

With the resources provided and the guidance and expertise of the steering committee, we will engage a local individual or team to undertake the specified activities over a three-year contract period.

The public information project specified will be based upon a plan to be developed as the first task and will include development of information and informational materials, distribution of such materials, planning and implementation of informational events and reporting to a broad range of jurisdictions and constituencies.

As a part of the planning effort, we will develop a model for long-term continuation of the activity and identification of an appropriate agency to serve as a manager of the activity.

Implementation Phase

Time = 18-24 Mos Total = 30-36 Mos

Once planning and research are complete and information materials designed and developed an implementation program will be carried out. Comprising most of the time and most of the effort of the 36 month activity, this phase will include formal and specific distribution activities and events such as real estate broker, builder or developer receptions, ongoing information source systems such as an active and dynamic website, periodic news releases to media, etc. Detailed and specific work plans will be prepared in the first phase of the project and progress reports made to sponsors, interested public officials and residents.

TIMELINE

The entire project will be designed to be completed within 3 years. Some of the phases above will transition into each other with some overlap but all are expected to be complete within 30-36 months. Estimate time lines for each phase are shown above with the phase descriptions. We believe that continuation of the planned activities should carry forward beyond the time frame of 3 years. As part of the planning effort we expect to provide a model for continuation including both funding and management by some appropriate agency that is also yet to be identified. Because this project will be accelerated and with overlapping phases it will require assured funding for the entire program period before beginning. This will be a long-term effort the results of which may be indiscernible in the short term but which will with certainty accelerate with time.

FUNDING

The budget page shows both projected expenses and anticipated revenue. This proposal is intended to both solicit comments and suggestions about the project and funding to implement it. The revenue-side planning includes major contribution to get the project up and going promptly and in response to the need for major expenditures early on to develop information materials and methods. Once that effort is made we believe the program could and should be sustainable principally by those segments of the community which receive the benefits at a more modest level of expenditure on an ongoing basis for as long as it is needed. Under that scenario there should be no need

Appendix A

for long-term philanthropic support. Informal discussion has already resulted in a pledge of \$1,000 for each month of the time frame in support of this project or up to \$36,000 from a local source through the Dayton Foundation. The balance of the funds will need to be raised.