	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12
Pilot program																					
RFP to select home energy competition platform and website designer		\Rightarrow																			
Select pilot communities (3)																					
Refine concept and competition rules		\Rightarrow																			
Plan pilot program: develop website, research sponsors etc.																					
Announce and run pilot program							\Rightarrow														
Regional program																					
Research addtl funding sources (grants and other)							⇒														
Hire marketing/PR consultant								\Rightarrow													
Plan and design marketing campaign and community involvement activities																					
Research sponsors (business, media)											\Rightarrow										
Announce and run regional competition																					
On-going program																					\Longrightarrow

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