

TOWN OF WINDHAM
ENERGY COMMISSION
Minutes of Monday August 25, 2014

Call to Order: The Chair called the meeting to order at 6:35 PM. Those present were: Jean de Smet - Chair, Elizabeth Ostwald, Grace Adams, and Alex Girshick; Corey Krohn arrived at 6:30 PM. Guests included Mellissa Everett with Clean Water Action Network. Also present was James Finger as staff.

Citizens and Delegations - None

Minutes: Alex Girshick made a motion to accept the minutes of August 11, 2014 as revised, and Corey Krohn seconded the motion; all present voted in favor and the minutes were approved.

TOPICS:

- Community Innovation Grant Program - discuss use of funds
- NSL Updates about outreach, HES, Ductless mini-splits; including Sagewell's Thermal Imaging Project, and OEEB;
- Micro-Grid update
- Community Consensus Building with Melissa Everett from Clean Water Action
- EV Charging Station Electric Charging Station grant

Community Innovation Grant Program - The Commission discussed use of grant funds for the community/ambassador event as discussed with Melissa Everett, and various quotes for services; specifically on the development of a unique Logo for the Commission, and on setting up a web site for the Commission - separate from the Town's web site - like the Rec. Department. Discussion ensued.

Next Step Living (NSL) The Chair read in the report that Erin O'Neill of NSL sent to update the Commission on their progress to date. Erin provided the following Highlights:

Next Step Living has seen tremendous success so far in Windham and Willimantic. Below, you'll find a brief outline highlighting what we see as being the greatest impacts we've had in town to date.

Highlights:

- Since March, 2014 NSL has generated over 100 HES leads in Windham; 55 have scheduled
- Since March, 2014 NSL has generated 271 DMS leads
- 196 DMS Leads (72% of total DMS leads generated) have already scheduled their appointment
- 95 DMS assessments have been completed since March
- 19 DMS contracts have been signed since March; 18 have been signed in July or August
- Collectively, the households who have taken action in Town of Windham has saved an estimated total of \$4,677.25 per year
- Residents in the town of Windham have reduced greenhouse gas emissions by 24.77 metric tons - that's like taking 5.2 passenger vehicles off the road for an entire year

NEXT STEPS

In the coming months, we have opportunities to continue coordinated outreach within Windham to make an even bigger energy and savings impact:

SEED w/ Windham Afterschool Programs

- Working to finalize outreach plans w/ Windham HS afterschool programming this month
- Would provide additional outreach opportunities and fundraising for school needs/projects

TOWN OF WINDHAM
ENERGY COMMISSION
Minutes of Monday August 25, 2014

Solar Outreach Programming?

- Given success of DMS campaign, may be worth considering solar outreach (mailer/workshop/canvass) for the fall
- Sagewell/Astrum commitment would no longer be in place

Micro-Grid - Corey Krohn said that the Micro-Grid Committee meets every two weeks, and will be working on an RFP for the project, and will be sending it out to bidders soon.

Community Consensus Building Melissa Everett, CT Energy Program Manager of the Clean Water Action/ Clean Water Fund reviewed the previous month's discussion and refined the self-assessment form. Other discussion focused on possibilities and what resources were needed & available; and the benefits, and time factors.

Mellissa explained that this builds on the August 11 discussion which explored a general strategy of focusing strongly on municipal innovations and leading by example, with very selective, strategic outreach to the residential and commercial/ institutional sectors. Our discussion on August 25 focused on the residential and commercial/ institutional outreach in the context of the upcoming outreach event (to be scheduled Oct/ Nov as needed to spend the grant and move on).

We discussed residential outreach in depth as an example of the kinds of methods we need to use, and applied similar thinking to commercial/ institutional outreach. Below are thoughts about how to approach this, distilled from our discussion with a few details added:

- need to identify “ambassadors” who have done deep efficiency and/or solar and/or geothermal
- connect with them 1:1, ask how they could inspire others in their networks to follow their example
- Invite them to outreach event aka party and begin discussing how they could be more active ambassadors for solar very easily
- In advance, ask them to do a testimonial and provide a photo, ideally of their home w them in front; if any testimonials can be recorded or serve as basis for an interview, get them on the radio
- Prepare those testimonials to showcase at the event as posters distributed around the room, and printed posters folks can take away to put up in their workplaces or favorite haunts, with WEC contact information/ website.
- In advance, ask a few ambassadors to host house parties to showcase solar/ EE opportunities, say quarterly; establish a schedule for the first few so that a calendar can be announced at the event. Set expectations and designate one person to keep on top of this, keeping it simple.
- Ask the best / most active contractors doing outreach in the community to review these ideas and think about how they can engage in complementary activities; at the same time, let them know we expect to review their prospect lists periodically and receive copies of the leads generated with our help, and happy to coordinate so that we don't overdo or duplicate any outreach activities.

