# TABLE OF CONTENTS

## Within Government

1. Built Environment ................................................................. 2
2. Land Conservation...................................................................... 4
3. Soil and Water Conservation.................................................... 9
4. Water Protection........................................................................ 11
5. County Operations and Purchasing........................................... 15
6. Vehicle Management ............................................................... 18
7. Solid Waste and Recycling....................................................... 20
8. Mobility.................................................................................... 23
9. Connectivity............................................................................. 25
10. Guilford County Schools......................................................... 29

## In the Community

11. Residential Sustainability....................................................... 31
It is the responsibility of Guilford County and its governmental partners to lead the way in sustainability efforts. This portion of the plan highlights the past, present, and future efforts taken on by the County in order to remain competitive in an economy increasingly dependent on sustainability.

I. Built Environment

Through coordination with the Planning Board and Board of Commissioners, the Planning and Development staff will be proactive in researching ways for Guilford County to accommodate new growth and redevelopment that is both efficient and cost-effective. By keeping abreast of new trends in green building, sustainability, transit-oriented development and neo traditional neighborhood design, Guilford County will be positioned to improve the quality of life for residents; enhance economic vitality; support creativity and innovative design; and protect and preserve the natural, historic, and cultural resources and assets of the County.

GOAL: Guilford County shall work to develop a more sustainable built environment.

OBJECTIVE #1: Partner with stakeholders to promote a building environment that embraces excellence, supports new technologies, and will proactively respond to challenges to keep Guilford County competitive both regionally and nationally.

- STRATEGY: Address sustainable issues in the development ordinance.
  - Encourage coordination among responsible entities in the timing of infrastructure improvements to afford the greatest latitude in future development options (June, 2009).
  - Review Mixed-Use and Subdivision development standards in the Development Ordinance, and pursue amendments as deemed necessary, to foster more creativity in design (June, 2009).
• Review commercial development standards in the development ordinance in an effort to promote more sustainable features (e.g., Aerotropolis, parking needs). (Ongoing)
• Create incentives to stimulate development of infill and underdeveloped sites with public water and/or sewer access (Ongoing).
• Diligently monitor and assess new construction technologies that are structurally sound yet environmentally friendly (e.g., LEED), for potential application in Guilford County (Ongoing).
• Create incentives that recognize or reward innovative project designs that respect, assimilate, and protect on-site and adjacent assets and amenities, natural, cultural, historic and recreational (Ongoing).
• Encourage and support local research of new and evolving changes in construction technologies by local colleges and universities (June, 2009).

OBJECTIVE #2: Promote “context sensitive” development that respects and protects the natural, historic, and cultural assets and amenities of Guilford County.

➢ STRATEGY: Identify changes in the development ordinance to enhance land protection efforts.
  • Support clustering for projects with significant environmental challenges to afford the greatest stewardship of natural resources (Ongoing).
  • Consider the creation of a “Rural Estate” zoning district to allow large lot (e.g., 5+ acres) subdivisions with development standards/regulations that promote land stewardship (April, 2009).
  • Support the Voluntary Agricultural District program and individuals seeking bona fide farm status for their property (Ongoing).
  • Support retention of viable agricultural areas by encouraging traditional and nontraditional farm uses, including for example agri-tourism, organic farming, and viniculture; provide technical assistance in conjunction with Cooperative Extension, state and federal programs, and conservation organizations (Ongoing).

OBJECTIVE #3: Provide current and future residents of Guilford County with a variety of housing options and opportunities.

➢ STRATEGY: Promote more sustainable home building options.
  • Thoroughly review and revise, as necessary, existing development procedures, regulations and standards that inhibit creativity and/or flexibility in the provision of housing options and opportunities (Ongoing).
  • Ensure inspectors are knowledgeable about new green technology to facilitate sustainable development component compliance (June, 2009).
• Consider traditional neighborhood design principles in appropriate locations, including mixed uses, pedestrian-friendly streets and commercial areas, and transit-oriented development (Ongoing).
• Remain an active partner in the provision of HOME, Scattered Site, and CDBG housing programs and projects throughout the County (Ongoing).
• Identify, in conjunction with the cities of Greensboro and High Point, potential infill/under-developed sites within unincorporated fringe areas where density bonuses or incentives would be appropriate (June, 2009).
• Explore of federal, state and local grant/funding opportunities to expand and enhance the provision of housing programs and services throughout Guilford County (Ongoing).

OBJECTIVE #4: Guilford County will be an active partner in the planning and implementation of large-scale multi-jurisdictional land use initiatives such as the Heart of the Triad, Aerotropolis and transit-oriented development.

➢ STRATEGY: Identify interim growth management strategies to provide viable planning alternatives to support and advance long-range regional land use plans (e.g., Heart of the Triad).<br>
• Provide policy and technical assistance and staff support for regional land use planning efforts (Ongoing).
• Continually seek opportunities for joint collaboration to attract new economic growth and prosperity for the County and the Triad region (Ongoing).

II. Land Conservation

As the county continues to grow, the preservation of natural areas becomes even more important to ensure a high quality of life for our citizens. In July 2000, the County adopted an Open Space Plan that established the Open Space Committee. Since that time, the County has been actively promoting the benefits of preserving natural areas. Then in November 2004 county residents approved the first countywide bond referendum that will fund a program to acquire environmentally-sensitive areas. The approval of this $10 million bond will help the County to preserve natural areas and keep them free from
development. The Committee also recognizes the importance of a continued, strong agricultural presence in Guilford County.

GOAL: Identification and evaluation of suitable land for preservation.

OBJECTIVE #1: Protect 100 acres of land for every 1,000 residents in Guilford County.

- STRATEGY: Identify target areas around the County well-suited for conservation.
  - Rank significant natural areas and make a targeted effort to acquire land in these areas by using available tax and GIS databases to identify and contact landowners (Ongoing).

- STRATEGY: Use the open space evaluation process (established and adopted in spring 2005) to objectively evaluate the relative quality of open space parcels.
  - Research properties, prepare maps, and conduct site visits to evaluate them using a weighted scoresheet of criteria to rank properties for acquisition (Ongoing).
    - Average two new landowner contacts and one site visit per month (Ongoing).
  - Have the Open Space Committee, the Parks and Recreation Commission and the Board of County Commissioners vote on each parcel before acquiring it (Ongoing).

- STRATEGY: Investigate potential properties and pursue acquisitions from willing sellers or donors.
  - Arrange appraisals, surveys, environmental reviews, etc., necessary for negotiation (As needed).

