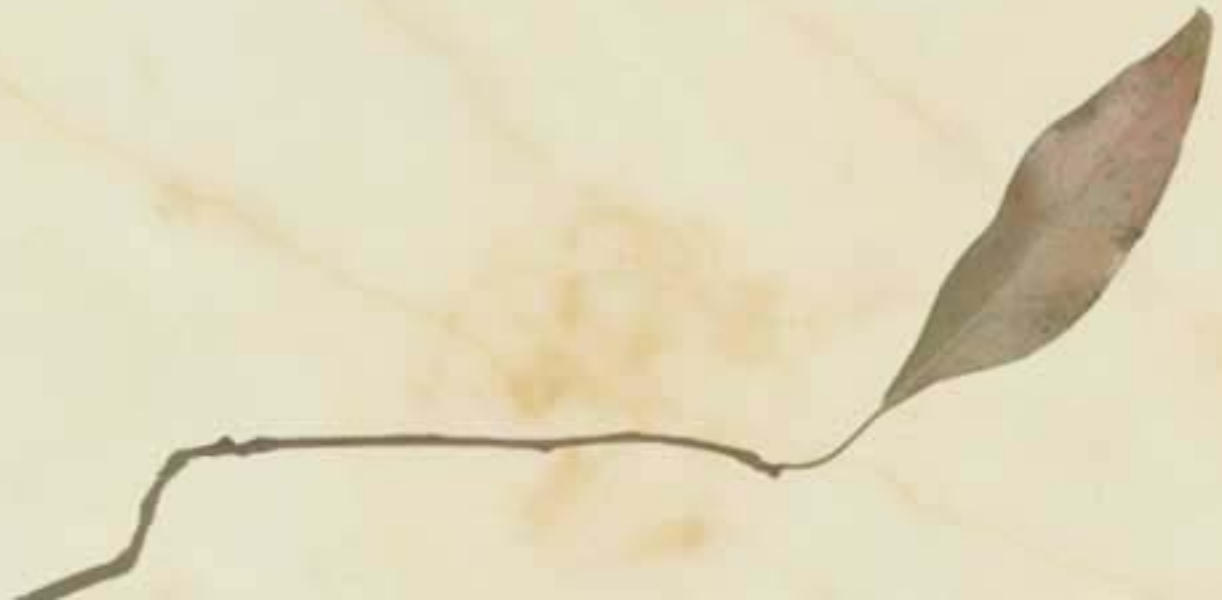



Community Education and Public Outreach





“Mini” Vision

- Broomfield advances sustainability by educating and engaging with the implementation of environmentally, economically, and socially sound practices.



Goals

○ Goal One

- Community members understand the concept of sustainability and know they play a key role by the choices they make every day.

○ Goal Two

- The city of Broomfield will dedicate specific resources to sustainability.

○ Goal Three

- To recognize citizens, businesses, and city departments for sustainability efforts.

○ Goal Four

- Establish sustainability funding for schools.

○ Goal Five

- Articulate the vision and goals of the other sub-committees.



Goal One

- Community members understand the concept of sustainability and know they play a key role by the choices they make every day
- Rationale:
 - Ultimately, it is the responsibility of the community members to accept responsibility for understanding the importance of sustainability. The city can help in this effort by providing education and support.
- Policy:
 - The city of Broomfield will provide educational experiences for the citizens to learn about and practice sustainability



Goal One

- Action Step 1:
 - Articles in the Broomfield Enterprise
- Action Step 2:
 - Use of Channel 8 for videos and other events
- Action Step 3:
 - Use the B in the Loop to disseminate information
- Action Step 4:
 - Produce brochures/fliers
- Action Step 5:
 - Make use of social networking (Twitter, Facebook etc.) to inform the citizen of sustainable activities or programs



Goal Two

- The city of Broomfield will dedicate specific resources to sustainability
- Rationale:
 - Specific resources are needed to have a comprehensive sustainability program in the city.
- Policy:
 - The City of Broomfield provides specific resources to sustainability to implement programs



Goal Two

- Action Step 1:

- Broomfield will name a Director of Sustainability for the city.

- Action Step 2:

- The city council will form a Sustainability Advisory Committee



Goal Three

- To recognize citizens, businesses, and city departments for sustainability efforts
- Rationale:
 - By recognizing citizens, businesses, and city departments for sustainability efforts, the city is sending the message that it is important and the city recognizes people for their efforts.
- Policy:
 - The city of Broomfield recognizes citizens for outstanding sustainability practices



Goal Three

- Action Step 1

- Develop a citywide Sustainability Award

- Action Step 2

- Develop a grant program to encourage citizens to participate in sustainable practices



Goal Four

- Establish sustainability funding for schools
- Rationale:
 - ▣ The educational system is a place to start teaching students the importance of lifelong sustainability skills
- Policy:
 - ▣ The City of Broomfield provides resources to the schools to promote sustainability education.



Goal Four

- Action Step 1:

- Develop a grant program for the schools

- Action Step 2:

- Provide sustainability programs for use by the schools

- Action Step 3:

- Provide the schools with short clips of information that could be used daily with the announcements



Goal Five

- Articulate the vision and goals of the other subcommittees
- Rationale:
 - Every subcommittee has educational needs to meet their goals. It is the education committee goal to help facilitate the educational needs of the other subcommittees.
- Policy:
 - The final Sustainability Plan will incorporate all educational activities from all subcommittees