

The Ambassador program began on November 7<sup>th</sup> with a completion date of December 5, 2011.

10 Ambassadors in pairs with 5 teams completed 17 neighborhoods over four weeks.

Individuals were able to work up to 80 hours total for the 4-week program, and this included a 4-hour training session and a 1 hour follow-up session.

The program began with 12 individuals, with 2 obtaining jobs (One job related in the construction field), all but 1 individual had been either finished or in the middle of completing a “weatherization training program” that was being provided through Urban League’s job training program and Project Home. A total of 10 individuals completed the Ambassador program, but not all were able to complete 80 hours due to other commitments.

Ambassadors reported at 9 AM every Monday morning during the four-week project at the Urban League of Greater Madison, received their maps and supplies, and determine the “teams” that would be working together, reviewed their transportation strategies and departed to their designated neighborhoods for the duration of the day, ending approximately at 2pm each day.

Green Madison identified 17 neighborhoods totaling 18,266 households, which average 65 percent owner occupancy. (Targeted neighborhoods were identified by City of Madison, Madison Gas & Electric (MG&E), and Wisconsin Energy Conservation Corporation (WECC) staff using the following variables: percent owner occupancy, year built, median home value, and median incomes). The targeted neighborhoods include: Berkley Oaks, Sherman, Greenbush, Schenk-Atwood-Starkweather-Yahara, Emerson East, Lakeview Hill, Hawthorne, Eastmorland, Vilas, Glendale, Hill Farms University, Lake Edge, Lerdahl Park, Sunset Village, Westmorland, Midvale Heights, and Dudgeon Monroe.

Staff from Green Madison and the Urban League of Greater Madison provided weekly site visits at area neighborhoods where assigned Ambassadors would be working to check on progress and each team was required to call in to the Urban League at the end of their work day. In addition, oversight of inquiries coming into the Green Madison office and WECC office were tallied during the 4 week period to identify where the inquiries were coming from. Zip codes and addresses were compared to the target neighborhoods to find out if the door hanger project was a direct result of inquiries coming in. As of December 5, over 65 inquiries were reported from all neighborhoods targeted (8 - zip code area) indicating that the door hangers as one of the reasons they were contacting Green Madison.

Upon completion of the project a paid Post-review debriefing session is planned for Friday, December 9, 2011.

During the session the participants will provide information regarding their 4-week work experience. This will cover:

- Suggestions for a possible follow-up program in the spring of 2012
- Comments that residents may have made to Ambassadors while out in the field,
- Reflections from the Ambassadors work experience and what they have gained from their participation.

**Budget**

Staffing - Ambassadors (10 individuals, \$8 per hour -20 hours per week) (4 week program – Nov.7 –Dec. 5, 2011)	\$6,400.00
Supplies-	
Door hangers (18,000)	\$ 880.00
Tote Bags	\$ 156.00
Name Tags	\$ 30.00
Markers/notepads	<u>\$ 25.00</u>
Total:	<u>\$7,491.00</u>

Green Madison Ambassador Name	Projected Hours	Hours Used*	Hours Left	Comments
Regina Rhyne	80	78	2	
Kenneth Fleming	80	67.75	12.25	
Deshon Hardy	80	63.5	16.5	
Jochebed Jones	80		n/a	* has not shown up or reported since 1 <sup>st</sup> check in meeting-had a possible job prospect
Ennette Steps-Smith	80	75.25	4.75	
Tanya Stroud	80	68.75	11.25	
Teresa Thomas	80		n/a	* got a job and started 11/28
Elijah Washington	80	78	2	
Sheila Miles	80	80	0	
Jason Flowers	80	62.5	17.5	

Targeted Neighborhoods		Households	Owner Occupancy	Avg. Value	Median Income	Ave. Year Built
Berkley Oaks	Dist 12	1,031	59%	\$153,700	\$38,694	1966
Dudgeon Monroe	Dist 10	1,254	74%	\$311,400	\$74,117	1929
Eastmorland	Dist 15	1,591	83%	\$161,900	\$55,110	1953
Emerson East	Dist 12	1,050	60%	\$180,160	\$49,691	1925
Glendale	Dist 16	1,002	62%	\$186,300	\$57,732	1958
Greenbush	Dist 13	1,114	22%	\$253,480	\$41,513	1918
Hawthorne	Dist 17	469	54%	\$146,800	\$53,133	1955
Hill Farms University	Dist 11	1,598	53%	\$289,800	\$60,956	1960
Lake Edge	Dist 16	1,021	85%	\$172,300	\$61,699	1951
Lakeview Hill	Dist 18	555	64%	\$188,800	\$51,065	1961
Lerdahl Park	Dist 18	402	76%	\$296,948	\$66,982	1966
Midvale Heights	Dist 20	1,459	88%	\$238,374	\$73,158	1958
Schenk-Atwood-Starweather-Yahara	Dist 6	1,994	59%	\$209,000	\$49,691	1925
Sherman	Dist 12	1,191	59%	\$158,241	\$41,133	1953
Sunset Village	Dist 11	852	78%	\$240,500	\$70,088	1947
Vilas	Dist 13	734	49%	\$436,500	\$57,040	1919
Westmorland	Dist 11	949	90%	\$248,000	\$71,766	1950
<b>Totals:</b>		<b>18,266</b>	<b>65%</b>	<b>\$223,360</b>	<b>\$56,356</b>	<b>1947</b>