GOAL: A fast, simple process for land preservation which is also objective and fair.

OBJECTIVE #1: Streamline the process to facilitate faster, more simple transactions.

- STRATEGY: Evaluate and improve the internal process for land protection.
  - Establish a sub-committee to review the existing process and present
recommendations to the committee (Completed February, 2008).

- Staff meet with other departments to develop internal processes to make open space acquisitions proforma transactions (Ongoing).
- Have a program evaluation done by an outside organization (January, 2010).

**OBJECTIVE #2: Improve the mechanisms for evaluating properties fairly and objectively.**

- **STRATEGY:** Review the process for site evaluations.
  - Establish a sub-committee to review the site evaluation form (Completed February, 2008).

**GOAL:** Seek to preserve land in perpetuity in the most fiscally responsible manner possible.

**OBJECTIVE #1: Find a recurring source of funding for open space preservation which highlights the “benefits principle” by choosing a revenue stream that has a logical nexus with land conservation, such as deferred property taxes paid by landowners when their land is removed from the “use-value” tax classification.**

- **STRATEGY:** Benchmark other jurisdictions to find best practices for funding open space preservation.
  - Submit a proposal to the Board of County Commissioners outlining the Open Space Committee’s recommendations for funding (April, 2009).

**OBJECTIVE #2: Use the most cost-effective and appropriate method for preserving land.**

- **STRATEGY:** Evaluate the landowner’s intended future use of the property (if any) and willingness to make a full or partial donation.
  - Encourage “bargain sales” whenever possible (ongoing).
  - Consider using conservation agreements or other land protection tools when fee simple acquisition is not feasible, such as when preserving farmland or other instances where the landowner prefers to continue using the land (as the situation arises).

**OBJECTIVE #3: Ensure that all land enrolled through the Open Space Program remains protected in perpetuity.**
STRATEGY: Use appropriate legal tools to protect land from being used in the future for purposes other than open space.
- Consider placing deed restrictions on property acquired by or donated to the County (as needed).

GOAL: A consistently maintained and accurate inventory of open space in Guilford County.

OBJECTIVE #1: Utilize geographic information systems (GIS) to maintain an open space inventory.

STRATEGY: Partner with the City of Greensboro to house the database.
- Keep the City’s GIS technician up to date on new open space purchases or dedications by the County or other entities engaged in land protection (Ongoing).

OBJECTIVE #2: Identify and map previously dedicated floodplain land.

STRATEGY: Utilize the land use codes in the Guilford County tax database to identify previously dedicated floodplain.
- Partner with the County GIS department or planning department to hire an intern to become familiar with the land use codes previously assigned to dedicated floodplain and use GIS to query the tax database and generate a map. The intern would also review archived subdivision plats to find other dedicated floodplain not identified with a land use code in the tax database; enter this information into the GIS (December, 2009).

OBJECTIVE #3: Identify high-value floodplain during the subdivision plan review process and seek dedication of this land pursuant to the Guilford County development ordinance.

STRATEGY: Review subdivision plats containing floodplain.
- Attend the County’s bi-weekly Technical Review Committee (TRC) meetings to review new development plans and offer comments (Ongoing).

GOAL: A land management system that balances the protection of natural resources with maximal public access.

OBJECTIVE #1: Establish a management policy for all property acquired by
the County and secure funding to manage the land.

- **STRATEGY:** Research the land management literature and the land management policies of other jurisdictions and agencies.
- **STRATEGY:** Write a baseline monitoring policy that would apply to all natural areas acquired by the County (April, 2009).

- **STRATEGY:** Budget for staff, signs and equipment to responsibly manage and maintain properties (FY 2009-10).

**OBJECTIVE #2:** Prepare a management plan for each property acquired, which includes a baseline report and a long-term monitoring strategy.

- **STRATEGY:** Research each property and prepare a baseline report.
  - Perform a biological survey to document the property’s biological resources *(As required).*
  - Perform a cultural resource evaluation *(As required)*
  - Photograph the property’s condition at time of acquisition *(As required).*
  - Determine the appropriate level of public access and any improvements or facilities that would be needed to facilitate that level of public access, e.g. parking areas, signs, trails *(As required).*
  - Write individual monitoring guidelines for acquired property *(As required).*

**GOAL:** Support of broad open space initiatives through relationships with state, local and regional planning agencies.

**OBJECTIVE #1:** Look for ways to fit Guilford County’s open space acquisitions into broader regional open space initiatives.

- **STRATEGY:** Utilize information on the Haw River State Park planning area and the Mountains-to-the-Sea trail to target properties for acquisition.
  - Adopt a resolution in support of the Mountains to Sea Trail in Guilford County *(Completed June, 2008)*
  - Try to acquire open space to connect the Haw River State Park and the protected watershed lands along the north side of the Greensboro reservoir system *(December, 2008).*
  - Try to acquire open space along Reedy Fork Creek where it coincides with the planned N. C. Mountains-to-the-Sea Trail *(Ongoing).*

- **STRATEGY:** Participate in regional planning efforts and partner with other
jurisdictions and organizations on projects.

- Attend planning meetings for state and regional efforts to promote conservation efforts, trails and land protection funding *(Ongoing)*.
- Share information with other groups working for the preservation of open space such as the City of Greensboro, Piedmont Land Conservancy, Summerfield Conservation Council, Haw River Land and Trails, Haw River Assembly, Friends of the Mountains to Sea Trail, and Piedmont Triad Council of Governments *(Ongoing)*.
- Maintain regular contact with the administrators of the State’s Environmental Enhancement Program (EEP) and state trust funds *(Ongoing)*.

### III. Soil and Water Conservation

*With the Soil and Water Conservation District Board’s guidance, the District staff and the Natural Resources Conservation Service staff assist Guilford County residents by planning, providing technical assistance, developing and carrying out programs for the conservation, protection and development of soil, water and related plant and animal resources. The district is committed to educating youth and all citizens of our county about soil, water and other natural resource conservation issues.*

**GOAL:** Assist Guilford County residents by planning, providing technical assistance, developing and carrying out programs for the conservation, protection, and development of soil, water and related plant and animal resources.

**OBJECTIVE #1:** Utilize the partnership’s technical staff to install water quality and erosion control practices on agricultural lands.
STRATEGY: Utilize NC Agricultural Cost Share Program (NCACSP) funds to install Best Management Practices (BMPs) in identified watersheds.
- Encourage the use of Long-Term Minimum Tillage Systems (Ongoing).


