

# CHAPTER TITLE- BIG IDEA

## **Background**

[Relevant quantitative and qualitative data about existing conditions, or the problem to be solved. Include information about Greenhouse Gas Emissions of sector if applicable and equity/disparity considerations]

## **Side Bar: Leading by Example**

Actions the City and/or County have already taken in this area, or work of major non-profits in this area.

## **Big Idea- One Sentence or less description**

[Use information from previous “big idea template and/or ARP funding priorities documents]

### ***Description***

[Describe proposed solution]

### **Quantitative Outputs**

<b>Measure Type</b>	<b>Measure</b>	<b>2025 Goal</b>	<b>2030 Goal</b>
Output Measure	[eg. # homes retrofitted]	#	#
Community Green House Gas Reduction	% reduction	#	#
Family Supporting Jobs Created Locally		#	#
Supplemental Equity Measure	[eg energy burden reduction for low income families]	#	#

### **Lead Agency + Collaborators**

[Describe who will fund and implement the proposal, and which partners are critical for success]

### **Operations: How it works and will be implemented**

[Describe how it works; include flow charts if necessary. If it's a benefit program, who is eligible?]

### **Equity Focus**

[Description of how this will directly support equity goals; draw from Equity Impact statements]

### **Accelerating Impact**

[Funding section. Description of how the projects can be started from existing programs or local funding and scaled with big federal or state investment or other catalytic policies]

### **Keys to Success**

[Description of what is required to make the strategy work; can include examples or lessons from other cities; market forces and trends that support or diminish the chances for success; answering objections to the proposal]

### **Equitable Workforce Plan**

[Description linkages between key employers, training providers, government agencies, and workers related to overall strategy;]

## Secondary Strategies

[Description of good ideas that weren't selected for the big idea.]

["Seasoning" components to break-up text sections]

Quote from resident or task for member on importance of the issue or their struggles with the status quo

Infographic: help people visualize the problem and solution

Stunning local photos