TOWN OF WINDHAM
ENERGY COMMISSION
Minutes of Monday August 25, 2014

Commercial/ institutional outreach can follow a similar logic - identifying a few motivated examples of the actions we would like others to take, and working with those people to open up their networks for outreach in maximum coordination with state programs, contractors, C-PACE, etc.

She said that the next meeting should focus on municipal needs, opportunities and strategies for the Commission. Commission members expressed their weariness in all the work that their efforts have involved in the past. Melissa said that we could tailor the efforts so it's not so much work. Melissa suggested discussing this further at the next meeting (many said they would not be available for the next regular meeting). So instead, she said she would provide an outline for the event.

Suggested flow of event:

1.5 hour timeframe to concentrate people at the same time rather than dribbling in and out.

Setup: snack buffet, posters of home/ business testimonials distributed creatively (color print laminated and posted on walls where people will be milling, create a hanging mobile of them, big posters along the stage, poster board at entryway, figure out something catchy that works well in the space. Collages of press clips wouldn't be a bad idea as well. Handouts to include additional posters in sets of 10 that people can take and put up, well designed calendar of fall-winter events (could have bios of Commission members and cool photos on back).

First half hour - meet and greet - all commission members need to actively chat with everyone in the room, and introduce people to each other. Then talk about what the Commission has been up to and listen eagerly to what they're interested in (maybe have some quiet background music).

After about thirty minutes, Jean does welcome and explain the purpose of event - identifying who is here and why they are special; then introduce the Energy Commission members, and give a short list of major activities. We need to outline why Windham is special; it's because it has done innovative projects - like solar panels at the waterworks, the Solarize program, the micro-grid, as well as much in development. We need to emphasize why it's necessary to work together in next phases for maximum synergy to attract resources and continue seeing these exciting results. We could describe the winter/ spring program - as much as known, including house / business meetings to show off renewables. We could also have an open-house of town projects - including micro-grid when its built. Then at the conclusion offer thanks to CEFIA, contractors, local government partners, etc. Then after about 15 minutes you could have a special awards ceremony - with an announcement to those who came to replenish their refreshments and make sure they meet all the people you most want to meet.

Fifty minutes in (allowing 10 - 15 minutes mingling after the above - doing it in segments minimizes overwhelming people with too much information); then reconvene for recognition awards. Melissa suggested that other Commission members share in officiating. One person could reconvene folks and be the master of ceremonies for the awards; another person could bring up certificates and hand to the recipients; another person could photograph.

TOWN OF WINDHAM
ENERGY COMMISSION
Minutes of Monday August 25, 2014

Melissa suggested that the kinds of awards to consider are: Green Home Guru, Sustainable Business Sophisticate, Public Sector Innovator, Low Budget/ High Impact, Spirit of Leadership (for the person who motivates others).

Ms. Everett added that we might want to put out a request for nominations in each category with the invitation, and supplement it with our own brainstorming. Include goodie bag of prizes in funding request to CEFIA and include in the bag some local food goodies.

At end of awards ceremony (which will be about twenty minutes before end of event). For those who arrived late, you could review what the Commission is planning for the upcoming winter and spring (list activities & events. Additionally, she urged that we encourage participants to get involved, and talk with these winners and share success stories. We also want to make sure that they put their names on our sign-up sheet for periodic updates.

Then to conclude, to continue mingling, introducing people to each other, talking up our activities and initiatives with everyone while making them feel appreciated for being there.

Electric Vehicle Charging Station: The Chair briefed the members about the grant award from the State for an Electric Vehicle Charging Station, but said are now looking into another grant for municipalities that would be more advantageous for the Town. The Town could use its various bonus points and credits to pay for part of the cost; but the question is where should it go.

Other business: None

Adjourned: The meeting adjourned at approximately 8:45 PM

Respectfully submitted by James Finger