

C C A B

**September 21, 2009 Meeting**

Brookline Town Hall, 333 Washington Street

**MINUTES**

David Lowe convened the meeting, and all of those present introduced themselves.

1. Organizational Plan - There was a detailed discussion of the plan that has resulted from the working group formed over the summer to develop a new approach to reflect our evolving focus. Everyone agreed that the document "CCAB 2009: Poised for Action" accurately reflects the recent discussions. There was discussion and debate on some of the details, particularly the question of whether the "stretch goal" that it contains is realistic. Ultimately there was formal consensus to accept "CCAB 2009: Poised for Action" as our new organizational plan for 2009.

2. Work Plan - David Lowe presented a work plan entitled "CCAB Implementation Specifics: September 2009," which is based on the new organizational plan. Much of the focus was on the need to recruit volunteers to the various teams and tasks. The teams listed on both the organizational plan and the work plan are:

- Door-to-Door and Farmers' Market Outreach
- Eco Teams and Green Neighborhood Challenge
- Brookline 2010: A Community Climate Challenge
- Home Energy Assessments
- Communications
- Finance and Fund-raising
- Volunteer Coordination and Partner Organizations
- Data Management and Metrics
- Membership
- Administration
- Strategy and Planning
- Coordination

It was agreed that each of the teams should prepare a paragraph during the next two weeks, or at least before the October meeting which contains:

1. summary of activities and current focus
2. skills needed
3. contact point (phone number, email address, etc.)

Rich Rosen volunteered to present his recent research (perhaps as part of Brookline 2010), which posits four different "future carbon scenarios" for the year 2100.

3. Nominations for New Officers - October 19th will be our Annual Meeting, and will include voting for CCAB Officers. David Pantalone announced that he will not serve the second year of his two-year term as co-chair. Therefore, the bylaws prescribe that a person should be chosen to complete his term as well as a new co-chair for David Lowe's expiring two-year term. Don Weitzman announced that he will not be a candidate to continue as treasurer. Steve Pantalone, who has training in finance, may be interested in serving as treasurer. Werner Lohe will continue to serve as recording secretary. A nominating committee of David Lowe, David Pantalone, Don Weitzman, and Werner Lohe was chosen to assemble a slate of officers by about October 1, prior to the October Annual Meeting.

4. Monthly Meeting Format - David Pantalone proposed to change the focus for at least some future monthly meetings to make them more interesting and attractive. There was general interest in doing so, and discussion of informative presentations for the public (discussion panels, round tables, outside speakers, films, etc.). David Pantalone, David Damm-Luhr, and Rich Rosen will form a committee to investigate this further for the October Annual Meeting.

#### Announcements and Reports:

Paul Harris announced that Susan Martin organized and hosted CCAB's first Eco Party, which was attended by nine members of the Brookline Chorus.

Mary Dewart thanked Susan Martin for leading the work in developing CCAB's new website. Several people commented on how informative and professional it is. It will be a great asset to CCAB and to Brookline. David Lowe mentioned that Susan Martin is the temporary "web master," and material for posting on the website can be sent to her.

Ed Loechler and Paul Harris reported that the Door-to-Door campaign is moving forward with canvassing on most Sunday afternoons from 3:00 until 5:00 p.m. Approximately one percent of Brookline doors are knocked on each Sunday. Canvassing is interesting work that puts us in touch with both supporters of climate action and occasional skeptics, and additional volunteer canvassers are always needed.

#### Upcoming Events:

Thursday, September 24, 1:30 to 6:00 p.m. (and every Thursday until the end of October) - Brookline Farmers' Market - volunteers needed - Contact Marcia Hnatowich, hnatowich@rcn.com)

Sunday October 4, 3:00 to 5:00 p.m. (and every Sunday through the fall) - Door-to-Door Climate Change Canvassing - Contact Ed Loechler, loechler@bu.edu

Sunday October 4, 3:00 to 5:00 p.m. - Green Fair and Picnic, Schick Park,  
sponsored by the Aspinwall Hill Neighborhood Association

Sunday, October 18, 11:00 a.m. to 4:00 p.m. - Brookline Chamber of Commerce  
"Green Expo Brookline," Shluntz Gym, Brookline High School. Contact  
Mary Dewart, marydewart@verizon.net)

Wednesday, October 21, 7:00 - Green Guild Night at the Coolidge Corner  
Theater - local short films - Contact Jim Lockwood,  
LCCI.construction@verizon.net

Monday, October 19, 7:00 p.m. - CCAB monthly meeting and Annual Meeting

Saturday, October 24, 1:00 p.m - 350.org Event - Contact Marcia Hnatowich,  
hnatowich@rcn.com

Sunday, Nov 15, 9:00 a.m. to 5:00 p.m. - Mass. Climate Action Network (MCAN)  
Annual Meeting, Stata Center, MIT - [www.massclimateaction.net](http://www.massclimateaction.net)

Monday, November 16, 7:00 p.m. - CCAB monthly meeting

Saturday, January 9 - Brookline 2010 launch - Contact David Lowe,  
djlowe@comcast.net)

The meeting was adjourned.

