

COMPREHENSIVE SUSTAINABLE ENERGY COMMITTEE

Meeting Minutes

July 19, 2016

Pursuant to a notice duly filed with the Town Clerk, a meeting of the Comprehensive Sustainable Energy Committee was held on Tuesday, July 19, 2016 at 7:30 pm at the Harvey Wheeler Community Center. CSEC members present were Jill Appel, Sue Felshin, Gilda Gussin, Brad Hubbard-Nelson (chair), and Annie Moore (filling in as Clerk for Bill Lehr); absent were Bill Lehr, Bruce Blumberg and Alan Whitney. Also present were Jan Aceti (CMLP Energy Conservation Coordinator), Pamela Cady (Concord/Carlisle Energy Manager), Alice Kaufman (Select Board liaison), and Concord residents Marcia Schloss, Eric Reinhard, and Brian Mackintosh.

1) Introduction, minutes, and next meetings

Meeting was called to order at 7:35pm by Brad Hubbard-Nelson.

Brad welcomed the three visitors, Eric Reinhard, Brian Mackintosh and Marcia Schloss. Eric and Brian have both submitted Green Cards to fill the one open seat on the committee. Brad emphasized that even people who are not on the committee are welcome to participate in planning the Energy Fair. Marcia Schloss was in attendance because she is currently helping with the Fair.

Sue Felshin moved to accept minutes of the June 14th meeting as amended. Jill seconded. All **VOTED** in favor.

Next meetings: Brad and Jill proposed holding the next meeting at the end of August. Brad will send out a Doodle poll to schedule it. The following meeting will be 9/13.

2) “Cooler Concord” Fair Planning Discussion

a) Planning Progress Report

Jill Appel, who is leading the planning of the Cooler Concord Fair (CCF), described the progress made thus far. CCF is scheduled for 2/4/17 at the High School, with 2/11 as a backup date. Jill and Gilda Gussin met with Peter Nichol, CCHS’s Earth Science teacher, who is excited to be involved in planning, including recruiting other CCHS faculty and students to participate. Jill, Peter, Brad, and Annie Moore will be scheduling a walk-through of the available space at CCHS in the next couple weeks.

Jill, Brad, and Alan Whitney met with Town Manager Chris Whelan to discuss guiding principles and budget for CCF. Anticipating a range of \$20,000 - \$30,000. Chris encourages getting sponsors. CSEC will supply Chris with a draft budget in September. The budget should include specific amounts required for each topic area.

Jill and Gilda also met with Rebecca Woodward from Mothers Out Front to plan the process of engaging school students of all ages and their families. The target audience for CCF is parents of school kids, so heavy duty school involvement is key to success. CSEC discussed ways of involving students and parents leading up to CCF. Jill reported that Rebecca Woodward contributed some ideas, including hosting competitions, concerts, art fairs, etc. The goal is to generate a lot of excitement through games, prizes, and lead-up events targeted for different age groups.

Jill will be meeting with Harry Bartlett to plan the CCF website. Jill also ran into John Cummings of Crosby's, who indicated an interest in sponsoring the event.

Jill informed the committee that Gordon Brockway, who just stepped down from CSEC, will not be able to take the lead on the Home Heating and Cooling topic area. Brad will take this on in addition to working with Jill on the Home Appliances topic.

By the end of August, Jill will need a detailed plan from each area, and CSEC must make a go/no-go decision in September. Marketing and communications will begin in September and October, with a robust plan put in place before that.

CSEC has the go-ahead from Town Clerk Anita Teckle to invite specific vendors as long as there are clear written criteria for inviting vendors and it is made clear they are not being endorsed or recommended by the Town. CSEC will need to write down the general criteria and add to CCF's guiding principles for the next meeting.

b) Presentation on Social Marketing and Follow-up

Gilda presented her PowerPoint (*see Attachment #1*) on strategies for engaging participants before and after CCF. CSEC discussed strategies for engaging participants and following through. Suggestions included: CMLP could try to get its Green Energy Program, to buy the Town's SRECs, in place in time for people to sign up at CCF. People could bring old light bulbs to the Fair. Every time people apply for an incentive, we capture data that can be used for follow-through. CCP lead planners will meet with Sean Dugan, the Town's Public Information Officer, regarding social communication.

c) Topic Presentations

- 1) Marcia Schloss of 86 Hillside Ave presented her outline for Reduce Carbon, Eat from the Earth's Garden (*see Attachment #2*). This was followed by a discussion about statistics and alternatives to eating meat. Gilda suggested giving away lentils.
- 2) Annie Moore presented her outline for LEDs (*see Attachment #3*). This was followed by a discussion on what people should know about LEDs and what's available around Concord. Eric Reinhard of 9 Hayward Mill Circle suggested connecting with Wolfers Lighting as a possible vendor. Jan Aceti brought up the Energy Star standard which is a good rule of thumb for identifying high quality bulbs since bulbs must pass tests to attain the standard. Other points raised were that Energy Star testing includes manufacturing quality and color temperature, but

not directionality or color rendering index, that Consumer Reports reviews bulbs in October of each year, that the Earth LED website offers standard and specialized bulbs, and that LED bulbs could be a CCF giveaway item.

