



Sustainable Westport Advisory Team

October 1st 2020, 7-9pm

Zoom

Current Version of This Deck: <http://bit.ly/SustWestPpt>



Agenda

1. Check-In / Welcome
2. Public comment
3. Approval of Minutes
4. To-Do List from last meeting
5. Special Items
 - a. Structure update
 - b. Role transition
6. Team Member Updates
 - a. PROGRESS TRACKING
 - i. Land & Natural Resources
 1. Food waste update
 - ii. Transport
 1. EV Parade recap – Dawn
 2. Anti-idling notice recap – Peter B
 - iii. Energy
 1. Community Choice Aggregation - Sam
 - iv. Buildings
 - b. AWARE & ENGAGED COMMUNITY
 - c. LEADER DEVELOPMENT
 - d. TOWN COUNSEL AND COURAGE
7. Wrap-up and Agree action list



1. Check-In + Welcome

- 4 Name
- 3
- 2 How's it going? 1-4 rating plus a word
- 1 Any Sustainability upsides from COVID



2. Public Comment



3. Approval of minutes - September 2020

circulated as separate doc

(Greg – September, Dawn-July, Tony-June; Peter-May; Sara-April)



4. Action List from September Minutes

- Greg: update the website with the Equity reading list, and contact Sustainable Princeton to obtain permission to use some of their content.
- Tony: Brand license, 9/23. ELS with Nico and Peter.
- Dawn: create content for Instagram post for Drive Electric campaign. Will follow up on people's involvement related to structure changes.
- Sara: Will craft a memo explaining to the town how the new structure will work.
- Peter B: Structure. Note on anti-idling. Follow-up on people's involvement.
- Nico: Help ELS, Superintendent, and help with school commuting recommendations.
- Peter R.: Continuation of food waste campaign and execution.



5. Special Item(s)

- a) **Structure Update**
- b) **Roles in transition**

Peter



Actually Getting to Net-Zero By 2050 – What we need

Sustainable
Westport
Advisory
Team

New Partner
501(c)3

Grass Roots
Enthusiasm
+ Action

Sketch Governance for Discussion



- SW Advisory Team**
- Chair
 - Vice Chair
 - Town Staff Reps
 - Volunteer Advisors / Experts
 - Marketing + Social Media expertise
 - Etc.

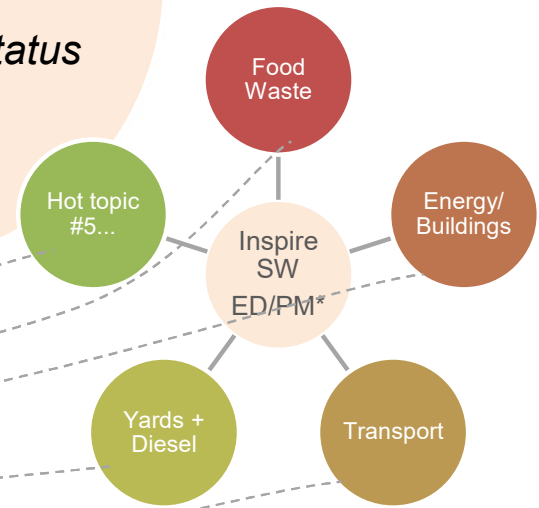
Sustainable Westport Advisory Team
(the town committee)

ED Earthplace
Chair + VC, SW Adv. Team
ED ISW (non-voting)

Inspire Sustainable Westport
(Non-Profit Status thru EP)

Inspire SW Advisory Group – Ex officio (full voting rights) tied to role not person

1. SW Advisory Team Chair
2. SW Adv. Team Vice Chair
3. Earthplace Exec Director
4. Earthplace Board Chair
5. Inspire SW ED/PM
6. Inspire SW Independent (e.g. rotating working-group lead)