STRATEGY: Implement the provisions of the 2002 Farm Bill through the use of EQIP and WHIP Programs.
- Encourage enrollment in the Environmental Quality Incentive Program (EQIP) and Wildlife (WHIP) Program (Ongoing).
- Conduct status reviews on FSA Plans, Reinstatement Plans, 569 Requests, and existing contracts (Ongoing).

STRATEGY: Encourage healthy streams in Guilford County.
- Follow-up on FY 2005 funding status of impaired streams in the county (Upper Haw River Land Treatment) (Ongoing).
- Identify streams for possible bio-engineering projects for NC-WRP funding (Ongoing).

OBJECTIVE #2: Improve the delivery of NRCS and SWCD programs to new and limited resource farmers including underserved clients.

STRATEGY: Continue services to North Carolina A&T State University, UNC-Greensboro and other local colleges and universities.
- Provide classroom-teaching support and conduct farm tours for NC A&T State University students (Ongoing).
- Assist USDA liaison and NRCS sociology leader at NCA&TSU (Ongoing).
- Assist qualified minority students with applications for NRCS/SWCD employment (Ongoing).
- Provide conservation technical assistance on A&T Farm, Swine, Dairy, Poultry and Goat Units (Ongoing).

OBJECTIVE #3: Expand outreach efforts to provide technical assistance to rural communities in the county.

OBJECTIVE #4: Coordinate the Voluntary Agricultural Districts Program.

GOAL: Educate youth and citizens of our county about soil, water and other natural resource conservation issues.

OBJECTIVE #1: Improve our educational efforts to create an awareness of
NRCS/SWCD programs and services.

- **STRATEGY:** Promote awareness with elected officials in urban areas and the county school system of programs and services available from the NRCS/SWCD Office.
  - Make personal contacts with the science coordinators in school system to provide information on District services and technical programs (Ongoing).
  - Write an educational newsletter for public and private school system teachers to promote SWCD Programs (Ongoing).
  - Encourage and provide support to schools envirothon teams and conduct a tri-county envirothon competition (Ongoing).
  - Conduct soil and water programs for schools, classes and other groups (Ongoing).
  - Conduct Annual District Awards and Recognition Banquet (Ongoing).
  - Conduct Educational Contests, Selects, Conservation Farm Family and Partnership Resource Conservation Workshop Student. (Ongoing).

### IV. Water Protection

Land development and protection of our water resources often have conflicting objectives. Our goal is to identify challenges in protecting our water resources and find solutions designed to protect the environment and enable development efforts.

**GOAL:** To seek a balance between the built environment and the protection and preservation of the County’s water resources through prudent management, public education, participation and outreach, appropriate regulations and enforcement, and active partnerships with stakeholders.

**OBJECTIVE #1:** Protect the surface waters from the effects of new construction, eliminate illegal discharges, and increase public awareness of water protection by following the requirements of the National Pollutant Discharge Elimination System – Phase II and the Post-Construction regulations of the State of North Carolina.

- **STRATEGY:** Submit permit requirements for six minimum measures
- Public Education and Outreach on Stormwater Impact,
- Public Involvement/Participation,
- Illicit Discharge Detection and Elimination,
- Construction Site Stormwater Runoff Control,
- Post-Construction Stormwater Management for New Development and Redevelopment,
- Pollution Prevention/Good Housekeeping for Municipal Operations) for applicable county owned properties (Complete and ongoing).

- Request transfer of review/approval/enforcement authority from the State for post-construction stormwater control standards for new development and redevelopment in unincorporated areas and Non-Phase II incorporated areas (Completed).
- Receive approval for review/approval/enforcement authority from the State for post-construction stormwater control standards for new development and redevelopment in unincorporated areas and Non-Phase II incorporated areas (Completed).
- Receive issuance of discharge permit for stormwater on applicable County-owned properties (January, 2009).

STRATEGY: Administer the post-construction water quality program for the unincorporated areas and small towns.

- Implement review/approval/enforcement for post-construction stormwater control standards for new development and redevelopment in unincorporated areas and Non-Phase II incorporated areas (Complete and ongoing).

STRATEGY: Under the NPDES and Randleman Lake stormwater programs, Guilford County has included an illicit and illegal discharge detection and elimination element to repair failed septic systems and improper dumping of chemicals and trash that eventually pollute streams and reservoirs (Complete and ongoing).

- Implement enforcement for illicit and illegal discharge detection and elimination element of NPDES and Randleman Lake requirements (Complete and ongoing).

STRATEGY: Improve and maintain a State-approved Erosion Control Program

- Guilford County administers a State approved Erosion Control Program (Complete and ongoing).

OBJECTIVE #2: Improve and maintain local well, on-site sewage, and underground storage tank programs.

STRATEGY: Continue to administer a local well program protecting the groundwater from surface contaminants.

- Permitting the proper location of the well, inspection during the drilling of the well and a
final wellhead inspection. Proposed modifications to current rules and regulations are going to the Board of Health for approval (June, 2008).

- Collect water samples to assure water is safe for human consumption. Pending Board approval, items that are tested for will be expanded (July, 2008).

➢ STRATEGY: Continue administering an underground storage tank program.
  - Inspects registered underground storage to insure that they have a proper and functioning leak detection system (Ongoing).
  - Staff reviews fuel inventory records to determine if any product that is unaccountable (Ongoing).
  - The identification, notification, investigation by the responsible party and remediation of groundwater contamination sites throughout the county (Ongoing).

➢ STRATEGY: Continue administering a local on-site sewage rule to evaluate sites to determine if the site is suitable to receive and adequately treat on-site sewage.
  - To determine that there is adequate separation from the bottom of the nitrification trench to the groundwater table to insure groundwater is not contaminated from domestic sewage (Ongoing).

➢ STRATEGY: Continue operation of several groundwater monitoring stations throughout the county.
  - Continually monitor groundwater levels (Ongoing).
  - Data is collected quarterly and assessed by staff (Ongoing).
  - To determine if development and increase groundwater use is having an effect on the groundwater (Ongoing).

🔹 OBJECTIVE #3: Comply with the state’s impervious limits regulations and seek improvements to the local requirements to offer incentives for additional environmental considerations.

➢ STRATEGY: Continue to be a pioneer in water supply protection through exceeding State regulations for watershed protection.
  - Guilford County implemented a water supply protection program approximately ten years prior to State requirement (Completed)

➢ STRATEGY: Examine design details for parking, drives, and street construction to determine if a reduction in impervious areas can be achieved.
  - Conduct meetings with planning staff, engineers, emergency services, and NCDOT to assess alternatives to paving requirements and other impervious surface requirements (Completed).
  - Review House Bill 2504 regarding Limiting Impervious Paving in Parking Lots. (Ongoing –Date of bill is May 26, 2008).
STRATEGY: Develop a list of Low Impact Design elements that can be offered to a developer as an incentive for additional development density.

