

## **Sustainable Energy Committee – Minutes - November 18, 2011**

Conference Room G - Town Hall

### **Committee Members Present:**

Christopher Ketchen , Chair  
Suzy Littlefield  
Richard Joyce  
Scott Bender  
Robert Cooper  
Ellen Korpi  
Beth DeSombre  
Molly Fairchild, Sustainable Energy Coordinator

**Citizen's Speak** no one present

**Minutes from 10/28/2011** - approved

## **EPA - Green Power Communities**

**GPC Presentation to the Selectmen:** Mr. Ketchen reported on the presentation to the Selectmen's Meeting on November 8<sup>th</sup>, the video is on demand on the Video channel 8 – the Selectmen instructed Hans Chris to put together a budget for FY13 that would include the additional cost for Municipal VREP. The Budget will need to pass the over-ride. This is a positive sign that the Selectmen have demonstrated publicly their commitment to VREP.

**Outreach Effort at Special Town Meeting:** Ms Korpi reported that the Handout about Green Power Communities was given to essentially all Town Meeting Members – about 240. Participation in VREP is higher among TMM (17%) compared to 6% of all households, but we are still waiting to see that number rise after the handout. Ms Korpi suggested that we send a follow-up note with a photo of SEC to all town meeting members. Mr. Ketchen will check on process to see if this can be done through an email to TM members.

**Action Plan:** Ms Korpi reported that Municipal government is on its way to meeting the 5% renewable level with the support of the Selectmen. The MLP will provide monthly reports to the SEC of the number of new participants in VREP, to be reviewed every month by SEC to have metrics and provide active feedback loops.

Mr. Joyce reported that we just installed the EnergyMizer at the Warren Building. A device that smooths the load that the MLP and Town is piloting at the Warren Building to determine whether to expand the program to other buildings. The Energymizer was one of the Vendors at the EXPO, to begin to really start to reduce the electric use in Town buildings.

Ms Fairchild added that all departments need to have regular updates. This data is also necessary for the emissions data, and so Mr Ketchen and she are working with Joe Murray and Joe McDonough in Facilities to provide this information for each building and department.

Ms Korpi recommended that the SEC would provide the materials for each group to develop their own strategy for outreach. Each group may take a different approach. Some Ideas:

Scott - Update VREP section of website

Beth – Campus communities outreach

Suzy – help create feedback loops for schools

Chris – help create feedback loop for Town Departments

Robert - work with Sustainable Wellesley and the Temple

Dick - large users and colleges

Molly – Town website, Coordinating materials, report to SEC and outreach to Staff

Ellen – reaching out to chamber ... green schools

Mr. Joyce indicated that the VREP materials need to be updated; the postcard can be improved with larger font and new photos, and the updated price of \$0.04

The Committee discussed the benefits of giving VREP visibility around Town to get people talking, with a sticker to give participants recognition. Ms Littlefield praised the MOPO Sticker – the beach within reach... also has a great tag line.

The Committee discussed whether the sticker should just be for renewable energy or should also reference the 10% emissions reduction goal. Ms Fairchild suggested that there are three steps to achieving the 10% reduction in Emissions: Conservation, Efficiency, Renewable. (Conservation means turning things off or using less/ efficiency means investing in some improved technology like CFLs or LEDs, and renewable as a shift to clean power sources.) The Committee discussed how Renewable is the easiest step for some, because it doesn't mean a change in behavior, while for others purchasing renewables is the hardest step because of concern for cost. Talking points need to be developed based on different audiences. Ms DeSombre and Ms Fairchild will develop a design for a Logo and tag line for bumper stickers and window stickers.

### **Sustainable Wellesley/SEC Interface**

Mr Bender reported that Sustainable Wellesley's Leadership Team plans to meet every week – alternating between phone meetings and face-to-face meetings.

Mr. Ketchen suggested a quarterly check in from Sustainable Wellesley Leadership Team with the SEC.

Meeting Adjourned: 9:10 am

Next Meeting: December 2, 2011