



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 Minutes**  
**March 2, 2015, 6PM**  
**City Hall Room 201**

1. Administration

- Approval of the Minutes of January 5, 2015 meeting 6:00-6:10
  - Meetings are monthly not weekly (Typo)
  - "...to organize and host a festival to educate members of the Medford community about energy and environmental **opportunities.**" (Harvest Your Energy Festival goals)
  - "...to work toward the creation of an alternative energy park in Medford which will serve as an educational tool...." (Harvest Your Energy Festival goals)
  - time of the festival may need to be changed or made longer
  - make Green Awards Reception every other year.
  - Motion to approve the minutes passed (6:22pm)
- Reviewing MEC theme options 6:10-6:30
  - Everyone agreed that it is beneficial and a good idea (Jonathan)
  - Potential themes (Jonathan)
    - Resiliency
    - Super-insulating for energy money savings
    - Invest savings from low fuel prices towards energy efficiency projects
    - Home energy assessments
    - Do One Thing campaign, small or large
      - Call Mass Save and get an energy assessment
      - Insulate so you don't have ice dams next year
      - 385<sup>th</sup> anniversary of the founding of Medford (Alicia)
        - give a list of 385 things that families could do
        - try to get 385 stories of things that people have done
    - GoGreen (Loretta)
      - What can we do that requires limited labor but is effective
      - To let GoGreen die off is a loss, the market already exists, it would be a benefit to reinforce it (Luke)
      - Both feel that the committee is too small to take on extra responsibilities because there are not enough resources
      - GoGreen needs a new push (Alicia)
        - It was home energy assessment, community garden, etc.
      - Maybe link GoGreen and 385 (Cathy)
        - New slogan or one rally program (rather than theme)
        - Link our history and our future
    - Should try not to conflict with other groups working on similar things
    - Need to work on marketing - little tips that will spread by word of mouth. At events, rather than telling people what to do, have them tell us what they already do, make people write it down because they will feel more obligated

(Jonathan/Alicia)

- No idling
  - Storm water
  - Solar
  - Choose which ideas we want for this year and select some for next year. Prioritize them for the future so we don't have to spend time figuring it out every year (Sergei)
  - Maybe we should create pamphlets about different actions people can take to hand out at events
    - Don't have to only be at events hosted by the city, other organizations would be open to this too
    - Ask people what they do, show a list that gives examples of possible actions they already do, have them submit a slip with something they do and at future events, paste those slips on a poster board, have people pin the events that they do, maybe create a check list that people can submit, find a next goal to encourage them to do
    - If someone hasn't done something, then ask them what they will do and ask if you can follow up with them, take their email (don't necessarily have to actually follow up)
  - Press release calling for stories and submissions (videos?) (Alicia)
    - MassRealty.com wants to do a story on how green Medford is
  - Summary: Set a goal to collect 385 stories of things that Medford residents are doing to go green
    - At events, online, submit stories, upload a video
    - Provide lists, encourage people to try one or tell you what they are already doing
    - Title/Theme: 385 Stories to GoGreen
    - Start next Wednesday at Idle Threat event (Tuden) and Medford Farmers Market film series next Friday
    - Denis can make a flier
    - Jonathan will write plan
2. Review of final 2015 Energy Committee Annual Report (Cathy) 6:30-6:35
- Looked over final copy of Annual Report
  - Cathy will email to Alicia and Alicia will send it to the mayor
  - General preference for copy 3
  - Submit to the newspaper for marketing
  - Looks at what we did in 2014 and what we will do in 2015
  - Added points:
    - published idle free Medford information
    - created alternative energy park subcommittee...
  - Motion to approve copy 3 passed
3. Subcommittees updates
- a) Education - (Tuden) 6:35-6:40
- 15 students came in for Environmental Club meeting
  - expressed interest in starting a recycling program in cafeteria (already exists in classroom) and maybe compost programs too
  - model recycling bins after whole foods in west Medford
  - food services and culinary arts department are supportive
  - culinary arts department said we could take their food waste and use it in

