



City of Medford
Medford Energy Committee
City Hall Room 205
Medford, MA 02155
781-393-2137 enviro@medford.org
www.medfordenergy.org



Medford Energy Committee Agenda
April 6, 2015, 6PM
City Hall Room 201

Attendance: Cathy Young, Curtis Tuden, Jonathan Hunt, Bob Paine, Laretta James, Luke McKneally, Alicia Hunt
Guests: Hayley Welsh, Suman Gautam

1. Administration

- Approval of the Minutes of March 2, 2015 meeting 6:00-6:10
 - Addition: discussion of writing a blog post for the Green Award winners from 2014; decision - post the press release as is.
 - Minutes approved

2. 385 Stories to Go Green campaign 6:10-7:00

- The mayor has now approved this and would love for this to happen
 - This will not be a City campaign, just through the committee.
 - Community Day is May 31st
 - Parade has to be on a Sunday, because that's when participants are available and timing depends on when Boston is holding their parade. It will be in September or October but the date will not be chosen for a few months
 - It will not go down Riverside Ave because people won't gather along there, so it cannot end at the McGlynn School (this would also take up all the parking for the Energy Festival)
- Logo design
 - If Loretta emails out an idea, feel free to respond directly to her
 - Loretta's design is the title 385 Stories to Go Green | Medford, with 6 little green squares that match the ones on the GoGreen Medford homepage
 - Need link to match the other ones on the web page (small green squares)
 - We want one that says 385
 - But this cannot be the banner for the 385 page
 - Do we need a logo?
 - All we need is a button to click on from the main webpage
 - The City will come up with a 385th Anniversary logo, that is enough
 - Conclusion: NO LOGO
- Website design – started by Jonathan
 - Clarification, it will just be a web page, not a website
 - Formatting of main Go Green medford page
 - Currently a 3x3 grid
 - We should add more buttons to keep it even (for instance an "In the News" button or recycling)
 - Stories will be submitted through the comments section on the webpage
 - Cathy will work on the written part, e.g. "We may feature your story in local media but we will not sure your contact information." Add text with an example of how a story can be short or long.

- For now, people need to start throwing out ideas before we can decide what the final look will be
 - We will make that decision next month
 - Between now and then we have a tiny flier that we have used in the past that we can use
 - We need to have our own flier that we can use for the May 31st event
- Outreach strategy (flyers, cards, materials)
 - Display slides of different projects online, on cable TV channels or in Medford City Hall Lobby to reach broader communities
 - They can be descriptions, or just sentences, for instance: “I started recycling in 2005”
 - There will be no Medford sponsored Earth Day events, but the City has compiled a list of events that will be happening on that day in Medford
 - There will be a community clean up in Medford Square on April 25th which is not technically an Earth Day event, but is sponsored in part by the City
 - There will be a carnival in the parking lot of City Hall from April 22nd-26th
 - We could hand out fliers or people scan a bar code with their phones at this event
 - The stories do not to be limited to Medford residents
 - This will become a slippery slope when it comes to prizes and incentives, but the celebration is open to anyone
 - We can call it the Medford Community, or ask “people in Medford” for submissions
 - We want people who live in other communities to be able to enter stories about things they’ve done in Medford
 - What direction do we want to take with this? Where are we going with this?
 - Language for the incentives: “For every 50 stories submitted, Medford Energy Committee will randomly draw a winner to be given a small prize.”
- How do we handle each of the stories? Recognition? Incentives? Prizes?
 - Collect emails with stories as contact information, but keep the email addresses private
 - Submissions through a private web-posting service that is paid for by the City, therefore it is a public resource, but it is controlled by the Office of Energy and Environment and MEC, so no information, other than stories, will be made public
 - Loretta proposes having different incentives – list them on the front page, a certain number will get prizes, and give prizes at different increment
 - Because of the format of the submissions, it makes more sense to do a random drawing for ever 50 or so submissions
 - Winners could be announced at the HYE Festival or post winners of the drawing on the website
 - Loretta will coordinate the prizes – nothing too valuable, just a token
 - Conclusion: draw one winner for every 50 entrances, and each winner will be given a prize

3. Subcommittees updates

a) Education - (Tuden)

