

Green Omaha Coalition
Strategic Plan and Operating Bylaws
May 2007

7/19/07 Update

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PREFACE

The Green Omaha Coalition (GOC) began in December 2006 as the formation of an alliance of organizations that were pursuing a common goal of a "Green Omaha." The purpose of aligning our forces was the pooling of our efforts to achieve greater influence within the community to accomplish this common objective.

The GOC recognizes that the quality of the Omaha environment has a significant impact on the quality of life for our citizens. The plans laid now will influence the future economic development of Omaha by its ability to attract business and people to the area and keep them here.

The GOC was formed to provide a framework for developing new and expanding existing green initiatives throughout the Greater Omaha community. The strength of the coalition will come from the diversity of its membership and the leadership it will provide. Greening the way we think will benefit those that call this area home.

Although not funded, the group submitted a grant request with the EPA through its CARE program. A copy of the grant request is included in its entirety in the Appendix.

Green Omaha Coalition forming partners include:

American Institute of Architects (AIA) Omaha Chapter
Bahr Vermeer Haecker Architects
City of Omaha Office of the Mayor
Destination Midtown
Douglas County Health Department
HDR Architecture Inc.
Joslyn Castle Institute for Sustainable Communities
Keep Omaha Beautiful
Kiewit Building Group Inc.
Lamp, Rynearson, and Associates
Lead-Safe Omaha Coalition
Metropolitan Area Planning Agency
Omaha by Design
Our Healthy Community Partnership
Sierra Club
RDG Planning and Design
Sustainability Leadership Institute, Midwestern Regional Office
University of Nebraska at Omaha, Peter Kiewit Institute
University of Nebraska at Omaha, Pollution Prevention Regional Information Center
University of Nebraska Medical Center, College of Public Health
US Green Building Council – Flatwater Chapter

SECTION 1: MISSION AND PURPOSE

Our Mission: Promoting a healthy, sustainable community through partnerships, policy, and smart solutions.

Primarily the GOC intends to accomplish its mission through leadership and coalition building with public and private sector entities and residents as a whole – fostering collaboration with key stakeholders in the community to accelerate the adoption of green practices, policies, and programs.

Partnering with the city government, educational facilities, public agencies, the private sector, and non-profit groups, the GOC will provide education, information, technical assistance and training.

Goals

In order to accomplish the mission of the GOC the following goals were identified:

- 1) Education and Community Outreach: Educate and engage the Community on the importance, value and benefits of sustainability and conservation.
- 2) Advocacy: Advocate for policies that enhance sustainability efforts throughout the city.
- 3) Green Program and Policies: to foster integrated sustainable practices and behaviors that encompasses the environmental, social-cultural, technological, economic, and public policy aspects of the greater community.
- 4) Healthy Communities: Encourage the development of 'green,' livable communities through smart, sustainable practices.

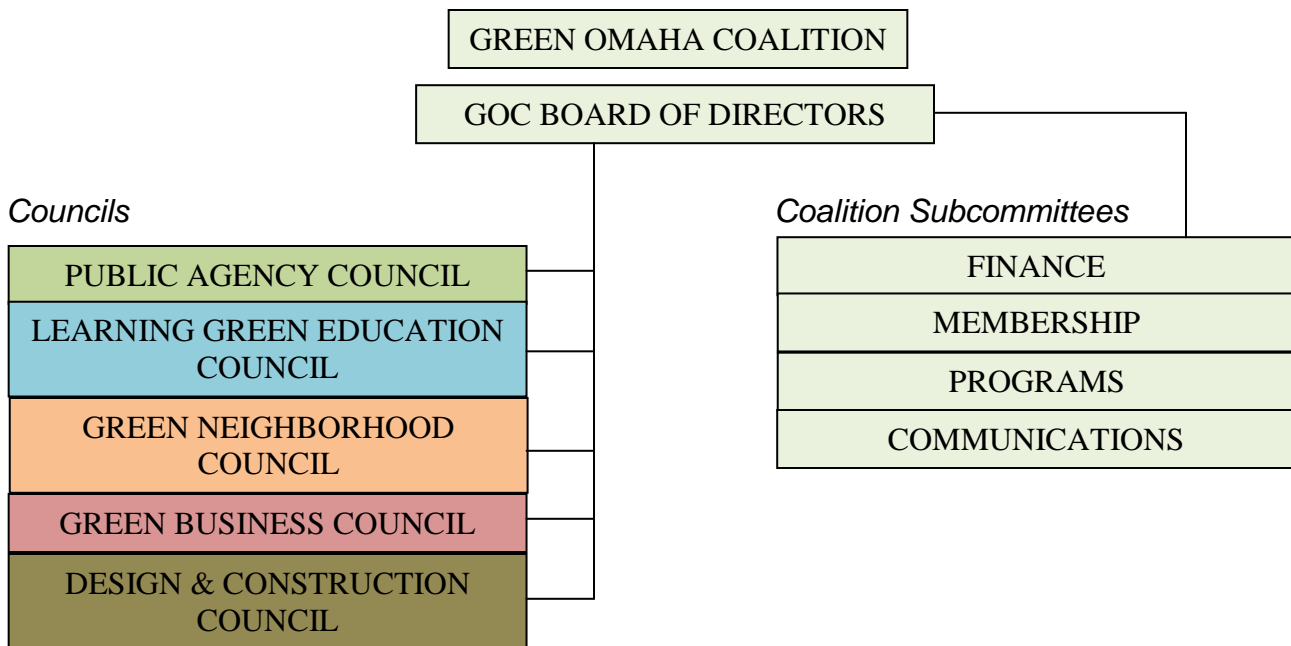
SECTION 2: ORGANIZATION AND STRUCTURE

The greatest strength of any community is its people. The Omaha community is fortunate to have a number of individuals and groups committed to improving the quality of life today and for future generations.

The GOC recognizes that in order to engage key stakeholders in the community to embrace sustainable practices, the mission of the GOC must be clearly communicated. This plan provides an organizational structure to address the potential interest the community may have in joining the GOC.

ORGANIZATIONAL STRUCTURE

It is anticipated that eventually the GOC will reach independent non-profit status. The organizational structure described below affords the GOC an easy transition when that time arrives.