**note: SW Adv. Team to fill position during search*



Governance Going Forward

– Revised

Town of Westport Sustainability Team

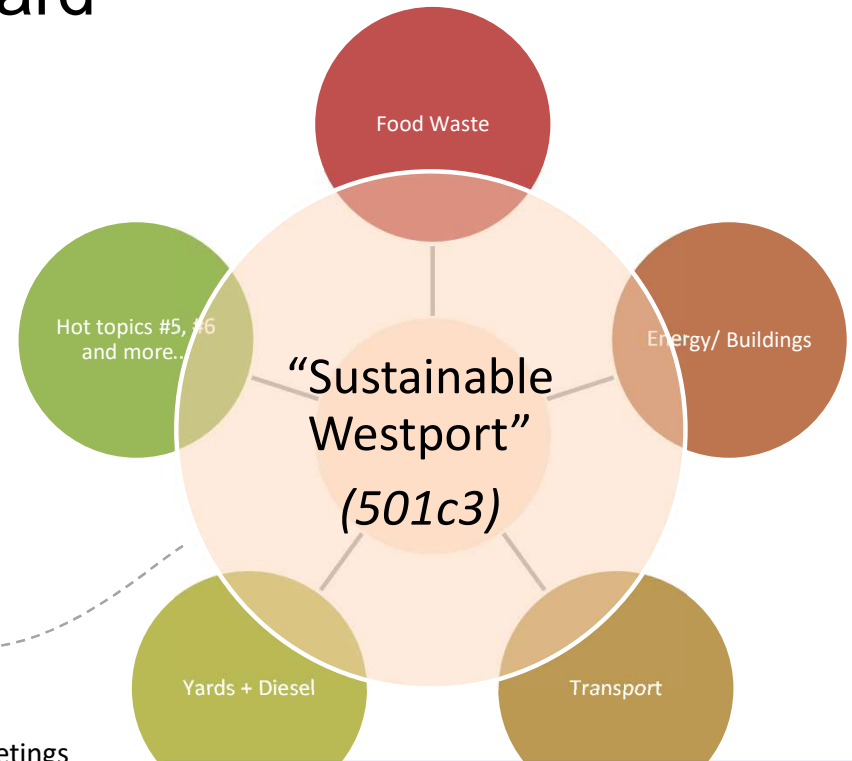
(town committee of town staff + potential citizen representation)

Town Sustainability Team

- Pete R
- Sara H
- Steve S
- + Foti ...
- + Finance
- + Ed ...
- + (2) *ex-officio* voting members from 501c3

"It's all our jobs"

- Invitations to each other's meetings
- Regular communication and bi-directional guidance
- No MOU, no cross-membership



"Sustainable Westport" [brand licensed from the Town] 501c3 (starting as initiative of EP)

- Volunteer Advisors - All existing 'civilians' from former Sust West Advisory Team
- Volunteer PM found (Analiene Paik)
- ED/PM hired as funds allow

**note: SW Adv. Team to fill position during search*

Team Preferences



SWAT Member	Town / 501c3	Notes
Peter	501c3	Happy to continue as chair or equivalent of the working group in 501c3. Happy to liaise with Town staff on regular basis in scheduled meetings and support volunteer Project Manager/ED to follow
Dawn	501c3	Would like to be a Brand & Marketing Strategy Advisor helping out on any initiative/team within SW that needs assistance with things like goal setting, best practice analysis, targeting, messaging strategy, market research, etc.
David	501c3	Prefer to jump to 501c3 “spent my time on the town side”. Happy to move across, but if needed/wanted ok to stay on Town
Diana	501c3	Interested in how Town side functions but aware that skills and expertise in marketing and social media more useful on 501c3 side
Greg	501C3	interested in helping maintain website and video editing – happy to reconsider role in medium term
Nico	501c3	Like to be involved in Town activities and partnership. Recognize that likely most useful on 501c3 side but ‘don’t want it to be “another traditional non-profit board role”
Sam	501c3	
Tony	501c3	Formal role in 501c3 as housed in Earthplace
Pete R + Sara + Steve	Town	
Chris Breyan	Town	
Pippa [dh]	501c3	



6) Team Updates

Town of Westport:
Net Zero by 2050

Priority Area
<i>Aware & Engaged</i> Community
<i>Efficient, comfortable, well-run</i> Buildings & Physical Infrastructure
<i>Reliable, Resilient, Renewable</i> Energy
<i>Clean & convenient choices for</i> Transportation
<i>Responsible stewards of</i> Land, Natural Resources & Waste Management