- Enlist the Environmental Review Board to develop a list of environmental incentives that can be traded for increased development densities (Completed).

OBJECTIVE #4: Provide education and outreach to the public on the importance of clean water and good land stewardship.

STRATEGY: Under the Randleman Lake educational program and partnering with the County Cooperative Extension, the Carolina Yards and Neighborhoods program teaches homeowners the proper application of fertilizer and water and the correct plant application for different soils, shade conditions and terrain.

- The Guilford County Cooperative Extension has plans to take the program statewide. As a show of support of the program, the Piedmont Triad Water Quality Partnership, of which Guilford County is a member, has committed $5000 per year to help fund the expenses (Ongoing).
- Guilford County planning staff will participate in the Earth Day events, spreading the importance of water quality, recycling, and illegal dumping (April, 2009).

OBJECTIVE #5: Use public funds to acquire sensitive land for conservation and preservation, and construct water quality devices to treat storm runoff from county owned facilities.

STRATEGY: Acquire environmentally sensitive land and other tracts that can preserve open space and stream corridors.

- Purchase a 750 foot buffer around its water supply reservoirs at Lakes Brandt, Townsend and Mackintosh under a Watershed Bond (Complete).
- Guilford County passed an Open Space Bond to acquire lands for open space and stream corridors (Complete and ongoing).
- Purchase and restore a tract of land in Tier 2 of the Greensboro Watershed Critical Area that has operated as an auto salvage yard for over 50 years, posing an environmental threat to the water supply and private wells (Complete).

STRATEGY: The Guilford County Development Ordinance requires an easement dedication of land in flood prone areas to be used for drainageways and open space (Ongoing).

STRATEGY: Construct water quality devices to treat runoff on County owned facilities.
Using the balance of the Watershed Bond fund, construct 20 water quality devices located at 12 school and park sites *(Complete and ongoing).*

**V. County Operations & Purchasing**

Large projects designed to increase efficiency can have a major impact. However, it is the combination of everyday actions that really affect human and environmental health. The County has an opportunity to lead the way in sustainability by making small changes in everyday operations. Making smart decisions about operating and purchasing procedures plays a significant role.

**Goal:** In purchasing and operating decisions, the County will strive for sustainable alternatives.

**OBJECTIVE #1:** To provide a healthier environment within county buildings while decreasing environmental impact.

- **STRATEGY:** Ensure less harsh chemicals are used in janitorial services.
  - Facilities department will form a definition of “green chemicals” that will be used for cleaning purposes *(Completed)*
  - Facilities department will train staff in use of new chemicals *(January, 2009).*
  - Contracts with janitorial services will include said list of allowable cleaning agents *(January, 2009).*

- **STRATEGY:** Ensure more green products are purchased.
  - County government will use 10% or more recycled paper by June 30, 2010.
  - Purchasing will evaluate paper use and draft a policy with criteria regarding when recycled paper should be purchased *(June, 2009).*

**OBJECTIVE #2:** Ensuring facilities department maintains current green efforts.
STRATEGY: Ensure County facilities department are documenting continued upgrades of equipment and proper use of chemicals (*all ongoing*).
- Maintain a computerized preventive maintenance program on all equipment.
- Maintain spec's on the most energy efficient equipment available when equipment is replaced.
- Continue replacing light fixtures and ballast with energy efficient ballasts and bulbs.
- Continue working with Duke Energy to lower utility costs.
- Continue purchasing bio-degradable chemicals.
- Continue using high efficiency filters in all air handlers.
- Continue replacing restroom fixtures with low water use fixtures.
- Continue proper disposal of hazardous materials (ballasts, bulbs, chemicals and batteries).
- Join Energy Star (completed)
- Enter 14 County buildings in the Energy Star program (completed).
- Continue to replace older equipment with energy efficient alternatives.

OBJECTIVE #3: Promote energy efficiency in County buildings.

STRATEGY: Implement a plan outlining specific actions County employees can take to reduce energy consumption.
- All hot water heaters in County buildings should be wrapped with materials to increase efficiency (*January, 2010*).
- A feasibility study for the installation of motion sensor lighting for bathrooms and hallways should be undertaken (*June, 2009*).
- Facilities should design a thermostat consistency plan that will outline appropriate thermostat levels linked to outside temperatures (*September, 2008*).

Goal: Institute office management procedures that conserve resources.

OBJECTIVE #1: Draft a formal office sustainability policy (*December, 2008*).

STRATEGY: Address paper consumption in policy.
- Recommend all copiers and printers with the capacity are set to default duplex printing (*July, 2008*).
- Ensure that each office has a suitable recycling receptacle and information about what can be recycled (*August, 2009*).
- Encourage use of electronic documents (*Ongoing*).
- Encourage use of online meetings (*Ongoing*).
- “Print only as necessary” on all electronic documents (email, etc) (*August, 2008*).
- Replace styrofoam cups with paper cups (*September, 2008*).
STRATEGY: Address water consumption in policy.
- Promote use of reusable containers (i.e. drinking cups, plates, utensils, etc.) (Ongoing).
- Encourage use of tap water instead of bottled water whenever possible (i.e. making coffee) (Ongoing).
- Encourage use of water from 5 gallon jugs vs. individual bottled water (using non-disposable vessel) (Ongoing).
- Facilities department should assess pipelines and fixtures to ensure no leakage is present (June, 2009).
- Employees should report all leaks to the facilities department (Ongoing).

STRATEGY: Address energy use in policy.
- Facilities department to perform an energy audit of County buildings (June, 2009).
  - Weather stripping
  - Ensure proper use of space heaters (November, 2008).
- If able, employees are encouraged to use the stairs instead of the elevator to reduce electricity use and improve health (Ongoing).
- Employees should turn out office lights when leaving for more than 5 minutes (Ongoing).

OBJECTIVE #2: Ensure all employees are aware of office sustainability policy and opportunities for green alternatives.

STRATEGY: The County’s new employee training manual should include the following directives:
- Ensure policy is distributed to all employees (July, 2009)
- Ensure employee orientation includes instruction on office sustainability policy (July, 2009).

STRATEGY: Send weekly e-mails to all County employees focusing on recycling opportunities and programs and on green initiatives and alternatives (Ongoing).