The board of directors' primary function is to provide direction and leadership to broader GOC membership, ensuring that the coalition's mission and goals are being met.

The GOC board of directors includes eleven elected members who each serve two year terms. The term of the membership shall alternate so that one half of the terms of the Members of the Board shall expire each year. This group of eleven is charged with ensuring that the GOC mission is upheld through the work of the councils and committees and to identify opportunities for the GOC to adapt to the changing needs of the community in the future, through one, three, and five year plans.

There will be board membership representing the five domains of sustainability: environmental, social-cultural, technological, economic, and public policy.

Board meetings will be held quarterly each year with additional meetings held as required with the board's discretion. In addition, two annual all-member events will be held.

In addition to the board of directors, there are several standing board subcommittees providing support to the GOC mission:

- **Finance Subcommittee**

Develop an annual budget and identifies potential revenue sources.

Key areas of initial need are:

- Printing Services
- Sponsorship
- Grant Exploration
- Marketing
- Website

- **Membership Subcommittee** – Identify membership characteristics-types, fees, benefits.

- **Program Subcommittee**– To track program development, offerings, and other council activities and coalition events.

- **Communications Subcommittee**

The communications subcommittee works in the development of appropriate marketing materials and branding to make GOC information recognizable and organized.

Elements for development include:

- Website
- Member Newsletter: monthly or quarterly, available on the website in a downloadable PDF format. A great way to organize news and updates on subcommittee/council news and publish successes of the group

- Resource & Material Guide: a printable, on-line compendium of green vendors and services
- Case Studies: fact sheets, photos, best practices, etc.
- News releases/media management
- Technical Training
- Other Activities: tours, etc.
- Awards & Certification
- Handouts
- Logo, Branding, and Print Standards

COUNCILS

In its commitment to partnership and to leverage the momentum and innovation of local groups, several councils and committees are established to provide a forum for these groups to collaborate, educate, and promote green practices.

Each of the councils must include a sitting council chair, but need not be chaired by a board member. Each chairperson represents the council at quarterly GOC meetings allowing upward communication of council initiatives, activities, and necessities as well as downward communication of coalition events and initiatives.

It is conceivable and somewhat expected that the councils change over time to meet the dynamic needs of the community; however these are the core councils that will form the backbone of the GOC:

Public Agency Council

The Public Agency Council is a forum for local municipalities and public utility groups to collaborate on green initiatives to include those for buildings. They work to create consistent green standards, share information, and support each others' programs and initiatives.

Learning Green Education Council

The Learning Green Education Program is an organizing group that works with local school districts and universities to infuse sustainable education into curriculum and green operations in educational facilities.

Green Neighborhood Council

The Green Neighborhood Forum provides a venue for neighborhood associations, homeowners, and non-profit groups committed to educating residential neighborhoods on the collective benefits of sustainable home ownership.

Green Business Council

The Green Business Council is a resource to local businesses of all sizes and functions on greening business operations, products and services and will include chambers of commerce and economic development boards throughout the area.

Design and Construction Council

The Design and Construction Council is a collaborative effort amongst design and construction professionals to increase awareness among the construction community through educational program and resource development.

SECTION 3: PLAN OF ACTION

Through the councils and forums structure, the GOC will offer planning and coordinating assistance in meeting and activity organization and promotion. Identified below, are some strategies and initiatives that each group may employ.

Public Agency Council

The GOC can offer the Public Agency Council assistance in creating a green building program for municipalities using tools such as the *Build It Green City Roadmap for Creating a Green Building Program* to implement such programs.

Key elements of the Public Agency Council include:

- Forming a green building team
- Analyzing the market and identifying key stakeholders
 - Research comparable markets
 - Incorporate elements from other municipality's initiatives
- Assessing city policies and resources
 - Low impact development requirements
 - Preferential permitting for green buildings
 - Develop incentives for green building practices
 - Eliminate barriers to green building practices
- Developing partnerships
 - The GOC
 - OPPD's Continuous Commissioning program
- Defining Program Elements
 - Partner with NRD for the watershed management projects
 - Work with partners on water quality issues associated with sewer separation and other local stream system water issues
 - Alternative Transportation Programs
 - Commute trip reduction programs
 - Incentives for carpooling
 - Increase bike and pedestrian trails
 - Maintain a healthy urban forest
 - Promote tree planting
 - Streetscaping
 - Increase recycling rates in the city
- Leading by Example
 - Adopting LEED-NC and LEED-EB for all city-owned property
 - Greening City Business Operations
 - Architecture 2030 Challenge
- Distributing Educational Materials
 - Encourage increased recycling

- Offering In-Depth Training
 - For staff and Community
- Generating Press and Publicity
 - Promotion of the Cool Cities Agreement
- Encouraging the use of third-party rating programs

Learning Green Education Council

The GOC can support the Learning Green Education Council by providing educational training materials to educators and facility managers throughout local school districts. The GOC can also assist in developing and organizing training programs that can be taken from school to school.

Key elements of the Learning Green Education Council are:

- Promotion of existing curriculum programs
- Programs and Activity development
- Facility Operations and Maintenance
- Research Partnerships with Universities
- Develop model school for sustainability

Green Neighborhood Council

The GOC can support the Green Neighborhood Council through the development of homeowner workshops, remodeling guidelines, and green guidelines for homeowners, and assist in neighborhood programs to enhance or redevelop areas in need.

Key elements of the Green Neighborhood Council are:

- Developing lines of communication with neighborhood associations
- Promotion of resources such as the Restore and Under the Sink
- Promote recycling

Green Business Council

The GOC can support the Green Business Council through the development of materials targeted to greening businesses, develop and partnership relationship with the Greater Omaha Chamber of Commerce (GOCOC), and provide a speakers bureau available to businesses looking for information on how to make their businesses more sustainable.

Key elements of the Green Business Council:

- Provide resource information on varying business types
- Work with GOCOC to develop a recognizable Green Business Recognition
- Promote existing awards in this area

Design and Construction Council

The GOC can support the Design and Construction Council by offering technical training for both professionals and tradespersons in the area, work to promote good sustainable practices in their day to day business, and provide materials and resources to designers and builder's at all levels.

