CCRA VISION 2021
**DRAFT REPORT** OF AD HOC COMMITTEE
Based upon 3/1/21 Board Meeting Breakout Groups

Ad Hoc Vision Committee:    Maggie Mund, President; Rick Gross, EVP; Michele Ettinger VP, Barbara Halpern, VP, Rick Speizman, Asst. Treasurer

## Strategic Initiatives

1. CLEAN AND GREEN- THE ENVIRONMENT

    a. improving tree canopy

        1. providing arborist services for tree pruning

        2. funding grants for street trees with Pennsylvania Horticultural Society

        3. developing a neighborhood green canopy plan

    b.  better trash collection/solutions

        1. advocacy for better collection/research other city's trash programs

        2. distribute CCRA branded recycling bins to new residents

        3. provide supercans for trash collection

    c.  improving storm water management, air and water pollution


2. NEIGHBORHOOD DIVERSITY, EQUITY, AND INCLUSION

    a.  focus on families/work with Greenfield

    b. fund scholarships

    c. promote and expand CCRA's work for affordable housing

    d. continue working with City to provide a compassionate response to homeless


3.    FACILITATING COMMUNITY GIVING

    a. create a community driven "giving circle" for members

## Process

    A. Our Ad Hoc Visioning Committee will identify individuals who will be charged with researching and proposing ideas best suited for implementation.

    B. Speed in moving forward is imperative- strike while the iron is hot. There should be a "check in" from all point people to the Ad Hoc committee in July.

    C. August ExCom meeting will focus on making proposal to a September kick-off board meeting at which board will approve action items to move forward.

    D. Roll out will be coordinated with our 75th Anniversary celebration of CCRA's service.


2. Responsibilities of Point Persons

    a. Report to Ad Hoc/ Ex Com
    b. Not limited to raised ideas; consider others in area of interest
    c. Present data on
        a. feasibility
        b. length of project (ongoing or episodic or one and done)
        c. financial cost to CCRA (annually or otherwise)
        d. organizational cost to CCRA
            how many people and who might be interested in leading project
            how much Operational (office) time anticipated to administer
        e. length of time to get up and running.
        f. obstacles to implementation.
        g. potential partners .

3. Possible point persons
    a. Susan Kahn and Rick S. - Environment
    b. David Rose - Trash
    c. Maggie Mund – Diversity, Equity and Inclusion (DEI)
    d. Elena Cappella - Facilitating Neighborhood Giving
    e. New and existing board members will be invited to join subgroups

4. Forming groups- We will recommend participants for subgroups to point people, but they can choose who best will benefit their team, and whether to solicit from board entire generally. Need not be a board member to be on a subcomiitee.