

FIVE OBJECTIVES OF THE GY-FRAMEWORK IMPLEMENTATION PHASE

- ***Pilot Demonstration and Training Program*** – At least 10 pilot demonstrations will be selected early in 2008 to fine tune the rating system credits and help build credibility for the GY-Framework over the next three years. A GY-Framework Training Module, complete with a Technical Reference Guide, will be developed under contract during the first quarter of 2008. Once the Guide is completed, all pilot project personnel will receive the required training followed by a public training offered early in 2009 designed for non-pilot personnel interested in applying the Framework to regional developments.
- ***Regional Incentives Package*** – A suite of financial and marketing incentives designed to inspire GY-Framework application and eventual certification will be developed by a volunteer, tri-state task force formed early in 2008. By April 2008, the task force will present their first incentives package to the pilot sponsors for their use, with additional incentives presented in fall 2008. The applicability and effectiveness of these initial incentives will be assessed by March 2009 and the package finalized in 2010.
- ***Certification Process*** – A second task force will be formed early in 2008 to recommend by March 2010 a reasonably-priced, regional certification process for developments choosing to build to the GY-Framework. In 2008 this task force will develop a Framework certification process in consultation with USGBC representatives that also will illustrate how ongoing LEED-product certification can be enhanced or complemented through cooperation with YBP. A qualified certification institution or set of regional contractors will be identified by March 2009 to ensure they are engaged in finalizing the certification process in 2010.
- ***Professional Program Management*** – A Sustainability Programs Manager will be hired by YBP early in 2008, as funding has been raised to cover the manager's salary and related expenses for the GY-Framework implementation period.
- ***Increased Public Awareness*** – Over the next three years, we expect the GY-Framework to be employed by the most responsible public and private developers in the Greater Yellowstone region. In concert with its Marketing and Incentives task force, a marketing communications strategy for the GY-Framework and its pilots will be developed by the YBP Sustainability Programs Manager by April 2008. The strategy will focus on organizing regional outreach each spring and fall, facilitating pilot site visits each summer, and giving the Framework maximum exposure at the YBP annual conference each May.