The CCAB Annual Meeting will be on October 19, 2009 at 7:00 p.m.  
in Town Hall, Room 103, 333 Washington Street, Brookline.



## Climate Change Action Brookline (CCAB) 2009: Poised for Action

### 1. Who We Are

Climate Change Action Brookline (CCAB) is a community-based, non-profit membership organization in Brookline, Massachusetts whose core mission is to reduce the collective greenhouse gas emissions (GHG) of our community.

Having advanced successful initiatives engaging schools, businesses, government, non-profits, and residences, we are now well-poised to make Brookline's residential sector our primary focus. Given that Brookline households are currently the largest source of carbon dioxide emissions (75%) in our community; our current primary goal is reduction in residential energy use. We intend to continue collaborating with many diverse partners to achieve our goals.

We envision a CCAB that's highly focused on its primary goal, yet sufficiently flexible to accommodate members' passions and the inevitable shifts in volunteer energies and funding available at any given time. The growing awareness and public concern over the climate crisis currently places us in a growth phase with ambitious goals, a strong record of success, and a growing mailing list. We plan to draw in and tap into the incredible wealth of talent, interests and skills among our fellow residents, and make good use of the resources – both financial and knowledge – available locally and beyond. We aim to build administrative support that is nimble in connecting needs and resources to accomplish our core mission. We seek to be consensus-driven and democratic, while biased toward actions likely to lead to lower emissions and greater energy-efficiency.

### 2. Primary Goal

Currently (August 2009), CCAB's primary goal is:

***To enlist - by the end of 2012 - participation of 85% of Brookline households in the Brookline Climate Action Campaign, with an average 25% reduction in GHG emissions relative to 2009.***

We recognize that this goal is an audacious one, yet have adopted it for two reasons. First, we believe that the need for action is urgent and the time short. Second, we intend for Brookline to be a model for other communities and to accelerate positive action elsewhere. To these ends, we must dramatically and visibly reduce our community's carbon footprint.

### 3. Initiatives

CCAB has launched four major initiatives to accomplish its goal, knowing that all four are closely linked and must be closely coordinated. CCAB's focus during the first year of the three-year plan is to build awareness and a strong base of support among residents and non-profits, institutional, and business partners.

#### 1. **Door-to-Door/Farmers' Market**

This campaign focuses on one-to-one engagement with residents. It seeks to enroll residents in NSTAR Green, identify residents interested in participating in the Low Carbon Living workshops, provide information about other energy saving opportunities, and recruit new members and volunteers to CCAB.

#### 2. **Eco-Teams/Low-Carbon Living**

This campaign aims to recruit partner organizations throughout Brookline to form Eco-Teams and to hold Low-Carbon Living workshops with residents to build community connections while learning from one another in small groups how to reduce home energy use and carbon footprints. It includes the current Green Neighborhoods Challenge as well as active participation in Cool Mass, a partnership

between Massachusetts Climate Action Network and the Empowerment Institute predicated on using the Low Carbon Diet to reduce household GHG emissions.

3. **Brookline 2010**

This campaign, a joint initiative with the Brookline Town Selectmen’s Climate Action Campaign, focuses on alliances with partner organizations to publicize carbon footprint awareness, encourage behavior change and help launch our residential initiatives to cut carbon emissions.

4. **Home Energy Audit and Remediation**

This campaign focuses on enlisting homeowners to participate in home energy audits and follow-on carbon-cutting remediation. While mainly implemented by private firms and facilitated by utilities, state agencies, and the Town of Brookline, CCAB will actively promote the effort.

**4. Organizational Strategy**

Internal to CCAB we have set up three types of groups to enable fulfilling our current initiatives and to plan for the future. First, the Initiatives Groups plan and execute the initiatives described above. Second, the Support Groups focus on designing and providing the building blocks of successful initiatives, both current and anticipated. Third, the Cross-Cutting Groups enable the first two groups to focus on the content of their work, while providing a way to cross-fertilize ideas and envision future opportunities. Each type is outlined in the table below with related task areas. In the next two months, we will develop short, one-page summary descriptions of each of these groups and associated initiatives/task areas. Over time, we may revise or add to existing initiatives or task areas, as we see what works best to get us closer to our primary goal.

<b>Groups</b>	<b>Initiatives or Task Areas</b>
<p><b>Initiative Groups</b> (To accomplish current goals; may change over time)</p>	<ol style="list-style-type: none"> <li>1. Door-to-Door/Farmer’s Market Outreach – <i>Engage and educate residents, and recruit support, particularly one-on-one</i></li> <li>2. Eco-Teams/Low-Carbon Living – <i>Recruit and support partner organizations to deliver Low Carbon Living workshops</i></li> <li>3. Brookline 2010 – <i>Engage partner organizations to raise awareness and build a credible town-wide alliance</i></li> <li>4. Home Energy Audit and Remediation – <i>Promote lasting home efficiency improvements; Support Town of Brookline’s EECGB Residential Program</i></li> </ol>
<p><b>Support Groups</b> (To assist our major initiatives)</p>	<ol style="list-style-type: none"> <li>1. Communications – <i>Create and distribute high impact information and coordinate website material</i></li> <li>2. Finance and Fundraising – <i>Generate and manage revenue</i></li> <li>3. Partners/Volunteers – <i>Recruit and support partner organizations, while increasing the number and effectiveness of non-CCAB volunteers</i></li> <li>4. Data Management and Metrics – <i>Track information on volunteers, participants, partners, membership, and success indicators</i></li> <li>5. Membership – <i>Recruit members and provide member support</i></li> <li>6. Personnel – <i>Create and manage paid staff (if applicable)</i></li> </ol>
<p><b>Cross-Cutting Groups</b> (To plan and coordinate CCAB’s organization and its initiatives)</p>	<ol style="list-style-type: none"> <li>1. Strategy and Planning – <i>Envision and plan for the future at annual or semi-annual meetings</i></li> <li>2. Coordination – <i>Monitor progress; identify and implement innovations that improve delivery of the core mission.</i></li> </ol>