Goal: To build/upfit County buildings in a sustainable fashion.

OBJECTIVE #1: Put policies and procedures in place to ensure government building standards are energy efficient.
STRATEGY: Adopt building standards currently in use by the State of North Carolina for government buildings.
- Implement investment grade/comprehensive energy audits on all new buildings in accordance with Session Law 546 (November, 2008).
- Ensure upgrades utilize energy efficient systems (June, 2010).
- Ensure builders are familiar with green building techniques (January, 2010).
- Evaluate the use of geothermal for all new building sites (November, 2008).
- Ensure county buildings are built with solid waste and recycling in mind.

OBJECTIVE #2: Access feasibility of using alternative sources of power.

STRATEGY: Identify buildings suitable for solar projects.
- Evaluate use of photovoltaic power to heat water (August, 2009).
- Evaluate use of solar power for small scale electrical projects (August, 2009).
- Search for grant funding for a demonstration solar project in the County (August, 2009).

VI. Vehicle Management

County vehicle management has an impact on costs and environmental health and also impacts the health of residents. Managing the County’s vehicle fleet sustainably will promote environmental health and help reduce the number of bad air quality days the county experiences. Additionally, switching to more efficient vehicles will save the County money over the long term.
Goal: Vehicle managers will continue striving to reduce the environmental impact of fleet operations.

OBJECTIVE #1: Fleet managers will strive for lower emission vehicles and more conservation-minded practices while maintaining efficiency of operations.

- STRATEGY: Replacement vehicles should be evaluated and compared on the basis of true long term cost.
  - Vehicles under consideration for purchase should be evaluated with long term cost comparison calculator (NC Department of Energy) (November, 2008).

OBJECTIVE #2: Match car purchase to car purpose.

- STRATEGY: Ensure vehicles are purchased for intended use (i.e. fuel efficient vehicles should be used whenever possible).
  - The County will develop a template for new vehicle requests that will clearly define vehicle performance needs (December, 2008).
  - Guidelines should reflect the principal vehicle purpose (i.e. high MPG for single passenger administrative needs vs. higher performance vehicle for traditional law enforcement) (December, 2008).
  - Each new vehicle will be evaluated using a cost calculator (NC Department of Energy) (December, 2008).

OBJECTIVE #3: Increase average miles per gallon (MPG).

- STRATEGY: Establish MPG fleet standard baseline and increase that level over the next 5 years.
  - Vehicle managers will use the current inventory of vehicles to calculate fleet MPG average (January, 2009).
  - Vehicle managers will then set a realistic benchmark for a higher fleet average over the next 5 years (February, 2009).
  - Once in place, all fleet standards will be extended to contract service providers for County services (February, 2009).

OBJECTIVE #4: Reduce emissions by evaluating alternate fuel sources.

- STRATEGY: The County will study alternative fuel sources (i.e. compressed natural gas, liquefied natural gas, biodiesel, etc.).
• Report the findings of the study regarding the appropriateness and applicability of alternate fuels in the county fleet (August, 2009).

OBJECTIVE #5: Investigate funding for vehicle conversions and alternative vehicles.

➤ STRATEGY: Research grant funding for vehicle conversions and alternative vehicles.
  • Maintain awareness of CFAT funding (NC Solar Center) (Ongoing).
  • Evaluate grant availability against County vehicular needs (January, 2009).

OBJECTIVE #6: Reduce emissions by sourcing alternative fuels and practicing conservation.

➤ STRATEGY: Create County fuel conservation and emergency supply plan. (Completed, see appendix __).
➤ STRATEGY: Identify wholesalers and retailers who will supply and distribute alternative fuels.
  • Include incentives in the economic development policy and in the annual budget to encourage retailers to carry alternative fuels (Completed).
  • Encourage the production and distribution of alternative fuels (Ongoing).

OBJECTIVE #7: Reduce vehicle emissions through encouraging County employees to carpool or use alternative modes of transportation.

➤ STRATEGY: Provide incentives for County employees who carpool or use alternative modes of transportation.
  • Label desirable parking spaces for exclusive use of carpoolers (September, 2009).
  • Encourage the development of a “Park and Ride” system through the Piedmont Authority for Transportation (PART) (Ongoing).
  • Provide secure bike racks (September, 2009).
  • Work with local bus systems to encourage greater utilization of services (October 2009).
**VIII. Solid Waste and Recycling**

How a community handles solid waste is essential to its health, environmental, and economic wellbeing. Guilford County believes increasing knowledge of best practices is essential to decreasing the County’s solid waste. Working with the school system and encouraging residential recycling are central to promoting a more sustainable future for Guilford County. In addition to education, the County needs to examine other ways of reducing waste. Providing incentives for deconstruction and establishing convenience sites for the drop-off of recyclable materials can help reduce what is going in our landfills. County offices also have a huge impact on waste management. Currently, only a few departments have in-house recycling programs. Expanding these programs not only reduces the County’s impact on the environment but leads the way for local businesses and residences to do the same.

**GOAL:** Increase recycling in Guilford County Schools.

**OBJECTIVE #1:** Diversion of a large quantity of recyclable materials (especially paper/fiber) from school MSW disposal, without creating a major budgetary impact for the school system or the County.

- **STRATEGY:** Work with Guilford County Schools to promote internal (administrative) and classroom recycling.
  - Work with Education/Recycling Workgroup, Guilford County school principals and maintenance staff (Ongoing).
  - Initiate a partnership program that will enable local businesses to sponsor school recycling programs (Ongoing).
  - Provide training for students and staff for program implementation and follow-through. (Ongoing).

**OBJECTIVE #2:** Explore a recycling curriculum with Guilford County Schools.

- **STRATEGY:** Promote recycling awareness in students and, as a consequence, in their families.
  - Work with Recycling Workgroup, Guilford County Schools Dept. of Curriculum & Instruction (Ongoing).
  - Continue to provide professional and staff recycling presentations to elementary schools (Ongoing).
• Work with the school system’s department of curriculum and instruction to ascertain in which other grades recycling and solid waste intersect with the NC standard course of study *(Ongoing)*.
• Offer to provide educational programs and materials to grades 6-12. *(Ongoing)*.

**GOAL:** Increase commercial and governmental recycling efforts within Guilford County.

**OBJECTIVE #1:** Significantly increase construction and demolition (C&D) reuse and recycling, and increased contractor awareness of C&D disposal options.

- **STRATEGY:** Develop a County policy encouraging deconstruction, including economic incentives, relating to redevelopment projects.
  - Work with Planning & Development staff and Economic Development staff to provide incentives for deconstruction rather than demolition in redevelopment projects *(Ongoing)*.

