

Medford Energy Committee

Office of Energy and Environment

City Hall Room 205

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Medford Energy Committee

Minutes

December 3, 2012, 6PM

City Hall Room 201

Members: Fred Laskey, Jeff Goldsmith, Kathleen McKenn, John Rodgers, Rick Sacco, Susan Altman, Alicia Hunt, Bob Paine, Jonathan Hunt, J.R. Siegel

Guests: Erin Brandt (MAPC), Lois Grossman (former member, resident), James Norton (Malden), Carey Duques, Sue Diamto (Tufts), Ken Krause (resident), Po Yu (MAPC), Helen Aki (MAPC), Elissa Carreras (resident, Blue Selenium Solar), Betsy Isenstein (Tufts)

6PM (start 6:05PM)

1. LEAP Presentation (MAPC)

2. LEAP Discussion

Q. What about oil data? Too hard to collect all the data, What about getting avg oil usage for Medford specifically? Get from 2-3 companies to get that information and use that to project. Is there a Home Heating Council that could help us with that data? How do we reach those people? Can we back out from the assessors data who isn't National Grid? What about a survey – just ask people to tell us? Could we ask on the City's census?

- Goal should be to convert people away from oil because of GHG impact

Q. Understand that MAPC is trying to not tell us what to do, but we'd like to get more advice on what to do, based on all your information gathering

Q. Do we have aggregate data on residential square footage to get to the kBtu/sq ft? We could use the Energy Star target for homes as to what the kBtu/sq ft could be 5 kBtu/sq ft per heating degree day.

Q. Ken Krause – Interested in more detail that may be in part 2. “Make EE a priority for all capital projects” is very important. “Integrate clean energy into the broader city planning” is very important too. Not mentioned – the benefit of trees and their energy saving value, savings to be gained from improved computer technology, reducing paper use & utilizing more website technology. Medford Open Space plan pointed out the need to upgrade ball field lighting control. No mention of Green Line extension and the importance of bike/walk paths to that. Opportunities when utility lines are changed because of Green Line, can we do something about any utility

upgrades that are needed. Bringing Solarize Mass to Medford – great idea. Important to annually review plan. Good to look for more wind turbine locations, perhaps talk to private property owners. LoConte – no mention of the Flynn Rink, we don't have the same relationship, is there an opportunity there. Enforcing the City's building energy code is very important, perhaps need to increase capacity of code enforcement office. Increasing goals of increase oil to gas. Visibility of this effort and rallying residents around this is very important, more publicity. Need a business champion or champions. Perhaps need to target Meadow Glenn Mall & Car dealerships? Reference to ESCO – can that be done privately? .e.g, could businesses do that privately to get better deal? 40% rental properties – outreach to owners of rental properties would be helpful. Recommendation to make EEC full time with full time interns, 12 months a year because there is so much to be done.

Q. Should we look at how City approves capital projects and the energy efficiency of the projects in the decision making process. Could we have our bids/low bids based on operating costs as well capital costs? Lifecycle costing – templates exist to bring those into our projects. The proposal should put forward that we have to include lifecycle costing when we propose projects.

Q. Lois Grossman: We are already taking care of the municipal. This committee has the opportunity to reach out in a political and personal way, and we can target the large 60% residential usage. Really need to target that huge percent of what is out there.

Q. Elissa Carreras: Her company has launched their own Solarize program, in collaboration with MassCEC. They have targeted Medford as a community that they would like to see convert more homes to solar. They have a community outreach plan and they have been advertising.

Q. Should we have a goal/objective around looking at legislation that is in the works and to express opinion and support as appropriate.

Q. Should the MEC have standing committees to address some of these areas, such as residential and legislation? The MEC will consider that in the future.

Next steps MAPC will update, hope to endorse at the January meeting?

7PM

3. Approval of the Minutes of the October 1, 2012 meeting [Oct 29th meeting canceled due to storm] Will hold until the Jan meeting once the attendees are added
4. Green Awards Update (Carey) – Subcommittee met right before Thanksgiving, Would like to hear from others from MEC about how the program went. Susan: Nice, received feedback from people who were not there, which was nice. Would like to hear more diversity about what the residents had done as

more examples, would be good to pick out a different thing for each resident. Challenge – what if someone has solar and doesn't add to it and they apply again? They need to show that they've done something more.

Grad students recommend that you need to reward continued good behavior. Perhaps use Energy Star Buildings as a model – you can get it year after year, but the average that it's compared against the bar is raised, so you have to get more efficient over time.

Good press over time.

Plan for the businesses that didn't receive? Committee wants to work with the Chamber to reach out, hold workshop to educate businesses. Focus particularly on tenants on what they can do.

Elissa (resident) – great excitement from attendees, residents, great attendance. Changed her perception of Medford High because of the huge attendance and excitement from the students. Made her proud to be a Medford resident.

Drycleaners – a number of them have signs about environmentally friendly in their business (Best Neighborhood in West Medford got an award from Pat Jehlen for not being non-toxic)

Rick would be interested in doing more outreach about the program for the next year.

12. Harvest Your Energy Festival re-cap (Alicia)

Food was good – if we want more food vendors we should consider being there during noon-1. Length of time was good. Lisa asked the food vendors from the Jingle bell festival if they would be interested in HYEAF next year (and they are).

11-3 would be better for families with young kids, and you will see the people leaving soccer. Older kid families come later & older people, which is why 11-3 is good.

Just say “seminars” in the outreach material so people are aware they will happen.

<http://www.madeinmedford.com/10/19/12/Harvest-Your-Energy-Festival-October-13-/landing.html?blockID=543491>

5. National Grid Energy Assessment Program Grant (Alicia & Carey)

National Grid will give Medford incentive money to get people to sign up for home energy assessments and have energy saving work done on their homes.

The city will receive incentive money for doing the outreach, some will be used for upfront costs but the Mayor would decide what to do with the rest. Some suggestions include paying for wind turbine design, upgrade City Holiday lights, pay for Green Awards plaques.

J.R. will be liaison to Green Medford, and can do for MEC as well. We should target PTOs, can we get them involved, should we get volunteers from there to attend training?

Blue Selenium wants to reinvest money from the Energize program into the City. They are looking into paying for the Community Gardens with that money.

6. Anti-Idling Campaign Update (Jon & Susan)

Jon has a sketch of the plan. We need to pick a few sites to monitor to get a baseline. (Check a few times to get baseline)

Press Release, bill board, flyers, fake tickets? Positive reinforcement? Jon will send information to Susan & Elisabeth.

8. Annual Report (Fred) – Still working on

9. Switchbox painting update (Jon & John) - Done

10. Blog posts updates (Susan) – blog posts. John Rogers has an idea. Blog about environmental benefit of trees – Susan will talk to Aggie about article on trees. Century Street was recently re-paved with new sidewalks & trees, all in coordination.

11. Cable Show Update (Fred & Rick) 3rd one is up, they are on channel 47 on Verizon. On Youtube, Made In Medford

<http://www.youtube.com/watch?v=J7mHyWYfQ9s>

<https://www.youtube.com/watch?v=1UvDuKPCZXU>

13. Recycling Outreach Update (Susan)

Susan has more to do, she did not receive a draft plan as she expected from an intern. She has put together a rough draft of a plan which she circulated. We need to decide which outreach we will actually do. Susan has additional background information on what works in some neighborhoods to increase participation rate.

14. New Business - Permanent subcommittees? Let's discuss our structure at the January meeting. (1st agenda item) Discuss electronics recycling as well?

15. Adjourn