Key elements of the Design and Construction Council:

- Promotion of the LEED certification process
- Promotion of the 2030 Challenge
- Collaboration with local master planning efforts

TACTICS AND TIMELINE

To be completed with the formation of the Board of Directors.

1 YEAR

3 YEAR

5 YEAR

SECTION 4:

**BYLAWS
OF
GREEN OMAHA COALITION (GOC)**

ARTICLE I

OFFICES

Section 1. The Green Omaha Coalition does not occupy a physical location. All records will be kept by the appointed Secretary of the Board throughout their assignment.

ARTICLE II

GREEN OMAHA COALITION BOARD OF DIRECTORS

Section 1. The Green Omaha Coalition Mission: Promoting a healthy, sustainable community through partnerships, policy, and smart solutions.

Primarily the GOC intends to accomplish its mission as a resource to city governments, businesses, the educational community, and citizens as a whole – fostering collaboration with key stakeholders in the community to accelerate the adoption of green practices, policies, and programs.

Section 2. General Powers. The business and affairs of the Council shall be managed by its Members, which shall have power:

- (a) To make policy for the Coalition consistent with its purpose;
- (b) To make rules and regulations, both for the administrative and the mission oriented functions of the Coalition; and

Section 3. Objectives. The objectives of the Green Omaha Coalition Board shall be to:

- (a) Participate in the long and short range planning of the GOC by responding to research based need in the community;
- (b) Through topic oriented councils, provide the structure and needed organization for collaboration among groups with common objectives.

- (c) Act as an instrument to promote the activities and programs of GOC and its councils throughout the Midwest
- (d) Provide direction on communication functions and materials developed and distributed for the GOC and its councils.

Section 4. Number. The number of GOC Board Members shall be no more than eleven (11) with no ex officio members at this time. No more than two members representing the same business or group may serve on the board concurrently and all members must live or work within the Omaha metropolitan area as defined by Metropolitan Area Planning Agency (MAPA).

Section 5. Term of Service. Each Board Member shall be appointed or reappointed to a two year term of membership beginning with the first annual meeting. The term of the membership shall alternate so that one half of the terms of the Members of the Board shall expire each year. Board Members shall be elected by the Coalition at large annually.

Section 6. Qualifications. Board Members may be any individual representing themselves or representing an organization supporting the overall mission of the coalition.

Section 7. Selection. Board Members shall be selected from candidates nominated by a nominating committee. Nominations and selection shall take place within the first six months of the GOC year. Members selected will begin their service in September of the year in which selection took place.

Section 8. Regular Meetings. A regular meeting of the GOC Board shall be held quarterly at such place and time as may be designated.

Section 9. Quorum. A majority of the number of voting Members fixed by section 3 of this Article II shall constitute a quorum for the transaction of business at any meeting of the GOC Board.

Section 10. Manner of Acting. Action of the majority of the Members at a meeting at which a quorum is present shall be the action of the GOC Board.

Section 11. Vacancies. The Board shall fill any vacancy occurring in the GOC Board for the remaining portion of the term.

Section 12. Compensation. Members of the GOC Board shall serve without compensation.

ARTICLE III OFFICERS

Section 1. Number. The officers of the GOC Board shall consist of a President, a Vice President, a Secretary and a Treasurer, each of whom shall be elected by the GOC Board.

Section 2. Election and Term of Office. The officers of the Board shall be elected annually before the first meeting of the new service year in August.

Section 3. Removal. Any officer or agent elected or appointed by the Board may be removed by the Council whenever in its judgment the best interest of the Board would be served.

Section 4. Vacancies. A vacancy in an office created by death, resignation, removal, disqualification or otherwise deemed necessary by the Board, may be filled by another Board Member for the unexpired portion of the term.

Section 5. The President. The President shall preside at all meetings of the Board, and shall perform all duties incident to the office of the President and such other duties as may be prescribed by the Board from time to time.

Section 6. The Vice President. In the absence of the President or in the event of his/her death, inability or refusal to act, the Vice President shall perform the duties of the President and when so acting, shall have all the powers of and be subject to all the restrictions upon the President. The Vice President may perform such other duties as from time to time may be assigned by the President or by the Board.

Section 7. The Secretary. The Secretary shall keep the minutes of the meetings of the Board, keep a register of all pertinent information to assist in contacting and informing the Board and identified supporters of the Green Omaha Coalition, and perform such other duties as may be assigned by the President or the GOC Board.

Section 8. The Treasurer. The Treasurer shall keep record of monetary expense and budget and report finances to the Board. The Treasurer shall keep a record of all pertinent information to assist in informing the Board and others as may be assigned by the President or the GOC Board as to financial activities of the GOC.

ARTICLE IV

SERVICE YEAR

The service year of the Council shall begin on the first day of September and end on the last day of August in the following year.

ARTICLE V

AMENDMENTS

These Bylaws may be altered, amended or repealed and new Bylaws may be adopted by the GOC Board at any regular meeting of the Board; provided, however that these Bylaws shall not be amended without the unanimous consent of the Members unless ten (10) days' written notice of any meeting called for the purpose of amending the Bylaws is delivered to each Member.

APPENDIX

**CITY OF OMAHA, NEBRASKA
GREEN OMAHA COALITION
EPA CARE PROGRAM - Level I Project**

I. Project Title: **Green Omaha Coalition**
City of Omaha
Office of the Mayor
1819 Farnam Street, Suite 300
Omaha, Nebraska 68183

II. Organization Overview:

A. Mission and Goals

On December 13, 2006, multidisciplinary stakeholders representing the public, private, and non-profit sector formed a collaborative partnership to discuss the environmental sustainability of Omaha. The group began to formalize in March 2007, and chose the name “Green Omaha Coalition.” During the first few months, a mission statement and goals were developed.

Green Omaha Coalition Mission: Promote a healthy, sustainable community through partnerships, policy, and smart solutions.

Green Omaha Coalition Goals:

- 1) *Education and Community Outreach* – Educate the community on the importance, value and benefits of sustainability and conservation
- 2) *Advocacy* – Advocate for policies that enhance sustainability.
- 3) *Green Program and Policies Development* – Meet the American Institute of Architects (AIA) 2030 Challenge.
- 4) *Healthy Communities* – Encourage the development of green, livable communities through smart, sustainable practices.