**OBJECTIVE #2:** Ensure recycling is provided in all County offices and facilities.

- **STRATEGY:** Expand existing contracts to include recycling at additional county facilities.
- **STRATEGY:** Provide educational information to County employees about recycling programs through departmental training, e-mails, staff meetings and signage *(Ongoing)*.

**GOAL:** Reduce amount of solid waste going to landfills.

**OBJECTIVE #1:** Significantly increase diversion of recyclable materials (especially paper and cardboard) from the waste stream.

- **STRATEGY:** Work with Education/Recycling Workgroup, Facilities staff, and County department heads to develop a policy to require recycling at County facilities and offices.
  - Refer to “County Operations and Procedures”
OBJECTIVE #2: Increase awareness of disposal options and recycling opportunities by both County staff and the visiting public.

- STRATEGY: Educate County staff and the public about the recycling program.

IX. Mobility

GOAL: To offer County residents mobility options that generate less air pollution and less carbon dioxide than driving single-occupancy vehicles.

OBJECTIVE #1: To make sidewalks and bicycle lanes readily available to County residents and to make public transit an attractive alternative to driving.

- STRATEGY: Encourage public to walk or ride bicycles.
  - Plan for Bicycle Safety Month, a significant media campaign (October, 2008).
  - Bike check-out program (May 2010)
  - Continue installation of sidewalks on thoroughfares and collectors as funds permit (Ongoing).
  - Acquire trail easements for public trails in selected developments (Ongoing).
  - Continued construction of regional greenways (Ongoing).
  - Work with stakeholders to plan the Downtown Greenway (Ongoing).

- Strategy: Identify changes in the development ordinance to encourage the public to walk or ride bicycles.
Amend the Development Ordinance to require installation of bicycle and pedestrian amenities as recommended by the adopted Bicycle, Pedestrian, and Greenway Master Plan.

Require bicycle racks and other amenities in new commercial developments adequately served by bicycle facilities

Research methods to provide funding to fill in the gaps n the bicycle and pedestrian infrastructure (work with MPOs)

Consider amendments to development ordinances to reduce required parking standards (October, 2009).

Consider amendments to development ordinances to require sidewalk installation in most developments (October, 2009).

Consider amendments to development ordinances to require private trails in some types of residential developments (Planned Development-Residential, Rural Preservation District) (October, 2009).

**OBJECTIVE #2: Participate in efforts to develop alternative modes of travel and alternate work schedules.**

**STRATEGY: Encourage public transportation.**

- Support increased funding for TAMS, GTA, HiTran and PART (May, 2009).
- Support making HEAT system permanent (May, 2009).
- Establish downtown Greensboro trolley service (May 2010)
- Study ways to expand transit into areas of Guilford County not currently served (August, 2009).
  - PT Links (providing transportation from rural locations to urban bus stops)
  - Shopping transportation for the rural elderly
  - Provide deviated route to Northwest Greensboro

**STRATEGY: Assess parking needs and make changes as required.**

- Develop “Park and Ride” locations (April, 2010).
- Study parking space need reduction (Ongoing).
- Create a rideshare program and post relevant information on “Green Guilford” website (October, 2008).
- Create internal incentives (May, 2009).

**STRATEGY: Develop alternate work schedules**

- Flextime (June 2009)
- Telecommute (June 2009)
- 4x10 workweek/evening/weekend (June 2009)
GOAL: Seek out federal and state funding for local transportation initiatives.

OBJECTIVE #1: Seek funding for County transportation services. Currently many County transportation services offered are funded in part through grants.

STRATEGY: Seek continued funding for current County transportation services from the agencies or sources listed below (Ongoing):

- North Carolina Department of Transportation:
  - Rural Operating Assistance Program
  - Jobs Access Reverse Commute Program
  - Community Transportation Program
- NC Division of Aging: Home and Community Block Grant
- NC Department of Health and Human Services: Medicaid Transportation
- Federal Transit Administration: Urban Operating Formula Funds (pass through from High Point)

X. Connectivity

A critical component of the plan is its interrelationship with other organizations and the public. Information needs to be both available and disseminated to and from many quarters. Relationships with potential funding sources and economic development efforts need to be established and maintained. Advocacy efforts through organizations, events and the public are essential. Building partnerships across the board is a key to the success of the plan.

Because air quality—by its very nature—is a regional issue, it is addressed within the context of Connectivity.

Goal: To communicate effectively with the citizens and staff about green opportunities. To advocate for green and sustainable activity.
OBJECTIVE #1: To develop a Green Guilford web site.

➢ STRATEGY: Discuss with the County webmaster the steps necessary to start a site.
  • Develop domain name, logo, layout, spectrum of topics (*July, 2008*).
    o Incorporate:
      ▪ Conservation tips (Water Wise)
      o Educational partnerships (restrictions, alternatives, etc.)
        ▪ Energy calculator
        ▪ Event coordination
        ▪ Green activity advocacy
          o Earth Day
          o Big Sweep
          o Guilford County Spring Clean-up
        ▪ Community carpool rider-board
        ▪ Design a “sustainable pledge” for Guilford County residents.
  • Ensure links are placed on relevant websites (*August, 2008*).

OBJECTIVE #2: Broadcast email to interested parties about events, issues and practices.

➢ STRATEGY: Devise a plan for broadcast emails.
  • Determine content of emails (*August, 2008*).
  • Determine frequency of emails (*August, 2008*).
  • Determine content author (*August, 2008*).

➢ STRATEGY: Collect names of those who would like to be included.
  • Provide “opt-in” link on Green Guilford website (*August, 2008*).
  • Include “tell-a-friend” link on emails to existing parties (*August, 2008*).
  • Broadcast email to County staff (*August, 2008*).

➢ STRATEGY: Develop a media plan for green news.
  • Develop press kit (*August, 2008*).
  • Create media list (*August, 2008*).
  • Submit weekly articles written by the Cooperative Extension on environmental topics (*Ongoing*).

Goal: To identify environmental quality challenges and find solutions designed to protect the environment and enhance economic development efforts.
OBJECTIVE #1: Improve and maintain air quality in the region to address health concerns and limit regulatory restrictions on business recruitment and federal highway funding.

- STRATEGY: Participate in the activities of the Early Action Compact to address Guilford County’s non-attainment status for both ozone and PM2.5 (ongoing).

