

**GREEN TASK FORCE**  
**MINUTES OF December 19, 2011 MEETING**

**Members Present:** David Mann, Bruce Haymes, Steve Edwards, Hal Kendig, Alan Abramson, Caroline Foster, Robbie Gershowitz

**Members Absent:** Cathy Talmadge, George Masumian, Wendy Batteau, Steve Smith

D. Mann called the meeting to order at 7:30 pm.

D. Mann discussed the Neighbor to Neighbor (N2N) program and stated that while we're the leader in the state, we're falling in the rate of new acquisitions and need to focus on promoting the program.

C. Foster and R. Gershowitz announced that the Green Club at Staples is canvassing and promoting the program and while door-to-door has been difficult, they are also tabling and a video is being made, working with Mr. Dodig – all leads will go directly to N2N. Going forward, the Green Club will ask member to canvas their own neighborhoods, with a push after the New Year. Steve Edwards will help the Green Club also identify neighborhoods that are slated to receive gas lines in order to promote efficiency work and the N2N project there.

D. Mann and A. Abramson discussed the survey results that had gone out the the first (aprox.) 250 N2N homes. In general, we had fairly good numbers in terms of response rate- 27-28% response rate; however, there was significant confusion as to understanding whether participants had an energy advisor, if they had done something, and whether they had recommendations or not. A focus group will be conducted to further understand the issues and develop strategies to resolve identified issues.

Street signs as a promotional tool had been tried on Woodside Ave, but were limited in their efficacy – personal connections appear to remain the most effective method of advancing the programs goals of a 20% reduction of energy use in 1000 homes.

Lastly on N2N, the PTAs at a number of schools have begun to partner with the program – we anticipate this will be a successful fundraiser for the PTA's and a positive method of generating leads.

The Task Force discussed the upcoming “Sustainable Success Stories” series. The idea will be to profile a Westport resident or business and how they have improved their life or business while doing something green. We will work with local media to approach the story from a variety of perspectives and each story will culminate with an “open house” or “brown bag lunch.”

The Task Force agreed that Doug MacDonald's Passive House in Westport would be the first in the series. Doug will present what he's done and the Task Force will begin planing this specific program at the January meeting.

Further on “Sustainable Success Stories,” the Task Force Agreed to come to the January meeting prepared to identify other participants, with an emphasis on re-engaging the business community.

Members agreed that the Task Force can use additional help engaging the community and would like to get a broader section of the Westport residents and businesses involved. Therefore, each member will come to the January meeting with potential new Task Force members or having identified new members.

On the topic of involving different constituents, it was noted that generator applications were up in Westport and that this is an opportunity to engage builders and owners in a conversation about what else they might be able to do.

The municipal virtual net meter section of Public Act 1080 was discussed as it pertains to the Town's ability to take advantage of on-site direct generation during facilities upgrades and/or PPA agreements. Lastly, D. Mann announced that the Task Force had received a New England Grassroots grant of \$1500. The Task Force began to discuss how to best use those funds within the context of the original grant application.

The next scheduled meeting is Thursday, January 30, 2011 at 7:30pm, Room 309, Town Hall

Submitted by:  
David Mann  
Chair