B. Related Experience

Green Omaha Coalition membership includes partners in the public, private, and non-profit sectors. To demonstrate the related experience of member organizations, (5) key organizations representing the public and non-profit sector are highlighted below.

City of Omaha: City departments have worked together for several years to reduce the impact of toxic risks and environmental pollutants in Omaha. Environmental initiatives of the City include: establishing a household hazardous waste facility; upgrading pumping equipment at wastewater treatment plants; reducing the number of garbage collection trucks on the streets; establishing and enforcing land use policies; retrofitting City facilities with energy efficient lighting and HVAC systems; and optimizing traffic flow. Although Omaha has made great strides in protecting the environment, Mayor Fahey recognized that further action is imperative. To solidify his commitment to a greener Omaha, Mayor Fahey signed the U.S. Mayor’s Climate Protection Agreement on March 9, 2006. The City will use past experience and collaborative partnerships like the Green Omaha Coalition to help fulfill the Agreement.

Douglas County Health Department: Douglas County Health Department is responsible for the health and safety of the 465,683 residents of Douglas County, giving particular attention to those who cannot otherwise afford services. Staff has experience educating and protecting the community by offering programs that promote environmental safety, healthy life choices,

safe food, wellness for children, and disease control. The Douglas County Health Department Childhood Lead Poisoning Prevention Program works in conjunction with the EPA Region 7 Office to address lead safety and cleanup in Douglas County, educates the community on lead safety, and offers testing and follow-up for young children and their families.

Sierra Club: Sierra Club works to protect our communities and the planet, and has a wealth of experience to draw from as America's oldest, largest and most influential grassroots environmental organization. Sierra Club's Nebraska Chapter was formed in the 1970s. This Chapter is broken into four groups; over half of the members in the Missouri Valley Group represent the Omaha metropolitan area. Each Group is lead by a volunteer Executive Committee, which includes individuals from a variety of organizations including Nebraskans for Peace and the Nebraska State Recycling Association. The Chapter Executive Committee established three conservation priorities: Confined Animal Feeding Operations (CAFOs); wilderness protection and designation; and alternative energy.

US Green Building Council (USGBC) – Flatwater Chapter: USGBC Flatwater Chapter serves as a catalyst for change in the Eastern Nebraska/Western Iowa Region by promoting green building practices, technologies, policies and standards through partnerships with other organizations. Flatwater Chapter Board members include leaders from the architectural profession, educators from the University of Nebraska at Lincoln and University of Nebraska at Omaha Peter Kiewit Institute, and individuals from the contracting and building services professions. Programs this year will include Leadership in Energy and Environmental Design (LEED) user group meetings focused on lessons learned to build best practices within our community, a lecture on High Performance Schools, and a Nebraska Natural Landscape program.

Pollution Prevention Regional Information Center (P2RIC): P2RIC is a University of Nebraska at Omaha program and has been in operation since 1997. This program is one of eight member centers which comprise the national information network known as the Pollution Prevention Resource Exchange (P2Rx). P2RIC works with the Manufacturing Extension Partnership to deliver waste reduction services and provides information services to technical assistance providers throughout the EPA Region 7. Relevant to this project, P2RIC is the regional point of contact for the Pollution Prevention (P2) Results Measurement System operated by P2Rx and the National Pollution Prevention Roundtable. The P2 Results Measurement System is part of the National Environmental Information Exchange Network and will be utilized by collaborators to capture the outcomes of this project.

III. Community Profile:

A. Community Profile/ Political and Geographical Boundaries/ Other Information

The City of Omaha is located on the Missouri River along Nebraska's eastern border. It is the largest city in the State of Nebraska, spanning 120 square miles and comprising the vast geographic area and population of Douglas County. An estimated 409,416 people live in Omaha, concentrating 23 percent of Nebraska's population within the City's limits (U.S. Census Bureau estimate, 2004). Over the next 25 years, Douglas County population is projected to increase 18 percent (Flatwater Metroplex/SRS Report, Joslyn Castle Institute).

Green Omaha Coalition boundaries currently align with Omaha city limits. However, the group recognizes that in order to achieve a lasting impact the current geographical boundaries must eventually broaden.

Omaha lacks many of the physical barriers to its growth that serve as natural constraints to a city. Most new development occurs at its periphery. This trend has captured the attention of public health advocates and environmentalists. Irresponsible land use destroys valuable

farmland, binds the people of Omaha to their vehicles, and creates more pollution and less-active, overweight citizens. While it is acknowledged that these issues are intertwined, many of Omaha's organizations address the health concerns of their community independently, specific to each entity's expertise. The recent emergence of the Green Omaha Coalition suggests that area stakeholders are ready to move forward in a collaborative manner unprecedented for Omaha.

When the Green Omaha Coalition is well-established, the boundaries are planned to extend well beyond Omaha to include similarly structured collaborative organizations from the Metropolitan Omaha area, Lincoln, Nebraska and Council Bluffs, Iowa. Home to 1.3 million citizens, the population of the Omaha/Lincoln/Council Bluffs greater metropolitan areas is projected to nearly double in 40 years (Flatwater Metroplex/SRS Report, Joslyn Castle Institute).

It is certain that this rate of growth will bring many complex challenges and opportunities. However, the proximity of Omaha to Council Bluffs has afforded both communities many opportunities to work together in the public, private, and non-profit sector. Currently underway is a project to build a pedestrian bridge linking Omaha's Riverfront to additional parklands and trails in Councils Bluffs.

In addition to partnering with Metropolitan Omaha, Lincoln and Council Bluffs, the Green Omaha Coalition will also reach out to our neighbors in Kansas City to learn from their successes and challenges and build on their related experiences to form a network of Midwest resources.

IV. Project Description

- A.** On December 13 2006, a group of multidisciplinary stakeholders convened to discuss the City of Omaha's quality of environmental standards and the impacts on our community. This meeting laid the groundwork to develop a monthly stakeholder's Green Omaha Coalition to discuss environmental sustainability. EPA CARE funding will provide the initial support for the following tasks that comprise Phase I of this project: (1) Convene and recruit organizations to join the community-based, community-driven Green Omaha Coalition; (2) Gather information from stakeholders to identify toxics and environmental pollutants in Omaha, reveal existing data, and leverage available expertise, tools, and training; and (3) Educate the community about toxic risks and environmental pollutant impacts in our community, and prioritize those risks and pollutants.

