



## Community Resilience Working Group Meeting Minutes April 22, 2021

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The meeting convened at 7:00 pm via Zoom platform.

**Members Present:** Lucy Wallace (Select Board); Stacia Donahue (Planning Board), Sharon McCarthy (BOH); Ellen Leicher (Chair - Citizen Member), Jaye Waldron (ConCom); Arianna Thornton (Student Member); Catherine Warner (soon to be member – member at large - gardener); Adam Meier (soon to be member - ConCom subcommittee on Land Stewardship)

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

**Others Present:** Hannah Taylor (Press), Kaat VanderStraeten (Mass Energize), Jefferson Burson (future member), Bruce Leicher (Bare Hill Pond and Transportation Advisory Committee), Ayla DeCoste (Bromfield Green Team)

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### Convene and Preamble

The meeting convened at 7:00 pm. Mr. Ryan read the preamble and turned the meeting over to the Chair.

### Committee Member and Guest introductions

#### Mass Energize Explanation: Ms. VanderStraeten from Mass Energize/Energize Wayland

They started with just Wayland. Scaling up with hopes of including 100 communities soon. Ms. VanderStraeten did a demo of the program and how it works and how it's evolving. All updates and feedback are local and can be changed/edited pretty quickly.

The home page offers community goal that is trackable for easy/quick motivations. Also included on the home page is upcoming events.

The "All Actions" page is where you give members all of the options they can choose to do something to help get the town to the goal.

On your individual page/tab, there is an action list to complete and a carbon calculator to show how much carbon you have reduced. End users love to see the impact and feedback.

On the community calculations page, you can add in everything you already know from official sources automatically (like how many houses have solar panels and how many people applied for EV rebates (thus have electric cars)).

The testimonials and the 'teams' option are new, but seem to be popular in terms of keeping people engaged.

Platform connected to Google Analytics which helps get feedback information to see who you're reaching, when you reach them, and some demographic information.

A good place to put policy information (articles at town meeting) to get information out there and get a check list/read as to who will support it.

Platform will be launched soon for Acton and Boxboro. Acton's has been created and is very close, but not launched as of yet. Boxboro's is in the works as well.

Ms. McCarthy asked how much time it takes to keep the site running. Ms. VanderStraeten noted that 2-3 'admin' should go thru some training 3-4 hours, but then after the training it should be only time intensive when you create individual content (like actions specific for the town). Ms. VanderStraeten noted that she spends about a half hour per week unless new content is being created. Basically, the more actions, the more work, but once it's set up it's not too hard to keep it going.

Group discussion about how to best move it forward after Ms. VanderStraeten's presentation. Mr. Burson and Ms. McCarthy plus maybe a Green Team member or maybe HEAC can discuss in depth to determine if/how to move forward. Ellen Sachs Leicher will send out the info and coordinate a meeting on this.

### **Review Draft for PB presentation**

Ms. Sachs Leicher asked for RSVP on attendance at the PB meeting – Lucy Wallace, Adam Meier, Ms. Sachs Leicher will be in attendance.

Mr. Ryan noted that we added (2) student members and (3) associate members that would not need to be officially appointed by PB, but can be elevated if there is a vacancy or quorum is not met.

### **Work Plan**

Ms. Sachs Leicher and Mr. Ryan are working on the work plan discussed at the last meeting

### **Apple Country**

Draft report (200+ pages) has been posted. Mr. Ryan needs the core group members CRWG to read the Harvard section for recommendations and actions. Mr. Ryan asked for feedback in the next few weeks. The Apple Country group needs to wrap up by June 30, so they need comments ahead of that – likely by May.

Ms. Sachs Leicher noted that using part of the Apple Country plan for start of the Planning Group's frame might be a good start.

### **DLTA Grant**

There was pushback on the DLTA grant for the Ag council assistant position study. The 'ask' has now been changed to just flat ask MRPC if they will be the actual staff. This is a possible option that Mr. Ryan will review with MRPC tomorrow.

### **Plan Development**

This group is not off the ground and the goal needs to be that we have to keep in mind that we are a smaller, volunteer run town and we can't have an 80-page document (similar to Ag's climate action plan) that we have no way to implement with volunteer hours.

The first step is getting the plan group together. Mr. Ryan will set up the meeting and possibly re-starting from where we left off when the original plan group disbanded.

### **Outreach Subgroup**

Website is up and running. Events have been posted on the website and Instagram. Lucy Wallace noted that having something for hand out at Town Meeting directing them to the website might be nice.

Ms. McCarthy noted that Town Manager does not want handouts at Town Meeting – concerned about papers floating around.

Talked about how the ‘take action’ page could possible link in at this point.

Ms. Sachs Leicher asked the group to make sure to visit the site, join the groups, comment on NextDoor posts to keep them ‘above the fold’. There’s information in the Press as well.

The Green Team and Bromfield Science Teachers are pushing to give students extra credit for attending the Waste talk in May.

### **Discussion of Planning**

The sub committees are meeting separately and with Town Meeting coming up, suggested meeting as a full group after that. The subcommittee groups will try to meet at least once before the next full meeting. Outreach is meeting weekly already so no issues there. Planning has not met and is still having trouble getting a time/date to meet since Mr. Ryan is jammed for time with Town Meeting and the Ayer Corridor meetings coming up. Should be able to get a planning meeting in after Town Meeting and before the 27<sup>th</sup>.

### **Next Meeting**

May 27 @ 7:00pm is next CRWG full group meeting.

### **Adjournment**

At 8:28 PM, the meeting was adjourned by unanimous consent.