

Meeting Minutes (approved 7/12/17 5-0)
Wayland Energy Initiatives Advisory Committee
Tuesday, June 13, 2017, 6:30 pm
Wayland Senior Center

Members present: Anne Harris, Tom Sciacca, Harvey Michaels, Bill Huss, Ellen Tohn

Members absent: none

Associate members present: John Harper

Ex-Officio member present: Ben Keefe

Guests: Kaat VanderStraeten, Transition Wayland
Matt Snyder, Wayland Resident

Ellen and Anne both delayed until 7:05pm and quorum not met. Meeting start delayed until then.

DPU Rate Case

John had earlier distributed copies of the two letters Wayland sent to the Department of Public Utilities expressing concern for the proposed rate changes, which he discussed. One was a letter Newton wrote and Nan Balmer and the Board of Selectmen signed, and Wayland wrote a second letter with additional concerns.

Green Communities Grant

Wayland has been invited to a Green Communities award ceremony regarding the grant on Monday June 19. No amount was disclosed. Anne and Bill can attend the event.

Streetlights

This project is on hold pending the Green Communities grant status and award amount, if any.

Middle School Resiliency Grant

Looking to start project this summer.

NEEP Presentation (Northeast Energy Efficiency partnership)

Ellen and Ben are doing a webinar for NEEP on June 30th at 10am highlighting Wayland as a case study for a small town making a big impact on its energy use. She will be preparing a slide deck for that.

The Buzz

Tom and Ellen are doing an episode of the Wayland Weekly Buzz, highlighting the Committee's Energy accomplishments on June 23. Anne will send Tom a summary of our grants awards and projects and timeline for the Committee to use as talking points.

Miscellaneous

Topic for Next Meeting--Bloomberg consortium/US Climate Alliance
Meeting minutes from 5/17/17 approved 5-0.

7:30 pm—Energize/Solarize Program

Kaat led a discussion of the Energize program development, soliciting feedback and input.

Topics discussed:

- Logos—showed some possible options; make them very recognizable
- Name/url—MassEnergize.org; Energize for short. Make logo and name consistent; be careful with dual branding

- Website—reviewed development so far; message should be clear right away: “You CAN have an impact, and it’s easy as we’ve done the work for you!”
 - Messaging—appealing to various audiences; in the end decided to lead with climate change and prioritize what has the most impact
 - Impact—important to be able to mark on a map, stand up and be counted; data privacy in locating
 - Goals
 1. GHG emissions goals-- what is Wayland’s share of the climate agreement goals?
 2. For ourselves—participation goal—30, 50, 60%? Adjust as we go if necessary
 - Deadlines—driver of action
 - Outreach—mark goals with celebrations; spiritwear—a button for participation
- Subgroups were formed for branding, data, marketing.

Meeting adjourned at 9:00 pm

ARH 7/11/2017