In Phase II of this project, the Green Omaha Coalition will identify and accomplish risk reduction actions to address the prioritized risks.

B. How Project Meets Evaluation Criteria

1. Extent of environment and public health problems

Air: Omaha's airshed sits above the junction of two important interstate highways – I-80 and I-29. The I-80 corridor has the largest traffic counts of any East to West transcontinental highway, and I-29 has been designated as an important multi-national corridor under the EPA's Blue Skyways Collaborative. Omaha was designated as the starting point of the transcontinental railroad in 1863 and has remained an important point on the national railroad corridor as Union Pacific Railroad is headquartered in Omaha. Whether related to this traffic or to an increase in sprawl or to some other factor, CO2 levels in Omaha continue to rise and a deepening brown cloud over Omaha has grown substantially in size in the process.

Mayor Fahey is committed to reducing Omaha's CO2 levels by signing the U.S. Mayor's Climate Protection Agreement on March 9, 2006. Since then, the City completed a CO2 inventory and began investigating effective means to lower CO2 emissions, making Omaha a healthier, more sustainable community. Signing the Climate Protection Agreement was a very

important step in demonstrating the City of Omaha's commitment to environmental sustainability. It soon became apparent, however, that if the Climate Protection Agreement was to be a force for change, a collaborative partnership was an essential next step to bringing a diverse group of partners to the table. The Green Omaha Coalition will play a very important role in lowering CO2 emissions in Omaha and thereby improving the air quality.

According to the U.S. EPA Region 7 Office NATA (National Air Toxics Assessment) presentation at the Region 7 Pollution Prevention Roundtable, Omaha has the largest non-carcinogenic risk in Nebraska for its population due to acrolein exposure, and second largest carcinogenic risk in the state for its population due to benzene exposure. These are both tied to the use of internal combustion engines.

The eastern portion of Omaha has an asthma-related death rate that is two to four times the national average. The inner-city of Omaha, identified as the east northeast region, has the highest number and rates of emergency room visits for asthma at more than double any other region of Omaha. African-American children have a 1.8 times the risk of having asthma as children of other races.

Indoor Air Quality (IAQ): The *EPA Map of Radon Zones* indicates Omaha is squarely within the Red Zone, with a predicted average indoor radon screening level greater than 4 pCi/L. Local data gathered in part by the health department reinforces this observation, although household testing rates are low. The number one indoor air quality complaint received by the local health department is related to mold.

Water: Omaha has one of only four municipal water supplies in Nebraska that is pulled from surface water. About half of Omaha's municipal water supply is from the surface of the Missouri River. The water quality and water quantity are public issues – with water quantity having higher public interest in the past few years. The water quantity issue has divided sentiment between those who believe the Missouri River should be managed to protect endangered species habitats and those who would like to protect commercial river traffic.

Greater interest in water quality will likely occur as more high profile civic development grows on the riverfront. According to the EPA-required Total Maximum Daily Load (TMDL) studies, nearly 90% of all Nebraska Rivers and streams are unsuitable for human touch due to fecal coliform and farm chemicals. Two of the largest recreational lakes in Omaha posted mercury advisories for fish. Another lake, the Missouri River, and a prominent creek posted fishing advisories due to Polychlorinated Biphenyls (PCBs) and dieldrin. In recent years, several incidents of animal death in the Omaha area have been attributed to cyanobacteria ("blue green algae") exposure.

Approximately 51 square miles in eastern Omaha are served by combined sewers. This dated sewer system is the cause of several water quality issues in eastern Omaha during wet, rainy weather seasons. Stormwater in these sewers can cause overflows that sends debris and raw waste into the Missouri River or Papio Creek system and causing sewage backups in basements. Currently, the City of Omaha, through an EPA mandate, is developing a plan for reducing the wet-weather overflows of these combined sewers. At the cooperative conservation listening session held in Omaha, on August 24, 2006, U.S. Fish and Wildlife Service Director Dale Hall heard home builders protest at length about the impact of stormwater regulations on their industry.

Land Use: The Joslyn Castle Institute for Sustainability has researched the expansive growth of Omaha's population. While in-building does occur and is planned, the greatest portion of commercial and residential development occurs on the edges of Omaha. Bike and recreational paths have been created, but the city is not considered bicycle-friendly or pedestrian-friendly.

The City of Omaha and Douglas County have reclaimed part of the lead superfund site left by a lead refinery, but lead cleanup still remains to be done. The areas most affected by the residual lead comprise a large environmental justice community in Omaha. The health impacts of this superfund site have been well documented by EPA. The Douglas County Health Department Childhood Lead Poisoning Prevention Program, Lead Safe Omaha Coalition, and the Omaha Community Based Environmental Protection (CBEP) team continue to work to reduce the high blood-lead levels in many Omaha children.

Energy: Omaha has a large coal-fired power plant within its city limits recently permitted for expansion. The plant is operated by Omaha Public Power District (OPPD), one of Nebraska's top ten Toxics Release Inventory (TRI) emitters. Nebraska is the only state in the nation that has all of its electricity produced by public power companies. The result of this unique public structure is that tax incentives associated with renewable energy development are not available to OPPD or other power producers in the state.

Material Use: Landfill space is adequate for current demand, and there is little public perception that landfill expansion will soon be necessary. To facilitate responsible disposing, Omaha recently opened a household hazardous waste facility. Omaha residents who wish to recycle glass do not have curb-side pickup available. An absence of pollution prevention staff in Nebraska accentuates the need for developing a waste reduction ethic in Nebraska. Although Lincoln, Nebraska has a pollution prevention program, Omaha does not, and the Nebraska Department of Environmental Quality eliminated the pollution prevention staff position.

The environmental toxics and pollutants present in Omaha's air, indoor air quality, water, land use, energy, and material use illustrate the community's need for a successful multidisciplinary collaborative partnership like Green Omaha Coalition. Green Omaha Coalition will review existing data, and investigate and analyze additional environmental toxic problems, provide educational materials to the community regarding the results of the investigations, and engage the community in the prioritization of risks and pollutants to reduce associated risks.