Sustainable Westport
Group of Volunteers

<i>Sust West Group</i>
COMMUNITY AWARENESS & EDUCATION
<i>Inspiring, Nurturing</i> LEADER DEVELOPMENT
<ul style="list-style-type: none"> • <i>Inspire</i> • <i>Attract/Find</i> • <i>Onboard</i> • <i>Support / Nurture</i> • <i>Connect</i>
PROGRESS TRACK + CELEBRATE – Help to Measure, Demonstrate, Celebrate
TOWN COUNSEL & COURAGE (“the green conscience”)

This Month Updates – From Agenda

- a. PROGRESS TRACKING
 - i. Land & Natural Resources
 - 1. Food waste update
 - ii. Transport
 - 1. EV Parade recap – Dawn
 - 2. Anti-idling notice recap – Peter B
 - iii. Energy
 - 1. Community Choice Aggregation - Sam
 - iv. Buildings



Aware & Educated **Community**

Updates this month on:



Inspiring, Nurturing **Leader Development**

Updates (upcoming months) on:

- *Students*
- *501c3 resource*
- *Toolkit*



Progress Tracking & Celebrating

Updates this month on:

- Food Waste
- EV Parade
- Anti-Idling notice
- Community Choice Aggregation



Zero Food Waste Challenge update October 1st, 2020

- Tabled at Westport Farmers Market Sept. 17
- Tabled at Wakeman Town Farm Farm Stand Sept. 26