- STRATEGY: Track per capita carbon footprint in the Greensboro-High Point Metropolitan area.
  - Track per capita footprint from highway transportation (Ongoing).
  - Track per capita footprint from residential energy use (Ongoing).

- STRATEGY: Promote air awareness throughout the county.
  - Support the efforts of the Triad Chapter of North Carolina Air Awareness by distributing materials related to air awareness, and support of their activities and events (Ongoing).
  - Post daily air quality updates in County buildings

- STRATEGY: Identify sources of air pollution in the county.
  - Document and geo-locate all sites with air emission permits with the state (June, 2009).
  - Document sites where illegal burning has occurred in the county over the last year. (June, 2009).

- STRATEGY: Develop initiatives designed to support the transportation industry and address air quality issues. Promote the use of alternative fuels in the county.
  - Actively support the production and distribution of alternative fuels such as biodiesel and ethanol in the county (Ongoing).
  - Actively support truck stop electrification projects (Completed).

- STRATEGY: Attract and develop green industries in the County
  - Design an economic development incentive policy that encourages green industry (Completed).
  - Build knowledge base of potential industries (March, 2009).
    o Tire recyclers
    o Alternative Energy Availability Procurement
      - Waste to Energy
      - Incineration
    o Plastic Recyclers
    o Electronics recyclers
OBJECTIVE #2: Provide opportunities for businesses to participate in Green Guilford.

- STRATEGY: Partner with Chamber of Commerce and other organizations to provide local business owners with needed resources to reduce their carbon footprint (July, 2009).

- STRATEGY: Work with Greensboro and High Point to encourage water conservation, recycling, and energy reduction in hotels/motels (October, 2009).

- STRATEGY: Work with educational institutions to encourage water conservation, recycling, and energy reduction (October, 2009).

Goal: To procure funding for program growth

OBJECTIVE #1: Grant Procurement

- STRATEGY: Partner with educational institutions and local nonprofits to identify and write grants to expand programming (July, 2009).

Goal: To build relationships and partnerships with various organizations in an effort to increase level of support for green initiatives.

OBJECTIVE #1: To build relationships and partnerships with the State of NC, local jurisdictions, educational entities and green-oriented organizations.

- STRATEGY: to maintain a list of organizations and contacts that may be of benefit to Green Guilford.
  - State of NC
    - Legislative Agenda
    - NC Solar Center/CFAT Grant Program
  - Piedmont Triad Council of Governments
  - Guilford County Schools
  - City of Greensboro
  - High Point
STRATEGY: to participate with organizations that will assist Guilford County in its sustainability efforts.

- International Council for Local Environmental Initiatives (ICLEI)
- Cool Counties (NACo and Sierra Club)

### XI. Guilford County Schools

A plan for green government enhancements in Guilford County would be incomplete without covering Guilford County Schools (GCS). The schools use a large amount of resources to maintain hundreds of buildings. GCS has taken big leaps forward in sustainability in recent years, particularly with building practices, and continue to set efficiency goals for the future. The following is a summary of what has been done so far.

**Goal:** Strive for increased efficiency in GCS operations

**OBJECTIVE #1:** The GCS Transportation Department strives for lower vehicle emissions and more conservation minded practices while not sacrificing the efficiency or safety of operations.

- STRATEGY: School buses should run as efficiently as possible while maintaining the safety of students and drivers.
  - As funding is available, diesel bus engines will be retrofitted to increase efficiency. Ongoing
• The GCS Transportation Department will apply for a CFAT grant to do further bus retrofits. *Ongoing*
• 23 new, more efficient buses will be purchased. *2008*

➢ **STRATEGY:** GCS Maintenance seeks out the most efficient vehicles to meet departmental needs.
  • The Maintenance Department has contacted auto manufacturers in an effort to partner in testing new, energy efficient concept vehicles. *Ongoing*
  • The Maintenance Department continues to look for alternative energy alternatives for current vehicle fleet. *Ongoing*

➢ **STRATEGY:** Conservation-minded policies should be put in place to ensure efficient operation of GCS vehicles.
  • A policy to limit engine idling has been adopted. *January 2005 (see appendix).*

**OBJECTIVE #2:** GCS should promote efficiency in schools and administrative buildings.

➢ **STRATEGY:** Incorporate green building practices into new school construction.
  • GCS has been nationally recognized for constructing new green schools at Reedy Fork and Northern Guilford. These schools are on the cutting edge of green design and resource conservation; implementing daylighting, photovoltaics, rainwater collection and other sustainable building techniques. *Completed 2007*
  • The Facilities Department has adopted a plan for all new school construction that mandates efficient building practices and sustainable technology. *Ongoing (See appendix).*

➢ **STRATEGY:** Energy saving retrofits should be done to reduce the daily energy consumption of GCS buildings.
  • The Maintenance Department is systematically replacing older, less efficient light bulbs with high efficiency bulbs in offices and classrooms. *Ongoing*
  • GCS is accessing the feasibility of using energy performance contracting to realize increased energy savings and retrofit inefficient building systems. *Ongoing*

➢ **STRATEGY:** To provide a healthier environment within GCS schools and buildings.
  • Janitorial cleaning supplies are being switched to formulations with less harsh chemicals. *Ongoing*
  • The Schools are practicing Integrated Pest Management, an effective method of pest control that uses no chemicals. *Ongoing*
In addition to the efforts of local government initiatives, it is essential to assist citizenry with their efforts to achieve community-wide sustainability. Although this area focuses on residential sustainability, in the future Guilford County hopes to involve local businesses in their efforts to make a greener place to live.

XI. Community Sustainability

Potentially, the greatest impact of this plan can be derived from the successful planning and implementation of Sustainability education and advocacy. Energy is inter-woven into almost every aspect of our daily lives. If our rate of consumption continues to grow, we may easily run out of oil in our children’s lifetime. Water conservation also becomes increasingly important as the population grows. As more land becomes urbanized and impervious, it is essential to maintain the quality of our remaining groundwater. Simple changes in daily routines as well as current technology, affords citizens the luxury of living a comfortable, sustainable lifestyle. Educating citizens on necessary changes can help ensure a more sustainable future is at hand.

GOAL: To provide citizens with the tools they need to reduce overall consumption through providing resources to encourage energy efficiency, water conservation, waste reduction and local food.

OBJECTIVE #1: To create a Sustainability Advisory Board (SAB) to provide an advocacy role and facilitate educational initiatives.
STRATEGY: To establish a board comprised of public and private representatives who are familiar with techniques to increase residential sustainability.