2. Community involvement/collaboration/partnerships

In December 2006 Green Omaha Coalition stakeholders began meeting monthly to discuss environmental sustainability. Green Omaha Coalition will 1) Convene and recruit organizations to join the community-based, community-driven Green Omaha Coalition; (2) Gather information from stakeholders to identify toxics and environmental pollutants in Omaha, reveal existing data, and leverage available expertise, tools, and training; and (3) Educate the community about toxic risks and environmental pollutant impacts in our community, and prioritize those risks and pollutants.

Ongoing recruitment of community members to join the Coalition will be utilized using emails, phone calls, brochures, presentations, and other media. Consensus of stakeholders will be reached by enlisting the services of Mary Ferdig, Ph.D., whose expertise in consensus building and commitment to environmental, social and economic sustainability make her a fitting partner.

Key organizations listed below represent local government and non-profits with expertise in planning, building, health, design, and information services. These organizations are dedicated to the mission and goals of the Green Omaha Coalition and are committed to dedicating time and resources to this project.

Name	Type	Contact Name	Contact Phone
AIA Omaha Chapter	National Organization	John Dineen	402-399-1127
City of Omaha Office of the Mayor	Government	Mayor Mike Fahey	402-444-5000
Douglas County Health Department	Government	Adi Pour, Ph.D.	402-444-7471
Joslyn Castle Institute for Sustainable Communities	Non-Profit	Cecil Steward	402-472-0087
Keep Omaha Beautiful	Non-Profit	Cindy Smalley	402-444-7774
Lead-Safe Omaha Coalition	Non-Profit	Cheryl Weston	402-451-3730
Metropolitan Area Planning Agency	Government	Paul Mullen	402-444-6866
Omaha by Design	Non-Profit	Connie Spellman	402-342-3458
Our Healthy Community Partnership	Non-Profit	Kerri Peterson, M.P.H.	402-934-5886
Sierra Club	National Non-Profit	Cammy Watkins	402-551-9480
Sustainability Leadership Institute, Midwestern Regional Office	Non-Profit	Mary Ferdig	402-393-5360
University of Nebraska at Omaha, Pollution Prevention Regional Information Center	Non-Profit	Richard Yoder	402-554-6257
University of Nebraska Medical Center, College of Public Health	Non-Profit	Jay Noren, M.D., M.P.H.	402-559-4960
U.S. Green Building Council/ Flatwater Chapter	National Organization	Nicolette Amundson	402-345-3060

Given that Omaha is a mid-size city, the City of Omaha has successfully collaborated with majority of organizations listed above. Over the last three months organizations have provided meeting space, office supplies, and personnel. The letters of commitment in Appendix (A) demonstrate the commitment to continue to provide in-kind/match services. See Appendix (A) for attached letters of commitment.

These agencies are engaged in the Green Omaha Coalition: Bahr Vermeer Haecker Architects, Destination Midtown, HDR Architecture, Inc., Kiewit Building Group Inc., Lamp, Rynearson, and Associates, RDG Planning and Design, and University of Nebraska at Omaha Peter Kiewit Institute.

This cursory membership roster for Green Omaha Coalition is growing. In the coming months, Green Omaha Coalition will develop a leadership structure and assemble subcommittees. At that time, existing relationships will be leveraged and additional community members and organizations will be encouraged to join the Green Omaha Coalition to participate in the process of identifying and prioritizing risks. The following groups that will be recruited represent non-profits, business, education, utilities, media, and the faith-based community:

Neighborhood Center for Greater Omaha, Activate Omaha, Creighton University, District 66 School District, Firststar Fiber Corporation, Inner-City Coalition on the Environment, Inner Denominational Ministerial Alliance, Metropolitan Utilities District, Millard Public Schools,

Omaha Healthy Kids Alliance, Omaha Public Power District, Omaha Public Schools, Omaha World-Herald, Bikeable Communities!, and City Sprouts.

3. Alignment with CARE Strategies

Provide information and a variety of tools to help communities understand and assess toxic risks from all sources in the community: This project will (a) convene the multidisciplinary stakeholders that support environmental sustainability, and (b) create a media and education campaign to expand current awareness campaigns within the community. The following Green Omaha Coalition goals support this strategy:

1. *Education and Community Outreach* - Educate the community on the importance, value and benefits of sustainability and conservation and
2. *Healthy Communities* – Encourage the development of green, livable communities through smart, sustainable practices.

Mobilize local resources and utilize EPA voluntary programs to carry out risk reduction activities: The letters of contribution to this project represents a strong network of resources committed to work together and utilize EPA voluntary programs to induce behavior change. This project will convene these programs and others to raise awareness and incorporate the appropriate programs to further risk reduction efforts. The following Green Omaha Coalition goals support this strategy:

1. *Green Program and Policies Development* – Meet the American Institute of Architects (AIA) 2030 Challenge.
2. *Healthy Communities* – Encourage the development of green, livable communities through smart, sustainable practices.

Alignment with CARE Strategies	Work Plan Activities & Accomplishment Time Frame (Eight Quarters, Q1-Q8)	Results of Activities (Outputs)	Projected Educational (Short), Behavioral (Medium), and System/Environmental (Long-term) Outcomes
<ul style="list-style-type: none"> - Mobilize local resources - Create a positive environment that encourages all to join 	<ol style="list-style-type: none"> 1) Q1: Convene organizations 2) Q1-Q8: Ongoing recruitment of community members to join Coalition, using emails, phone calls, brochures, presentations, & other media 	<ol style="list-style-type: none"> 1) List of non-participating stakeholders 2) Invitees will attend the information gathering meetings 	<ol style="list-style-type: none"> 1) S: Better awareness of stakeholder community members within Omaha; M: Increased collaboration, Improved information development & contribution; L: 2) S: ; M: Regular participation in process, Recruiting others; L:
<ul style="list-style-type: none"> - Provide information & a variety of tools to help community understand and assess risks - Mobilize local resources 	<ol style="list-style-type: none"> 3) Q2-Q3: Meetings to gather information from stakeholders about: <ol style="list-style-type: none"> a) environmental issues, b) existing local environmental baseline data sets, c) available expertise, tools, & training 4) Q3-ongoing: Develop, publish, and distribute <i>educational outreach timeline</i> 	<ol style="list-style-type: none"> 3) Report of: <ol style="list-style-type: none"> a) environmental issues of concern to Omaha, b) sources of environmental indicator measurements and data sets, c) sources of expertise & tools to help Coalition members evaluate risks of the identified sources 4) Educational outreach events calendar; calendar events published in multiple venues 	<ol style="list-style-type: none"> 3) S: Better awareness of issues of concern within Omaha; Better awareness of local expertise & capacity; M: Respond to request for information; modify personal behavior; modify work plan L: 4) S:; M: Experts educate in a new venue; L: Organizations work to share information in systematic fashion
<ul style="list-style-type: none"> - Provide information 	<ol style="list-style-type: none"> 5) Q3-ongoing: Deliver 	<ol style="list-style-type: none"> 5) Coalition members and 	<ol style="list-style-type: none"> 5) S: Raise understanding of

