Actions/Proposals:

Action	Steps required for Implementation	Responsible Party	Schedule/Date	Goal/Objective
Respond to results of 1 st Focus Group	<ol style="list-style-type: none"> 1. Synthesize results 2. Provide solutions/responses 	Action Team/Wendy	Fall 2008	2/A
Informative Speakers/Presentation	<ol style="list-style-type: none"> 1. ICLEI Application 	Sarah, Wendy	Earth Day 2009	2/A
Survey of Employees	<ol style="list-style-type: none"> 1. Develop Survey Questions 2. Prepare Paper Survey 3. Conduct Survey 4. Tabulate Results 5. Discuss Results 6. Develop Additions/Changes to Action Plan Based on Results 	Action Team, Wendy	Fall 2008	4/C
Launch Website	<ol style="list-style-type: none"> 1. Identify content (action plans, updates, baseline data, newsletter, etc.) 2. Work with Eve/County IT to develop 	Wendy / County IT	Spring 2009	1/2/A