# CCAB Implementation Specifics: September 2009

Authored by members of the CCAB ad hoc business plan working group.

Date: September 19<sup>th</sup>, 2009 - Draft for presentation at September 21st CCAB meeting  
See CCAB's New Web Site!: ([www.ClimateChangeActionBrookline.org](http://www.ClimateChangeActionBrookline.org))

<u>Teams</u>	<u>Proposed Task #1</u>	<u>Proposed Task #2</u>	<u>Open issues</u>	<u>Leads</u>
CCAB-wide	Staff CCAB teams	Re-purpose monthly meetings	Teams' goals, metrics, 1-pagers for recruiting	
<b>Door to Door, Farmers' Market</b>	Recruit volunteers			EL, MH, PH
<b>Eco-teams/Green Neighborhoods</b>	Develop program to apply in Brookline	Pilot LCL models		DW, SM
<b>Brookline 2010</b>	Develop partnerships	Launch awareness campaign		MD, DL, RR
<b>Home Energy</b>	Connect with Town's initiatives	Develop information packet		DP, JL
<i>Communications</i>	Develop implementation strategy	Design and distribute a brochure	What's the contact list?	SM
<i>Finance, Fundraising</i>	Analyze needs and resources	Customize materials		DL, MD, DDL
<i>Partners, Volunteers</i>	Develop strategy coordinated with "2010"			MD
<i>Data Management, Metrics</i>	Design details of the approach	Convene a group to do it		PH, AL, SG, MD, SP, WL
<i>Membership</i>	Create and implement a plan to increase	Write a newsletter		
<i>Administration</i>	Define process for determining priorities and guidance	Review/revise job description		(co-chair)
Strategy, Planning	Set date for specific steps to integrate all the pieces			DL, MD, DDL
Coordination	Determine best ways to do it		Frequency of meeting	Co-chairs + 1 lead for each team

**Key to Initials:** AL = Alan Leviton, DDL = David Damm-Luhr, DL = David Lowe, DP = David Pantalone, DW = Don Weitzman, EL = Ed Loechler, JL = Jim Lockwood, MD = Mary Dewart, MH = Marcia Hnatowich, PH = Paul Harris, SG = Sid Gelb, SM = Susan Martin, SP = Stephen Pantalone, WL = Werner Lohe

## Key dates

- Monthly meetings: 21 September, 19 October, 16 November
- Brookline Green Expo: 18 October
- 350.org: 24 October

# CCAB Special Event Calendar

## Mondays - Town Hall - 7-8:30pm

<u>Dates</u>	<u>Events</u>	<u>Information links</u>	<u>Coordinators</u>
19 October			
16 November			
21 December			
18 January (?)			
15 February (?)			
15 March			
19 April (?)			
17 May			
21 June			

- Speakers (and Brookline residents)
  - Ross Gelbspan
  - Mindy Lubber
- Roundtable discussions
  - Cool Mass, with input from neighboring CM towns (Newton, Dedham, Boston) and MCAN staff
  - local businesses serious about GHG-emissions reductions
- Public debates
  - town's use of the EECBG stimulus funds
  - Bicycle Committee, SWAC and other local advocacy groups with climate angle
- Awards night
  - best educational, best residential/Green Neighborhood, best commercial, best transportation...
- Films
  - The Age of Stupid
  - 350
- Information
  - local businesses that provide sustainability GHG-emission-reducing services

More examples of Roundtable series discussion topics:

Climate Change

- Is Global Warming Really Anthropomorphic?
- Future Carbon Scenarios – Through 2100

Evolution and Human Behavior

- The Role Of Climate Change in Human Evolution
- Addiction and Human Behavior
- Strategies For Inducing Social Change

Economics

- Globalization and Climate Change
- Steady State Economies and Social Discounting
- The Green Economy

Policy Matters

- Cap and Trade, etc
- The Strategy of Social Change
- Energy Cooperatives and Community Driven Action

Carbon Reduction/Energy Efficiency

- Inventorying Our Energy Use

Buildings

- Air Sealing Your Building
- Your building's HVAC

Transportation

- Alternatives for the future

Waste & Water

- Wasting Less and Recycling More

Energy Production

Renewable Energy

- Geothermal
- Solar
- Wind
- Water Energy

Nuclear Power

- Is it prudent?