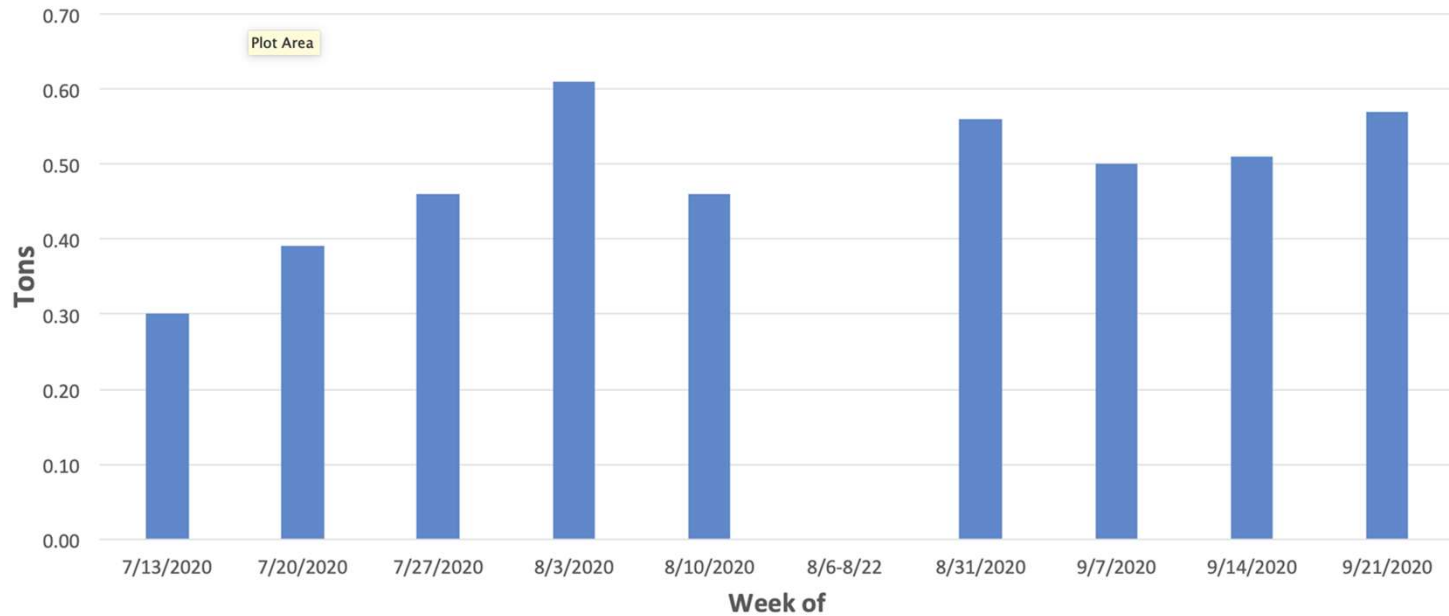


Zero Food Waste Challenge Team meeting 9.15.20





Food Scraps Collected



Notes: Closed for storm clean up: 8/6-8/22
Target: 9.6 tons/week





Challenges and Plans

- Need to market to residents who do NOT go to the transfer station
- Need to reapply for IOBY grant through Sustainable Connecticut. ZFW Team felt fundraising would be most effective after the election/in the spring, 2021.
- New Partner: Westport Hardware is now a reseller of the BPI certified bags at our cost of \$2/ea. This will provide an additional and more accessible way for participants to purchase supplies (in addition to Earthplace). Hopefully good for Westport Hardware's traffic
- Advance ways into the Westport Schools - faculty, parents, students
- Plan to survey early adopters to maintain their interest/commitment, and to gain from their experiences, feedback, questions
- Invite early adopters to reach out to their friends as
 - "Ambassadors"/Advocates/transporters of food scraps to transfer station





6 c ii Transport

Drive Electric – Dawn

Back To School COVID + Anti-Idling - Peter



Drive Electric Week – The EV Parade



Back To School | Transport + Sustainability



Buses/Transportation

Parents/guardians should provide transportation when possible. Students should not change seats while on the bus. A supply of masks and hand sanitizer will be kept on all buses.



Students may only ride their assigned buses

Students will be expected to ride the same bus to school in the morning and the same bus to home in the afternoon every day. Face coverings or masks should be in place prior to entering the bus.

****Parents are encouraged to drive their children to school each day.***

Developing a SW view: At the intersect of transport and sustainability trying to make an opinion piece/thought as positive as possible eg...

1. Recognizing the work and the tough choices from so many parties around town
2. Recognizing Safety as #1
3. Many of us planning within walking distance are aiming to walk as much as possible instead of cars
4. Biking as an option – safety in numbers and bike together as street?
5. Opportunity to do no idling while in line – and consequences of not – link to resources
6. Keeping the bus occupancy lower and more spaced out for those who don't have other feasible transport options is a good thing (+ equity angle here to recognize too)
7. The rise of the electric car and hybrids and auto-anti-idling in the latest cars - time to upgrade if your lease is up / you can afford to?
8. All looking forward to returning to the bus when safe and welcomed to do so



“Protect your kids (from pollution) while protecting your kids (from COVID)”

Draft sent to Dan Woog

Sustainable Westport recognizes that families are making tough choices during the pandemic, not the least of which is if and how to get your students to and from school. Safety comes first: bus capacity is reduced to enable safe distancing of students and many parents and guardians are opting to drive their children after encouragement from the schools to do so.

In these strange times where we are all doing our best for our families and our community, Sustainable Westport has another suggested way for the drivers amongst us to help protect our children: When waiting in stopped traffic at pick up and drop off, please turn off your car whenever possible to reduce the air quality impacts of idling engines. Poor air quality affects the health of all CT residents, and particularly children, who breathe 50% more air per pound than adults.

If you need other reasons to switch off, there is a state regulation requiring all vehicle engines be turned off after three minutes of idling (except in select conditions, including air temperature below 20 degrees F); and you start saving fuel if you are not moving for more than seven seconds (hence the new auto cut-off on many of the newer vehicles). No one is going to ticket you if you don't switch off, but hopefully you feel better when you do. And you can keep the radio on while you are waiting! Modern, well maintained car batteries can last for several hours while still playing music.

During this difficult time, when so much is out of our control, let's take initiative to control the air pollution we produce. It is so nice to see how many students are now walking or biking to and from school. If feet or pedal power is not an option, maybe consider an electric vehicle for your next car (Westport has the greatest number of EVs per capita of any town in CT! – celebrated at the recent EV car rally). EVs are increasingly affordable and provide even more impressive savings over the lifetime of the vehicle, not to mention that they can idle without polluting the air and charged at home without a trip to the gas station.

We understand that going electric may not be an option for everyone and that life is throwing many challenges at Westport families right now. So if driving your kids to school in a gas-powered car is what works best for you, please just keep in mind, as the sticker says, 'young lungs are at work' – let's look after them!



7) Pre-Wrap-up - Small Quick Items

?



7) Wrap-up Round-The-(Zoom)Room

All:

David

Greg:

Peter:

Diana

Nico:

Tony:

Pete R:

Dawn:

Steve S:

Sara: