



Town of Ashland

MASSACHUSETTS

ASHLAND SUSTAINABILITY COMMITTEE

Date: Monday, June 21, 2021

Time: 7:00pm ET

Location: Zoom Video Call

Present:

- Ash Ratanchandani – Chair
- Rob Moolenbeek – Vice Chair
- Kevin Mullins – Clerk
- Margy Gassel – Member
- Chuck Lidz - Member
- Matt Marshquist – Member
- Cara Camerato Hulme – Resident
- Mark Dassoni – Resident
- Florence Seidell – Resident

❖ **Citizen Comments**

- Mark D. shared commentary on Thursday webinar (felt it was a good overview and worth the time)

❖ **Solar + Clean Heat Challenge**

- **Program Results to date:**
 - 96 sign ups so far
 - Need to determine if any more volunteers are needed
- **Jun 17 event recording**
 - 98 attended webinar
 - Frank will confirm recording is being made and will be posted for future viewing ideally on the website
 - Frank will plan Vendors specific events post the 17th. These will be help over Zoom
- Discussion opened with role defining clarification – Frank to serve as project manager for the Challenge with support from the Committees on streams where assistance may be needed (e.g. outreach and partnership, etc.)

- Rob reached out to Karen Spilka and Jack Lewis with the details to promote the challenge and the Jun 17 webinar as well as local newspapers (Metrowest Daily News)
- Rob also reached out to the **Farmers Market** and has secured two dates for the Challenge/Sustainability Committee:
 - July 17 – Sustainability Committee can be part of the community tent (9am – 1pm). Need to refine specifics for this event. What materials we needs, sign-up sheet for staffing the stall, banners, flyers, email newsletter/interest sign-up sheet, easel stand.
 - 3 Collateral/Display Pieces (after much discussion): 1) MetroWest Solar + Clean Heat challenge; 2) Talk at high level of net zero plans - Matt to help with design (potentially include graphics of emissions/impact), and 3) Composting – BlackEarth container
 - Aug 14: Green Energy Day (vendor-led event) – Frank to send an email to all the vendors, including Rob and Ash to ensure their attendance and set up any follow-on meetings for logistics coordination.
 - 4 vendors invited (MassSave to also be invited) - Ace Solar, Achieve Renewables both RSVP'd; NEED get NE Ductless to also RSVP; NEEECO verbally committed to attend as a MassSave Vendor
 - Chuck to potentially contact local electric vehicle dealers about any potential of bringing vehicle and/or salesperson to show (Ash also offered to bring his Tesla) - Rob to first determine if it's visibility given potential space constraints at Farmer's Market this year
 - Also items to potential include/show: petition for gas ban (Brookline measure of a modified gas ban law) – Chuck to research for future discussion. Would need to involve Planning Board (and eventually Select Board). Chuck to join call with Ash and Frank to bring up topic.

Additional Promotional Items/Strategies:

- **David Green webinar – July 20 7:00PM**
 - David Green is a Dover resident who has a net positive zero emission home that has done webinars on “how to’s” for solar and heat pumps in addition to insulation and triple pane windows
 - We will present on our program for the first 5-10 minutes and David will reference some of our Program pricing on area avg. house sq. ftg.
 - David also agreed to conduct another presentation in September or October
 - Kevin offered to collaborate with Frank to promote this event.
- **Town Banner (20 foot)**
 - Rob and Frank to walk around to identify 2 possible locations 1, likely on 135 and the second likely around 126.
 - Rob found potential site on 135 (that was used 10 years ago). Need OK from Utilities and DPW for help.
 - Rob has spoken with Steve Mitchell who supports the idea.