& a variety of tools to help community understand and assess risks - Mobilize local resources & EPA programs	<i>educational events</i> about environmental issues and available best practices. 6) Q4-Q6: Apply <i>risk assessment</i> tools and <i>prioritize</i> among issues	community members attend meetings, listen to radio programs, read the newspaper 6) Coalition members attend meetings to prioritize issues.	issues & best practices; M: Coalition members leverage EPA voluntary programs; Coalition members capture measures; L: 4) S; ; M: Regular participation in process, recruiting others; L:
- Mobilize local resources & EPA programs - Create a positive environment that encourages all to join	7) Q5-Q8: Create a <i>plan for sustaining</i> the Coalition.		3) S: Raise awareness of issues of concern within Omaha; M: Information development or contribution; L:

Create a positive environment that encourages all members of the community, including businesses and colleges and universities, to join the collaborative partnership: The Mayor enjoys a high level of respect among the citizens of Omaha. This political capital has led to tangible support from a diverse set of community members representing local government, non-profits, and national organizations with expertise in planning, building, health, design, and information services. That political capital will be further leveraged to encourage additional community members to join the Coalition who represent non-profits, business, education, utilities, media, and the faith-based community. The following Green Omaha Coalition goals support this strategy:

1. *Advocacy* – Advocate for policies that enhance sustainability.
2. *Healthy Communities* – Encourage the development of green, livable communities through smart, sustainable practices.

4. Project Goals and Performance Plan

The Coalition will promote many of EPA’s voluntary programs. As noted above, the environmental issues facing Omaha could easily include half of the voluntary programs mentioned in the *Community Guide to EPA’s Voluntary Programs*. Although this project is one of education based on consensus of the issues, and therefore it is difficult to identify specific voluntary programs at this time, programs that may be utilized include Community-Based Childhood Asthma Programs, Green Building Programs, Smart Growth Program, and Water Use Efficiency Program. Programs utilized will be reported as a measure as the project moves forward.

The expected environmental outcomes and outputs, aligned with EPA’s CARE strategies, are summarized in the table below.

Green Omaha Coalition Project Activities, Outputs, and Outcomes

The timeline represents time elapsed from predicted notice of award date rather than actual dates. The functioning commencement date for this timeline is envisioned as October 1, 2007.

5. Tracking and Measuring Environment Results

This project will deliver measures in support of all five goals of EPA’s Strategic Plan. The measures have been identified to capture the success of the above logic model.

Green Omaha Coalition Project Measurement

Output Measures	Outcome Measures (generally determined by pre- & post-meeting tests (see note on surveys below))
1) Record of attendance, meeting frequency,	1) Improved awareness of other community members,

<p>outreach action plan, publication of participant directory</p> <p>2) Record of materials & means used to recruit others</p>	<p>between-meeting collaboration efforts among attendees.</p> <p>2) Acknowledgement of: attendance due to another's actions, hospitality of meetings, action taken due to previous meeting</p>
<p>3) Report published and tracking dissemination (Number of venues, number published, increased traffic to resources (if available))</p> <p>4) Calendar published, number of event listings on external event calendars</p>	<p>3) Improved awareness of issues and community resources; Consensus on report thoroughness; Number of programs that offer to deliver training.</p> <p>4) Number of programs advertising training; Number of programs which choose to work on city-wide calendar and/or collaborative RSS calendar feed</p>
<p>5) Number of educational delivery events by radio, classroom, meeting, webcast, etc; Number of participants;</p> <p>6) How many and which toxic awareness raising and analytical risk screening and assessment tools did the stakeholder group use, e.g., PACE-EH;</p>	<p>5) Awareness of best practices; adoption of best practices; amount of reductions of toxics and environmental pollutants, as measured by test results and by number of entries to NEIEN database;</p> <p>6) Stakeholder group obtained consensus on a list of priority toxic concerns as determined by Group Support Systems (GSS) or similar methodology.</p>
<p>7) CARE Phase II proposal submitted; articles of governance adopted; web site updated monthly; amount of resource contributions from Coalition members</p> <p>8) Record of materials & means used to disseminate report; Number of delivery events by radio, classroom, meeting, webcast, etc; Number of participants</p>	<p>7) Participation in Coalition by most environmental groups within Omaha; City of Omaha policy formation includes consultation with Coalition;</p> <p>8) Increased awareness of risk; number of wellness programs which include of environmental health best practices; number of citizen groups choosing environmental issues for action; increased use of Coalition web site</p>

The Green Omaha Coalition is acutely aware of the Office of Management and Budget (OMB) restrictions on EPA funds used for measurement. The solicitation clearly states in I.B.7.a. that Level I cooperative agreement funding “can not be used for surveys.” To the extent practicable, and with the assistance of EPA’s CARE program manager, the Coalition would like to research and use previously approved survey materials. By leveraging financial resources other than the EPA CARE grant, it may be possible to perform some surveys in a parallel timeframe that would aid in this project. Otherwise, pre-and post-event tests specifically mentioned in the solicitation will be used for all meetings.

See attached Appendices: (B) Logic Model Template & Generalized Coalition Plan; (C) Group Support Systems Collaboration Tool; and (D) - Protocol for Assessing Community Excellence in Environmental Health (PACE EH).

6. Programmatic Capability

The City of Omaha has provided administration of over 155 million dollars in grant funding between 1994 and 2006. All grants are in compliance with general fiscal and program reporting guidelines.

