



**GREEN OPPORTUNITIES** is dedicated to improving lives, communities, and the health of the planet through innovative green-collar job-training and placement programs. GO works to empower low-income neighborhoods in Asheville and increase access to the green economy by preparing residents for well-paying jobs, completing hands-on sustainable projects, and linking neighborhood residents to jobs and other community resources that lead to greater empowerment.

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## Donate

A gift to GO is an investment in social change. Join us today by visiting [greenopportunities.org/get-involved/donate](http://greenopportunities.org/get-involved/donate)  
GO, 216B Livingston St., Asheville, NC 28801.

# Introducing the Green Opportunities Street Team

By Marilyn Bass

For more than a year the Green Opportunities (GO) Street Team has been deployed by the Outreach Team in the community to inform residents, businesses, and organizations of initiatives with which GO has been involved.

## Program Spotlight

### Outreach

Outreach leads, oversees, and supports grassroots outreach activities in target neighborhoods, with the goal of engaging community members in dialogue and discussion about sustainability, inclusiveness, and other issues that directly affect their future.

Outreach performs liaison functions between partners, the community, and stakeholders, promotes programs and initiatives, and shares updates on the W.C. Reid Center renovation as provided.

Outreach is seeking support for the GO Street Team and the History and Sustainability Van Tours. If you would like to help engender youth education and leadership, or volunteer, contact Marilyn Bass at (828) 398-4158, extension 105.

*\*Please specify Outreach and GO Street Team on your donation.*

### GO 5th Anniversary Party

Thursday, June 20, 5:30-8:30 p.m.

At The Mill Room, 66 Asheland Ave. Light dinner fare prepared by GO Kitchen-Ready. Beverages and toasts for the GO Family. Space is limited. You must RSVP by calling 390-4158 ext. 123, or email [rsvp@greenopportunities.org](mailto:rsvp@greenopportunities.org).

### GO Summer Graduation

Thursday, June 27, 5:30 p.m.

William Randolph School, 90 Montford Ave. Celebrating pathways to self-sufficiency for 33 GO Members completing training. Honoring GO alumni and new graduates. Reception in cafeteria catered by Go Kitchen-Ready's current class.

Green Opportunities Street Team (GST) members are oriented on various initiatives. Members distribute information by knocking on doors, making face-to-face contact, passing out flyers, manning information booths, and placing posters on kiosks built and erected by GO, among other activities. The GST may also include GO members (what GO calls the trainees), and other adults who team up to distribute and/or conduct surveys and other tasks.

GO Street Team members are 14-17 year-olds, and adults, who are provided opportunities to participate in GO partner (business, government, nonprofits, etc.) projects and initiatives.

The Obama Administration's Sustainable Communities Initiatives, such as East of the Riverway, Asheville's Sustainable Community Initiative, and GroWNC, the regional Sustainable Communities Initiatives, involves Outreach Team members conducting community outreach services for partners. GO members who demonstrate attainment of skills may also conduct peer training in green initiatives and outreach.

Following orientation and training sessions, team members provide education and assist with public relations efforts by disseminating information and materials throughout targeted communities.

Street Team members relay talking points. They provide brochures and encourage residents to attend scheduled community/information meetings, events, and other public sessions if applicable. If residents are not available, members leave relevant materials.

Team members assist with community meetings, information sessions, and events by assisting with set-up, greeting,



*Outreach Team members take youth ambassadors and adult community members on a tour of the W.C. Reid Center.*

gathering contact and other information, taking photographs, distributing raffle tickets and door prizes, passing out program-specific materials, helping with food, assisting with breakdown, and performing other activities as requested.

They also assist at follow up events such as survey results sessions and distribute prizes, including gift cards for those community members who provide energy consumption data or participate in contests.

Most GST members reside in the targeted areas, therefore, street team members are recognized in their respective communities and can update us on progress, issues, concerns, and comments expressed by community members and customers.

Adult Street Team members include GO Training Team and/or GO Forward members, key community residents, and other adults, some of whom have

participated as surveyors or gained experience through training by the Outreach Team and/or in conjunction with GO programs and partner initiatives.

Many surveyors have received training not only from Outreach staff but from universities or

other post-secondary institutions. Some individuals are selected because they demonstrate leadership ability and capability of performing a facilitator or moderator role. They also possess the ability to make presentations in group settings such as information sessions, community and other meetings, including events such as those that provide booths.

Watch for the Outreach Van and the GO Street Team – we may be coming to your neighborhood to promote partner projects.

**Want the GO Street Team to promote your non-profit or governmental sustainable initiative, or business services and products? Contact Marilyn Bass, Community Outreach Coordinator, (828) 398-4158, ext. 105, or [marilyn@greenopportunities.org](mailto:marilyn@greenopportunities.org).**



*Outreach hosted Lafayette College, Pennsylvania, Alternative Spring Break community service students.*



**Youth Ambassadors of the Hood Huggers International Program will help promote reading in public housing via the portable library.**