- Frank to coordinate with other towns to identify when we may get the banner.
- **6-foot banner**
 - Frank will get us the digital version of the banner image.
 - We will want to also secure a 6 ft banner. Sustainability can pay for this if needed (though ACE committed to ordering this per Frank)
 - Matt offered to help modify the image if required.
- **Flyers**
 - ACE finalized flyers we can print out
- **Lawn Signs**
 - Frank should be receiving 25 of these by 6/15
 - Ash to create a good share database to log where the signs can be put up.
 - Florence to help identify some individuals on major streets that would be willing to put the signs up (good ones include Cedar, High, Myrtle)
 - Margy and Ash offered to help Frank deliver these.
 - We will ask for the signs to be hosted for 6-8 weeks unless someone is willing to put these up for longer.
- **Corner Spot**
 - Frank has confirmed we can have a dedicated Corner Spot event
 - Ace solar would likely be willing to fund food.
 - Frank to reach out to ACE CC Rob and Ash to understand budget/logistics.
 - c. We may also be able to show up at an existing planned corner spot event. Frank to reach out to Beth to confirm
 - d. Ash to connect with Frank to confirm all details and needs
- **Dragon Fly Festival (Sept 18)**
 - Need to investigate feasibility of using this location for marketing as well.
 - Rob will speak with Steve Mitchell
- **Facebook and Ashland Bulletin Board.**
 - Kevin is coordinating the notifications on the boards (showed results to date and impressions/reach of posts)
 - Matt is coordinating similar notifications on the sustainability email list (43% open rate on email newsletter, very strong numbers)
 - Anyone can post to the Ashland Happy Board.
- **Photos for program/website**
 - Matt offered to take photos.
 - Ash will take a photo and send to Frank.
 - Matt to coordinate with Margy for a photo of her house
- **Mailers in Town Bills**
 - Frank emailed Dave Miller to coordinate
 - Ace Solar/NE Ductless has committed to cover costs i.e. postage, materials

- **Clean Energy Open Houses**
 - Need volunteers to hold solar or heat pump open houses
 - Vendors will do training for interested vendors towards the end of June
- **Social Media & Traditional Media**
 - Ashland Local Pages: July article
 - MetroWest Daily News, recent article
 - Sustainability FB & Town FB
 - 2 Town Manager Newsletters

❖ **Updates from Frank**

- **MACP Multi Town Approval**
 - Earlier this year, Ashland, in addition to several other communities were included in an MAPC project request that would explore a regional procurement for preferred vendors for heat pumps, solar, weatherization, and other decarbonization solutions.
 - Program funded: estimated start: fall or best case end of summer
- **Sustainable Parking Lot Bylaw**
 - Town is assembling a task force to create a sustainable parking lot bylaw/edit current parking lot bylaw
 - Task force will develop the new bylaw/edit existing bylaw - To be explored inc. EV readiness/EVCS, solar canopies/solar readiness, green infrastructure
 - Plan is to meet once a month to discuss
 - Goal of a bylaw in one year's time
 - Frank, Emma Snellings, Peter Matchak, members of Design Review Committee, and Planning Board + 2 Sustainability Committee members (Chuck a yes, Kevin a maybe depending on level of time commitment needed)
- **Potential MAPC Planning Assistance**
 - MAPC reached out to communities for climate planning assistance
 - Frank discussed with MAPC and put in a request for future stakeholder outreach for our Net Zero Plan/Climate Action Plan work
 - MAPC would help us do stakeholder outreach on this
- **MVP Climate Equity Survey Project Request**
 - Frank met with Ashland Residents for Equity and Action to discuss project
 - Won't know about funding until August
- **Outreach on MassSave/MassSave vendors**
 - Rob & I met with NEEECO, a MassSave vendor on outreach activities
 - Need to brainstorm how to recommend MassSave to residents and businesses

❖ **Other Meeting Items + Net Zero**

- Matt to share write-up Sustainability write-up with committee (for review) – end goal to update website
- Rob spoke about the need for the committee to insert ourselves more (and influence more decisions where sustainability needs to be a key factor)
- Ash mentioned to-do for each “owner” within Net Zero plan to share summary page of their area (Matt showed his)

- ❖ **Approve Meeting Minutes:** Minutes from May 24, 2021 approved by Committee members.

Meeting adjourned at 8:45pm ET