C. Biographical sketches of key technical experts

Mary A. Ferdig, Ph.D. is co-founder/co-director of the Sustainability Leadership Institute, whose mission is to support leaders in the private and public sectors committed to environmental, social and economic sustainability in their organizations and communities. Ms. Ferdig has spent over 30 years working with corporations, small businesses, non-profits, government and educational institutions in areas of strategic planning, performance management, leadership and management development, organizational change, conflict management and team development.

Rick Yoder is the Director of the Pollution Prevention Regional Information Center (P2RIC). As P2RIC Director and vice-chair of the Region 7 Pollution Prevention Roundtable,

Mr. Yoder has actively sought to advance partnerships for developing and deploying waste reduction information in Iowa, Kansas, Missouri, and Nebraska. Mr. Yoder has taught as an adjunct professor at the University of Nebraska Medical Center (UNMC) and the University of Nebraska at Omaha (UNO), and is a member of the American Society of Mechanical Engineers and National Pollution Prevention Roundtable board.

D. Detailed Budget (24 Months)

EPA CARE funding will provide the initial support for the following tasks that comprise Phase I of this project:

Task (1) Coalition Meetings, 24% of the budget will be designated for Coalition Meetings.

Task (2) Resource/Information Gathering, 38% of the budget will be designated for Resource/Information Gathering.

Task (3) Community Education, 38% of the budget will be designated for Community Education.

Personnel: N/A

Fringe Benefits: N/A

Travel:

Annual National Training Workshop

Location: TBA

Airfare	\$425 x 4 people x 2 trips	\$3,400
Hotel	\$120/night x 4 people x 4 nights x 2 trips	\$3,840
Meals	\$45/day x 4 people x 4 days x 2 trips	\$1,440
Transport to/from airport	\$30 per person x 4 people x 2 trips	<u>\$240</u>
		\$8,920

EPA Care National Training Workshop required travel. Allocated dollars will pay travel expenses for a 4 member partner team to attend /participate in the EPA CARE Annual National Training conferences each year. The City of Omaha’s Travel Policies based on federal guidelines provide travel reimbursement guidance.

Site Visits to similarly structured collaborative organizations

Hotel	\$75/night x 3 people x 1 nights x 2 trips	\$450
Meals	\$44/day x 3 people x 2 days x 2 trips	\$528
Mileage	\$.485/mi x 700miles x 2 yrs	<u>\$679</u>
		\$1,657

Mileage for site visits to Lincoln, Nebraska/overnight visits to Kansas City, Kansas to learn from their successes and challenges and build on related experiences to form a network of Midwest resources.

The Travel line-item supports: Task 2 Resource/Information Gathering; Task 3 Community Education.

Total Travel: \$10,577

Equipment: N/A

Supplies:

- Photo Print Paper - 3 @ \$20 per pack = \$60
- Multipurpose Assorted Color Copy Paper - 7 @ \$20 per ream = \$140
- White Copy Paper -12 @ \$20 ream = \$240
- Legal Writing Pads – 2 packs @ \$5 per pack = \$10
- File Folders – 3 packs @ \$5 per pack = \$15
- Organizing Notebooks – 40 @ \$3 each = \$120
- Assorted Sized Envelopes- 3 @ \$5 per pack = \$15

Pens & Pencils – 3 @ \$15 per pack = \$45
Misc. Items @ \$95 (binder clips, paper clips, correction fluid, post-it pads)

Meeting/Office Supplies - yearly expenses \$740/yr x 2yrs \$1,480

The Supply line-item supports: Task 1 Coalition Meetings; Task 2 Resource/Info Gathering; Task 3 Community Education.

Total Supplies: \$1,480

Other:

Dell Laptop Computer	1 Unit/\$1900	\$1,900
Computer USB 2.0 Flash Drive	1 Unit/\$79	\$79
Digital Camera w/Memory Card	1 Unit/\$350	\$350
Panasonic LCD Projector	1 Unit/\$1500	\$1,500
Duplication/Copying	\$20/mo x 24 mos	\$480
Postage Expense	\$75/mo x 24 mos	\$1,800
Educational Outreach Materials	\$2000 color copies x 2yrs	<u>\$4,000</u>
		\$10,109

Four primary agencies will share the administrative responsibilities to host Green Omaha Coalition meetings. Each agency will provide the administrative services on a six month basis.

The laptop will be used to record meeting minutes. The flash drive will be used at meetings to share minutes, existing data, and other information. The LCD projector will be used to make presentation in the community. The digital camera will document community involvement and provide photos for Green Omaha Coalition's website and other marketing materials.

The design of educational outreach materials will be provided in-kind.

The City of Omaha's Charter Ordinances and City Policy provides the implementation procedures for the purchase of equipment.

Food/Light Refreshments	\$100/meeting x 12 meetings x 2 yrs	\$2,400
	\$250/forum x 4 qtrly forums x 2 yrs	<u>\$2,000</u>
		\$4,400

Light Refreshments will be provided at Green Omaha Coalition meeting and community forums.

The Other line-item supports: Task 1 Coalition Meetings; Task 2 Resource/Information Gathering; Task 3 Community Education.

Total Other: \$14,509

Contractual:

Neighborhood Center of Greater Omaha	\$10,000/yr x 2 years	\$20,000
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The Neighborhood Center of Greater Omaha will leverage existing relationships with neighborhood associations to provide educational forums and facilitate consensus building to help prioritize the toxic risks and environmental pollutants.

Consultant \$50/hr x 2hr/mon x 24 mos \$2,400

The Consultant will work primarily with the Green Omaha Coalition. The inclusion of multidisciplinary stakeholders is an asset; though each agency brings their own agenda specific to their area of expertise.

The Contractual line-item supports: Task 1 Coalition Meetings; Task 2 Resource/Information Gathering; Task 3 Community Education.

Total Contracts: \$22,400

Total Direct Costs: \$48,966

Total Indirect Costs: N/A

The City of Omaha's federally approved indirect cost rate is 6.59% as determined by HUD, Omaha's cognizant Federal agency. The City of Omaha will provide \$3,226.00/yr for two years for in-kind indirect costs toward the grant. $\$48,966 \text{ Grant Request} \times 6.59\% \times 2 \text{ yrs} = \$6,453$

Total Project Estimate: \$48,966