

Green Tier Advisors
RECOMMENDATION

Communications Plan (March 06, 2007)

RECOMMENDATION: The Green Tier Advisors recommend that the Department fund a professionally developed Plan to effectively communicate and market the Green Tier Program. The Advisors recommend using a process that engages multiple parties to create a message of a simple cause that is good for business and the environment. The Advisors recommend selecting a process and a vendor that draws upon the example reviewed and concepts explored at the December 7, 2006 Green Tier Advisors meeting.