- the garden in one of the over passes in the school
- graphics department said they will handle signage
- Waste Management commercial composting would add high school to their route
  - Alicia will follow up about information regarding route
  - Students will reach out to other companies to create competition
- Tufts students from Tufts Recycles will be able to come over when the weather gets nicer and show what students in the program should do
- Next Step Living wants to help Medford, coming to meeting on Weds. the 11<sup>th</sup> (2:30pm)
- Garden Club will go to the Crystal Campbell fundraising event
- Will do work around storm drains once they are visible again
- b) Recycling (McKenna, McKneally) 6:40-6:45
  - Meeting cancelled do to snow
- c) Green Awards - (Young) 6:45-7:15
  - How do we want to change these going forward?
    - Different awards for commercial vs. residential?
    - Need to outline specific criteria
    - Green awards and certificates
    - Nominees can't just have done one thing that is common
  - Biggest problem is getting people to apply
    - How do we convince people to apply in the first place
    - Link in 385 Stories as a starting point (Luke)
      - We just have to make sure we get their name and contact info (confidential, only for committee use, we will contact you if necessary)
  - Designate evaluation criteria on the application
    - Entire committee needs to participate in the conversation surrounding criteria
    - Once those criteria are set, we can delegate to subcommittee
  - If someone is asked to apply, are we willing to turn them down?
- d) Harvest Your Energy - (A. Hunt) 7:15-7:25
  - Scheduling – too many events at the same time
  - Don't conflict with Hayne's Square event (Second weekend in October – Columbus day), Mystic River Festival (won't be on Columbus Day weekend), Tufts Community Day (Sunday Oct. 4th), Head of the Charles (Oct. 17-18<sup>th</sup>)
  - Mayor wants to have a community day in the spring and a parade in the Fall
    - We could have the parade end at the Energy Festival
    - Starting with the history and ending with the future
    - This will help us get more vendors
  - Maybe change time of Festival – 12-3pm instead
    - Preferable to vendors
  - Maybe September 26<sup>th</sup> for Harvest Your Energy Festival
    - We would have to actually do work in August
    - Weather would be better
    - Flier would need to be ready in August

- Need to have Green Awards selected by early September, start soliciting now
    - Alicia will pitch this to the mayor (which may take a couple of weeks)
- e) Alternative Energy Park – (Young) 7:25-7:30
  - Meeting is tonight after this
  - Update will come next month or send email updates to list (law against virtual meetings)

#### 4. Planning & Policy/Cross-Mission

- LEAP Status Update– Review list of goals and update for 2015 (Young, McKneally)7:30-7:45
- Cathy compiled notes from Luke and herself
- This document has strategies for the committee and the city to meet 20% goal, with charts and figures
- We don't have the resources to do all of it
- Luke and Cathy will go over the comments and figure out what we can do (we can't do everything unless we get more people on board)
  - Is the list down-sizeable (politically or realistically)
    - Compiled by people from MAPC as a pilot
    - Problem goals are ones that either no longer make sense or ones that we should do, but not right now
      - Years listed acknowledge that we want to do something, but we can't do it right now – 5 years seems like a reasonable timeline
  - Document 3 summarizes possibilities
  - Archive can include completed or no longer goals of city (maybe with explanation)
  - 2 things that we should do even though not realistic
    - present to all city departments every years
    - how do we approach that? It's not realistic, but it really should happen
      - maybe push the goal forward a few years
  - there are some goals that someone other than Alicia needs to bring up to the mayor
  - there are some goals that are obligations
    - utilities have to give us aggregated residential data (even though they don't)
  - includes recommendations about branding and social marketing
    - we should take these tips into consideration!
  - Luke and Cathy will meet with Alicia

#### 4. General Outreach & Communication

- Outreach opportunities 7:45-7:50
  - Friends of the Fells and Friend of the Mystic River are both doing community clean-ups the weekend after Earth Day (April 25<sup>th</sup>)
  - Medford Community Coalition will be doing a clean up in Medford Square on April 26<sup>th</sup>
  - We could use Earth Day as a venue to collect stories and have a presence
    - Maybe use Medford High School Earth Day events
  - Movie events next week
    - We're cosponsoring the idling movie on Wednesday
- Upcoming events for potential MEC participation 7:50-7:55

#### 5. New Business 7:55-8:00

#### 6. Adjourn 8:00

Actions:

- 385 Stories to GoGreen
  - Denis will make flier
  - Jonathan will write plan
- 2015 Energy Committee Annual Report
  - Cathy will email final PDF to Alicia and Alicia will send it to the mayor
- Alicia will pitch parade/HYEF date to mayor
- LEAP
  - Luke and Cathy will meet with Alicia regarding LEAP
  - Everyone should look over LEAP documents (not just the comments)

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.**