- Contact environmentally active leaders to establish an advocacy group *(August, 2008)*.
- Support the committee through development and maintenance of the Green Guilford website *(July, 2008)*.
- Provide staff support for Sustainability Advisory Board activities *(Ongoing)*.

STRATEGY: SAB will increase energy efficiency by promoting *(Ongoing)*:

- Use of solar energy.
- Insulation.
- Thermostat control.
- Caulking and weather stripping around doors and windows to plug leaks.
- Replacing standard light bulbs with energy-efficient fluorescent bulbs.
- Appliance replacement rebates.
- Energy use calculators.
- Unplugging electronics.
- Washing clothes in cold water.
- Cleaning or replacing air-conditioning filters.
- Keeping water-heater thermostat no higher than 120 degrees F.
- Wrapping water heater in insulating jacket.
- Insulating walls and ceilings.
- Painting roof a light color.

STRATEGY: SAB will increase energy efficiency by assisting the Cooperative Extension (CES) in *(Ongoing)*:

- Ensuring marketing fliers promoting solar and energy related activities sponsored by CES are distributed at fairs, programs, displays, etc.
- Supporting the annual “Renewable Energy Poster Contest” sponsored by the CES.
- Supporting the CES program “Landscaping for Energy Reduction”.
- Promoting their self-sufficient photovoltaic system that allows the typical usage of common electrical garden tools.
- Promoting the “Solar Tour of Homes” in Guilford County.

STRATEGY: SAB will encourage water conservation and water quality by *(Ongoing)*:

- Publicizing demonstration cisterns at CES *(Ongoing)*.
- Encouraging use of rain barrels through publicizing their availability at CES *(Ongoing)*.
- Educating the public on storm water runoff through publicizing the “Carolina Yards and Neighborhoods” program offered by the CES and the Piedmont Water Quality Partnership *(Ongoing)*.
- Encouraging grey water collection and reuse.
• Encouraging the use of non-toxic cleaning products
• Properly disposing of toxic substances
• Educating and encouraging the public to run the dishwasher only when full using the energy-saving setting.
• Educating and encouraging the public to install low-flow shower heads in order to use less hot water.
• Educating and encouraging the public to replace current washing machine with low-energy, low-water-use machine.
• Educating and encouraging the public to practice water conservation when watering lawns and gardens.
• Educating the public on the proper use of fertilizers, pesticides, and herbicides
• Educating the public on the proper disposal of used motor oil and other chemicals such as paint, car batteries, antifreeze, and furniture stripper
• Educating the public about the proper maintenance of septic tank systems
• Encouraging the public to wash their car in the grass, so the wash water will be treated by the soil and the grass will benefit from the water
• Educating the public about picking up after their pets to reduce the contribution of harmful bacteria to local waters from animal waste
• Supporting the CES “Water Conservation Poster Contest” for 1st/2nd and 3rd/4th graders held in conjunction with the City of Greensboro Water Resources Department.

➢ STRATEGY: SAB will encourage waste reduction by (Ongoing):
  • Finding multiple uses for household items.
  • Educating the public on composting.
  • Encouraging the public to buy in bulk.
  • Encouraging the public to use reusable grocery bags.
  • Buying products packaged in reusable or recyclable containers.

➢ STRATEGY: SAB will encourage the public to eat locally grown food through (Ongoing):
  • Encouraging victory gardens.
  • Working with the Cooperative Extension to further their gardening in schools program.
  • Working with the Cooperative Extension to ensure space and opportunity is available for community gardens.
  • Promote Cooperative Extension information regarding where to buy locally grown food including “The Piedmont Triad Local Food Guide”.

➢ STRATEGY: SAB will work to increase the tree canopy in Guilford County by (Ongoing):
  • Supporting the annual Arbor Day Program produced through a partnership with Cooperative Extension, the City of Greensboro and Greensboro Beautiful, in which over 5,000 tree seedlings are given away.
• Supporting the “Neighborwoods” program in which neighborhoods are selected for a tree planting program to reestablish canopy cover.

**GOAL: Increase recycling through public awareness.**

**OBJECTIVE #1:** Increased public awareness and participation in recycling opportunities at home and in the community.

- **STRATEGY:** Initiate a partnership with area event venues to investigate and promote recycling at public events (*January, 2009*).
- **STRATEGY:** Work with colleges and universities to establish a recycling program at their sporting events (*January, 2009*).
- **STRATEGY:** Pilot a project to determine if a drop-off site for recyclable materials would increase recycling in unincorporated areas of the County.
  - Execute pilot program at the County’s scrap tire and white goods collection facility. (*Action Initiated*).
  - Utilize partnership between Education/Recycling Workgroup and private waste hauling companies. (*Ongoing*).
  - Evaluate public response and determine if additional drop-off sites are necessary and viable (*Ongoing*).

**OBJECTIVE #2:** Increased public awareness about composting and the promotion of backyard composting for residents; conserve water by discouraging garbage disposal use.

- **STRATEGY:** Work with cities and towns to develop a public awareness program about backyard composting (*Ongoing*).
  - Pursue grant funding for a compost bin sale (*July, 2008*).
  - Work with Cooperative Extension to expand and promote their composting programs.

**OBJECTIVE #3:** Increase public awareness of recycling and yard waste disposal requirements and reduce improper disposal of recyclable materials and yard waste.

- **STRATEGY:** Investigate the impact of minimum recycling standards and of mandating yard waste collection in conjunction with County licensing of garbage collectors.
OBJECTIVE #4: Heightened public awareness of “green” alternatives and options for proper disposal of solid waste.

STRATEGY: Pursue opportunities to get solid waste and recycling messages out to the public.

- Work with Education/Recycling Workgroup, IS staff, Facilities staff, and County Public Information Officer to disperse information (Ongoing).
- Revamp the solid waste and recycling page of the County website using the “Guilford County: How do you Measure Up?” public awareness theme and logo (Ongoing).
- Provide regular press releases to the media highlighting recycling/green opportunities and programs, as well as green alternatives for area residents and businesses (Ongoing).
- Use the “How do you Measure Up” branding to tie this public information campaign together with other ‘green’ initiatives (Ongoing).
- Include photos of facilities, information about proper disposal options, recycling options, volunteer opportunities, community events and household and business tips on solid waste and recycling page of the County website (Ongoing).
- Pursue opportunities to get solid waste and recycling messages out to the public through libraries, town and city halls and other public buildings (Ongoing).
- Get solid waste and recycling messages out to the public through the use of bulletin boards at County offices and facilities (Ongoing).
- Partner with towns and cities to air solid waste and recycling messages on television and radio (January, 2009).