

## **Education**

### **Measure 58 – Community Member Education**

**5 Points**

Educate the public, schools, professional organizations, business, and industry about implemented green communities program measures made available in their jurisdiction.

#### Discussion:

Cobb has historically notified the public of activities now labeled “green” or “sustainable” through a variety of methods, both those targeted in the ARC Green Communities program, and other initiatives like composting. For example, our Economic Development and Community Development Departments routinely work with developers and businesses to disseminate information on tax advantage district programs and benefits to promote redevelopment of older retail districts. And our Communications Department routinely issues press notices of accomplishments and programs.

Cobb County’s on-line newsletter, CobbLine, which is accessible through the Cobb County website and through on-line subscription, routinely includes information on green initiatives undertaken by the county. And the website provides links to a variety of programs such as recycling services, the Silver Comet trail, public participation in park lands planning, and our composting program. Cobb Water promotes water efficiency tips, watershed protection programs, and achievements through water bill inserts.

Going forward, Cobb County Government Access Channel TV23 will produce a video detailing all of these measures and what local businesses and residents can do to participate and help to further new initiatives undertaken, especially regarding new initiatives associated with our Green Communities efforts. This video will air several times per day on our external television network which reaches over 200,000 households in Cobb County.

We will also make this video available on DVD to the Cobb County School System for air on their external channel (CobbED TV24) as well as the Cobb Chamber of Commerce. Cobb County will also continue to include notices and tips in monthly inserts for all County water bills. We will also add these tips to our “Weekly-Enews” email blasts that reach several thousand residents in Cobb County.

#### Documentation:

The following documentation is enclosed with this application:

- Copies of press releases, Cobb Line articles, and copies of web pages on [www.cobbcounty.org](http://www.cobbcounty.org) on Green initiatives undertaken.
- Future video, printed materials and “Enews” tips can be submitted after production upon request.