

**Ojai Valley Green Coalition
Green Living Tour & Home Show
Saturday, May 21**



Specific Purpose

To educate Ojai Valley residents and residents of surrounding communities about green building and lifestyle concepts, designs and practices. This will be accomplished by various demonstrations of green homes, landscapes, businesses and other lifestyle features within the Ojai Valley with a tour and home show. Builders and vendors will be present to explain the features of their projects and/or products.

Overview

Tour venues are selected based on how well they meet qualifying green 'living' practices criteria. Each site will demonstrate various green building designs, practices and materials such as passive solar architectural design, solar panels, on-demand water heaters, water-wise landscaping, recycled building materials like pulverized blue jeans for insulation, and permeable walk and driveways. Builder/designer docents will be on hand to answer questions at each site. Event-goers can use these ideas when they consider remodeling or building a new house, thus saving energy and reducing the Ojai Valley's collective carbon footprint.

Goals & Objectives

By showing positive steps that event-goers can take, the Ojai Valley Green Coalition Green Living Tour & Home Show provides ideas that can be turned into action, thus helping the Ojai Valley to become a model green and sustainable community; the stated mission of the Ojai Valley Green Coalition. This is also the #1 priority identified by Ojai Valley residents at Supervisor Steve Bennett's Valley-Wide Discussion Group in 2007.

Target Audience

The target audience is residents from Ventura, Los Angeles and Santa Barbara Counties who are interested in learning more about green construction design, technologies and products. Press releases will be sent to media in all counties to promote this event. Tour information will also be submitted to an extensive list of county-wide green websites. Target audience will also be reached through media buys; newspaper inserts and/or display ads.

Success Metrics

Approximately 200 attendees are exposed to concepts of passive solar design, solar panels, on-demand water heaters, water wise landscaping, use of recycled materials in insulation, double paned windows, low-solar load roofs, a living green roof, permeable walk and driveways and other approved green building ideas. This new knowledge gives event-goers practical ideas they can use in their own homes and businesses. Sponsors and show vendors will realize an increase in business and potential new clients due to marketplace exposure to their target audience.