7:00-7:10

- 30 kids have volunteered to help with the recycling program
- composting has proved to be a little bit more complicated to start this late in the year, but Save That Stuff will be on board
- culinary arts department will donate their food waste to the gardening club which will have 2

composting bins

- many members of the Roots and Shoots clubs are first generation American – how can we get them involved?
 - Have them translate different environmental pamphlets?
 - French Creole and Portuguese are the top two most common languages spoken after English in Medford
- Next Step Living link will be sent to the group to help them get more home energy assessments
- June 10th Community Conservation Education Partnership will host an event from 10-noon at Medford High School
 - We could do storm drain labeling that day too
- Can also get new No Idling signs for schools

b) Recycling (McKenna, McKneally)
7:20

7:10-

- We need to figure out what we recycled 5 years ago, what we recycle now and what our recycling goal is in order to try to promote this
- Waste Management has the annual numbers, gave them to Alicia over the phone
 - Not currently doing compost, because of problem of transportation to deer island
 - Currently doing one route but takes it to a farm
 - Best shot is going to be to call Save That Stuff
 - He will come talk to us about outreach, but not about specific programs
- Main question is how do we increase our numbers and how do we reach out to the community to educate them about how to help us increase our numbers
- We can go back and ask for more numbers later
- Current goal is to increase recycling rate – tackle compost later
 - We need to keep this realistic
 - The next increase will be achievable through resident outreach and education according to Waste Management
- There is a grant application coming out that would fund a position to support recycling program – Alicia will be applying for that
- Our DPW has been in a temporary location for 2 years
- There is a recycling dumpster behind the building for people to dump their recycling overflow
 - When new DPW building opens, there will be a recycling dumpster and scrap metal recycling
 - DPW is worried that residents of other municipalities will abuse this
 - We should make a blog post about this!!

c) Green Awards - (Young)

7:20-7:30

- Look over Pasadena Green Awards Application and see what we can take from it
 - We can pick and choose which parts we think will work and want to use
- We need to decide on a schedule/timeline to determine next years Green Awards
- We also need to decided on specific criteria for the award
- Last year we started in August, so if we start in June that will be fine, but the sooner the better
- HEET is a non-profit that wants to go door to door in Medford to encourage small businesses to go green
 - We can have Audrey pass along the information about what businesses are doing a lot so we

can nominate them for a Green Award

- If we take what we have and add criteria, we will be in a good place
- d) Harvest Your Energy - (A. Hunt) 7:30-7:40
 - Date Proposal: October 3rd
 - Malden River Festival is going to be either September 19th
 - September 26th is Mystic River Celebration (noon-4pm)
 - October 4th is Tufts Community Date (11am-3pm)
 - October 10-11th is Columbus day weekend (this may also be the Haynes event)
 - October 17th is Head of the Charles
 - October 24th "is getting darn cold"
 - Time proposal: 12-3pm
 - This will get the lunch crowd
 - Not too long
 - Won't be conflicting with other large events
 - Maybe we can coordinate with the Civil War re-enactors again
 - We can make a save the date flier that can be handed out at events
 - Alicia & Hayley will work on getting an intern

e) Alternative Energy Park – (Young) 7:40-7:50

- We had a subcommittee meeting last month
- Next step is to narrow down the list of ideas about what we want this to be and what we want to come out of it
 - Still need to meet with the mayor about the wrap around
 - John will figure out the cost
 - Green house is not within our control
 - Do we need a bathroom
 - Lots of details need to be figured out
 - Mayor wants to put this in Riverbend Park
 - But there is a dog park being proposed for the same location, but we will try to get them to change their location and gage their reaction
 - If the mayor wants this to be a place where students can come learn about solar energy and wind energy, the dogs should not be allowed there because students will not come
 - If the dog run people push back and are not immediately ready to move, we will need to make sure that the mayor will decide that the Alternative Energy Park is a priority location
 - It is likely that they will want the big open space for the dogs to run around and will be very stubborn
 - Cathy will talk to them after she talks to the mayor

4. General Outreach & Communication

- Upcoming events for potential MEC participation 7:50-7:55

5. New Business 7:55-8:00

- Mayor approved the annual report, Alicia will post it and
- Can we get the minutes sooner?
- How many people should be on this committee? Technically we have 12 on the committee. Some

questions about people who frequently don't come.

6. Adjourn

8:00

Actions:

385 Stories to Go Green:

- Cathy will make the written part of the 385 Stories flier
- People should start circulating their ideas for the 385 Stories to Go Green web page
- Committee Members should start submitting their stories to make the web page look a little more full
- Cathy and Loretta will take care of the incentive prizes
- Jonathan will work on the webpage

Other

- Alicia will contact HEET
- Cathy will talk to dog park people and the mayor

For accommodations please call in advance: 781-393-2137 or TTY: 781-393-2516

MEC mission: To promote policies and actions that improve energy efficiency, encourage conservation, and increase the use of renewable energy to meet our present needs while considering future generations of the Medford community.