



## **Community Resilience Working Group**

### **Meeting Minutes**

**August 13, 2020**

---

The meeting convened at 7:00 pm on Zoom Platform

**Members Present:** Christiane Turnheim (Agricultural Advisory Committee), Lucy Wallace (Select Board), Staci Donahue (Planning Board), Janet Waldron, (Conservation Commission), Ellen Sachs Leicher (Citizen Member), and Ron Ostberg (Citizen Member)

**Staff Present:** Christopher Ryan (Director of Community and Economic Development)

**Others Present:** Mike Steinhoff, KLA, Kim Lundgren, KLA; Kari Hewitt, KLA; Kortni Wroten, KLA.

---

#### **Convene and Preamble**

The meeting convened at 7:00 pm.

#### **Selection of Acting Chair**

Ellen was nominated and unanimously approved by members present.

#### **Report on Progress in Branding and Logo Tournament**

Kim Lundgren recapped the six-week mark. She explained that the reality of our situation is not ideal, but the goal to get Harvard a climate action plan. KLA is going to give the Town the tools to run with once their twelve weeks are complete. We're at the halfway point. The Agricultural Climate Action Plan piece will be the one complete deliverable at the end of the project. We don't get a full completed Climate Action Plan but we do get the framework for one.

Regarding the logo piece that resulted in the title "Harvard Climate Initiative" this took so much more time than expected. However, it is a final product that Kim thinks as good. Her goal was to identify what they're going to provide for their scope of work. They have completed a revised survey for us since the first one wasn't satisfactory.

Kim then reiterated how much work they've already done for Harvard. She then pivoted to discuss the brand and logo for both Agriculture and the Town CRWG.

The Agricultural Commission spent quite a bit of time getting the logo exactly to represent the farms as they are. Local Products from Our Families to Yours – Harvard Grown. The town's logo reads: Commit-Act-Thrive; Harvard's Climate Initiative is the Title.

#### **Greenhouse Gas (GHG) Inventory Report (Mike Steinhoff)**

Mike Steinhoff reviewed the Town's inventory with the CRWG. Lucy questioned the water number since many have their own wells run by electricity. He was able to generalize the billing

records for this and did include it. For the fuels breakdowns, he had to estimate the residential from the tax assessor's database. The home heating oil usage is high and seems to be a good target to seek individual action to switch. Greenhouse gasses by department was the next data point and it was noted that the schools were the largest contributor because it is the Town's largest set of municipal buildings. Mike used State GIS layers to determine tree coverage for our offsets. Mr. Ryan asked if converting the net to per capita would be worth doing, or maybe per square mile? Looking for comparisons. KLA has not included the agriculture data in most GHG reports, so it would be hard to compare to other towns.

Harvard could look at possibly claiming to be a 'net zero' community relatively easily (easier than most places). Since tree cover is a big component of getting to net zero emissions, is there some way the town can implement a tree loss inventory? Or perhaps some form that's filled out when land is developed so that we could figure out what we would need to plant or reduce to make up for the loss. Ron wanted to know what the cost would be to get an actual forestry company to do a true inventory. How much time, how much money? Mike countered with "how much information do you really need". If there was a balance of knowing generally where we are and generally where we'd like to be, that is the sweet spot of where the Town is trying to get to. Ellen asked for a copy so she can share with Energy Advisory Committee. She noted that they would be very interested in the background data.

### **Discussion of Metroquest Survey Form**

Metroquest seems to be KLA's platform of choice, which is why it is being used for Harvard. KLA said that it has more interactivity than Survey Monkey or other similar programs. They noted that keeping people engaged with the survey is important. You don't want it to be too big or clunky or we'll lose people. The first survey is meant to be at a higher level. It will be shorter and more targeted to find out what is important to the community. The survey is supposed to come out after the roll out of the branding that explains the what and why of the group. The one-page roll out document would be the lead in to the survey. Ron is worried that the survey will go to uninformed citizens. Kim said that the first survey is really about establishing a baseline. It will help us refine messages and how to engage the population. Kari noted that it is a touch point and there will be many as we move forward. There would be a chance to have additional surveys as the process moves forward. The "Priorities and Concerns" survey is typically first. A second survey would be the strategies that come out the group – a survey to find out what the limitations would be to get to the next set of actions.

Mr. Ryan asked about how to get the one-page out to the public. Kim noted that we could mail, link in an email, and/or post on our website (the Town's website or some other). It would also be included with the "meeting in a box" along with slideshows for us to distribute.

### **Discussion of Outreach Program Document and Meeting in a Box**

Discussion moved to the 'package' that we're getting including the Meeting in a Box and all the tools KLA will be giving us to move forward. They did 150 events for the Thrive Indianapolis campaign. Mr. Ryan noted that he was hoping to get a younger helper or high school student to help champion this effort for us. Kim noted that high school kids are going to be beyond where most of the older people are in town. Most homeowners won't be where the students are for communications.

### **Approval of Minutes: 2/27/20, 3/9/20, 3/13/20, and 3/23/20**

After a brief discussion, Lucy moved to approve the four sets of minutes, It was seconded by Jaye. Approved unanimously.

### **Adjournment**

At 9:09 PM, the meeting was adjourned by unanimous consent.

DRAFT