

C C A B

July 12, 2010 Meeting

Brookline Town Hall, 333 Washington Street

MINUTES

DRAFT

Paul Harris convened the meeting at 7:00 p.m., and made introductions.

Paul showed excerpts from the movie "No Impact Man," and led discussions in between segments.

At 8:00, Susan Martin announced upcoming events:

Thursday, July 15, 5:30 p.m. to 7:30 p.m. (reception) – CCAB School Green Teams Art Opening – Brookline Main Library, Hunneman Hall

Sunday, July 25, 6:00 p.m. to 8:00 p.m. – Door-to-Door Canvass – 106 Beals Street

Sunday August 8, 4:00 p.m. to 7:00 p.m. – CCAB Potluck Dinner (Vegetarian) – 11 Abbottsford Road

There will be no regular August CCAB meeting.

Monday, September 13, 7:00 p.m. to 9:00 p.m. – Regular CCAB meeting – topic: social marketing

Susan Martin led a discussion of mid- and long-term strategy for CCAB. She first reminded the group that in October 2009, we agreed upon a very aggressive three-year goal of achieving 25% reduction in energy use for 85% of Brookline households. She then reviewed the achievements of our four current initiatives:

the Door-to-Door Campaign,
Eco-Teams/Low Carbon Diet,
Brookline 2010, and
Home Energy Audits and Remediation.

David Lowe noted that our email list has approximately doubled from 400 people to over 800 people. Susan reminded us that we have received \$20,000 in funding under the town of Brookline's federal Energy Efficiency and Conservation Block Grant (EECBG), and she described work that she, Paul, and Mary Dewart have done with Shelby Miller, an organizational consultant, to develop a "Logic Model" for our initiatives. In conjunction with that, several calculations have been done. To reach 85% of Brookline households would require reaching 20,000 households; the more modest "baseline" goal which we set in our EECBG application is 1500 households. Between volunteers and staff we now have approximately 3 FTEs (full-time-equivalent workers). To reach 1500 households, we would need 4 FTEs, and to reach 20,000 would require 16 FTEs.

Since Home Energy Audits and Remediation will be a major part of our work in the coming year, Alan Leviton volunteered to contact Next Step Living, who will be working with the Town under a EECBG grant, and he, Paul Harris, and probably Carey Bergeron of the selectmen's Climate Action Committee will plan to meet with them.

The group discussed our current work, goals, and strategies for the future. We noted that at present we are not on track to meet the goal. To do so would require many more volunteers. Though everyone conceded that the 85%/25% goal is not realistic, there was no consensus about changing it. Among the options discussed were: reduce the goal to make it more realistic; keep the goal in place as a motivational stretch goal; retain the goal, but move the target date further into the future or eliminate it entirely. Susan, Paul, and Mary will coordinate further work of strategy, and are likely to contact a number of people individually during the course of the summer. Also, anyone with additional thoughts should be sure to contact them.

The meeting was adjourned.

Our next meeting will be on Monday, September 13, Town Hall, 333 Washington Street, Brookline. The presentation topic will be social marketing.