- 3) Sue Felshin presented her outline for Transportation (*see Attachment #4*). This was followed by a discussion on which direction to take this topic, because there are many possibilities. The key point will be to encourage people to drive less.

3) Energy Baseline Project Report

Brad reported on the progress he has made to update the analysis of Concord's total energy baseline use. The first such analysis was done in 2011 by former CSEC member and energy expert Charlie Parker. Brad's goal is to calculate greenhouse gas emissions for the Energy Futures Task Force's use. He intends to complete this in August.

4) Liaison Reports

- a) *CMLP*: Brad directed the committee to the report in the meeting packet (*see Attachment #5*). Jan Aceti reported that proposals from consultants to work on CMLP's strategic plan are due in the next few days.
- b) *Energy Futures Task Force (EFTF)*: Brad reported that the EFTF has been distributing responsibilities for focus areas to different members of the task force. They will be interviewing stakeholders, including possibly members of CSEC as representatives of Concord residents. The deadline for the framework for reducing carbon emissions has been extended to the beginning of 2017.
- c) *Planning Board*: Sue reported that the Planning Board is not currently working on any policies for next year's Town Meetings that address energy or sustainability. They are waiting for the EFTF to complete its work before the Planning Board determines how to proceed.

5) Additional Updates

- a) *Green Communities*: Concord was awarded \$250K. CSEC congratulated Pamela and Jan for their outstanding efforts! Sean Dugan wrote a press release that was picked up by the Concord Journal.
- b) *LED Streetlights*: Brad reported that the Town is asking residents to fill out surveys to gather feedback on the new LED streetlights.
- c) *Updated lighting in schools*: CSEC discussed ways of funding new lighting in schools, for which the audit came out to be 140% higher than what was applied for. Jan reported the audit identified 45% higher savings in five school buildings. Could use some Sawyer Trust funding, but would like schools to help pay.

- d) *Green Your Heat residual funds:* Brad brought up the question of how to spend the residual funds from Green Your Heat. He suggested funding Concord nonprofit organizations to do energy upgrades. Jan suggested using the funds for the school lighting project in order to reserve Sawyer Trust funds for other projects in 2017. Jill would like for the funds to support the initial intent of GYH money, which was to help community members. She suggested that they be used for CCF. GYH funds need to be spent by December 10, 2016, which is probably too fast of a turnaround for the nonprofit idea and direct funding for CCF (as grant requires any program grant money is spent on to be completely wrapped up by December 10th). Jan, Jill, and Pamela agreed to think about the options more offline and bring a set of options to be voted upon at the next meeting, keeping the December deadline in mind.

Upon a motion duly made and seconded, the meeting was adjourned at 10:15pm.

Respectfully submitted,

Annie Moore, CSEC member

List of Attachments

1. Energy Fair Follow Up:
http://www.concordma.gov/pages/ConcordMA_CSE/Meeting%20Support%20Materials/July%2019,%202016%20CSEC%20meeting/Concord%20Cooler,%20Smarter%20Fair%20Follow-Up7_17
2. Energy Fair: Reduce Carbon, Eat from the Earth's Garden:
http://www.concordma.gov/pages/ConcordMA_CSE/Meeting%20Support%20Materials/July%2019,%202016%20CSEC%20meeting/Eat%20from%20Earth's%20Garden
3. Energy Fair LED Plan:
http://www.concordma.gov/pages/ConcordMA_CSE/Meeting%20Support%20Materials/July%2019,%202016%20CSEC%20meeting/Cooler%20Smarter%20Fair%20LED%20Plan
4. Energy Fair Transportation Plan:
http://www.concordma.gov/pages/ConcordMA_CSE/Meeting%20Support%20Materials/July%2019,%202016%20CSEC%20meeting/Cooler%20Smarter%20Fair%20Transportation%20Plan
5. June July Light Board Liaison Report:
http://www.concordma.gov/pages/ConcordMA_CSE/Meeting%20Support%20Materials/July%2019,%202016%20CSEC%20meeting/Lehr%20Light%20Board%20Liaison%20Report