

Community Sustainability Program Committee
November 18, 2009
City Hall, Public Works Conference Room

The meeting of the Community Sustainability Program Committee was held in the Public Works Conference Room of City Hall on November 18, 2009. The following members were present: Denise Adams, Cornelia Barr, Jason Frichner, Janet Loew, Peter Marsh, Jenni Mowery, Mose` Belton-Perry, Dr. Irene Phillips, Robert Smith, Anne Tambling and Shannon Terrell. Also present were Martha Wheelock, Assistant City Manager, Randy Rogers, Facilities Management Director, Sandy Barfoot, General Services Director, Lindsey Smith, Energy Management Coordinator, and Bettye Bates.

Jake Cashion, Nancy Dunn, Justin Gomez, Don Hamrick, and Dr. Kendall Jones were unable to attend the meeting.

Vice-chair Anne Tambling called the meeting to order at 5:32 pm. She asked if everyone had reviewed the minutes of the last meeting. There were no changes. A motion to approve the minutes was seconded and passed unanimously.

Sustainability Program Manager

Staff has started the preliminary review of applications. To date, approximately 30 have been received; one is for an internal candidate. Most applicants have some and/or all of the education and experience requirements. Mr. Rogers stated approximately 50% of the applicants are North Carolina residents. Staff plans to develop a short list of qualified applicants by Friday and conduct telephone interviews with those applicants in the next two weeks. Applications will continue to be reviewed as they come in. The goal is to conduct in-person interviews before Christmas. Mr. Rogers is working on a series of interview questions. It was suggested that the applicants do a short video clip prior to telephone interviews. Mrs. Wheelock will have to look into that option. The committee requested whether the committee could have a list of applicants that are not interviewed. Mrs. Wheelock will provide that list for the committee. The CSPC will be kept updated on the progress on hiring the Sustainability Program Coordinator.

Collaboration with PEA on Earth Day

Mrs. Wheelock noted that Mr. McNeal continues to communicate with PEA about the 2010 Earth Day event and is proceeding as directed by the Committee. Janet Loew stated that PEA has received the proposal that was approved by the Committee. PEA asked for clarification about the bus transportation. PEA did not want to do the bus transportation but offered a counter proposal about shuttle service. PEA has expressed concern about the difficulty of getting to the event. PEA has changed the location to the Davis Field on the Wake Forest University Campus and is offering shuttle service to resolve this difficulty. Mr. McNeal will provide another update next month.

GoLead Planning (See Handout)

Peter Marsh reported on GoLead planning. Mr. Marsh, Mr. Cashion, Mrs. Wheelock, and Mr. Rogers met with DeDee Johnston to get more information about the Wake Forest University Green Conference. The event is a two-day session oriented primarily to the business community being sponsored through the President's Office. The date for the event is February 10-11, 2010 at Wake Forest Chapel. Thomas Friedman is definitely booked for this event to speak at 7 pm. The tentative plan for the GoLead Summit is to host community leaders on February 10 from 3 pm until 5:30 pm at the LJVM Coliseum Windsor Club. Dinner will be served at 5:30 pm and then attendees will be provided shuttle service to WFU from Coliseum starting at 6:30 pm. Proposed items for the summit agenda include a statement of community problem, a review of the city's GHG Report, an update on energy efficiency/conservation initiatives and their relationship to economic development/job creation/community involvement, a preview of the Resource Center and GoExpo and ways to participate, and a call to action with a ceremonial pledge commitment. The ceremonial pledge commitment is envisioned to allow business leaders to make a formal commitment to support identified measures pertaining to GoGreen at their business. The request for reserved seats for summit attendees has been approved by Wake Forest event planners. A meeting with the Mayor to review and finalize details (developing a formal agenda, consideration of speakers, logistical arrangements, an invitation list and a formal letter of invitation) is scheduled for next week. Mr. Marsh will email a draft of the Ceremonial Pledge Commitment to the committee. The GoLead event is on the Mayor's calendar and the meeting space is on hold. Follow-up events for the GoLead summit are PEA Earth Day, individual initiatives, and the GoExpo. A budget of \$10,000 (estimate \$100 per head) has been allocated for the GoLead Summit.

Resource Center (See Handout)

Peter Marsh discussed planning on the Resource Center. Mr. Marsh, Mrs. Wheelock, and Assistant City Attorney Marilena Jensen-Guthold met with the Wake Forest University Community Law Center to discuss the framework of the Resource Center as a 501(c)(3) charitable organization. The WFU Community Law Center has confirmed and will prepare a letter of intent to submit to City Council about its commitment to preparing the necessary paperwork for IRS filing, incorporation, and by-laws at no charge. Filing fees are approximately \$1,000. Mr. Marsh has also corresponded with Winston Salem State University asking them to follow up on the opportunity for them to create a business plan for the new resource center. The main purpose of this centralized center is to provide vital information to the community. An executive summary and budget will be submitted to Council for the approval to move forward. The committee discussed in depth the pro forma budget of the Resource Center. The location of the center is still not determined.

Residential Subcommittee Report (See Handout)

Jennie Mowery provided an update on strategies to reach the residential sector, primarily homeowners. The old plan was to go to neighborhood association meetings with a professional home energy auditor to present ideas about saving money and energy, and to host a Builder Awareness Expo.

The proposed new plan is as follows:

- Go Online: Create a website focusing on energy savings
- Newsletter Article: Create a newsletter article targeting neighborhoods in the geographical center of town
- Home Energy Audit Walk Through Houses: Audit homes for people to walk through on the Washington Park Home and Garden Tour in 2010, the West Salem Home Tour in October 2010 and the West End Holiday Home Tour in December 2010. The audit results would suggest ways to save energy.
- Builder Awareness Expo: Make builders more aware of the benefits of green building
- Go Recycle: The bigger issue to tackle is business recycling, with the potential to trickle down to the employees to recycle at home.

Greenhouse Gas/EECBG Grant Update (See Handout)

Lindsey Smith did a presentation on the city's greenhouse gas emission report and an update on the city's approved EECBG projects. The CSPC asked questions during the presentation, Additional information will be provided in the report being prepared for submission to the City Council in January.

Mr. Robert Smith, Committee Member, indicated he had prepared a report for presentation to the Committee. He had assumed it was his name (not Lindsey Smith) that had been included on the agenda and as a result, he had developed recommendations on how to achieve target greenhouse gas levels and wanted the Committee to address his concerns for making quantifiable change in the community. Chairman Frichner and Ms. Wheelock apologized for the misunderstanding, In order to provide Mr. Smith with enough time to discuss his report with the Committee, Chairman Frichner requested a copy of the report and asked if the item could be placed on next month's agenda.

Strategic Initiative Update

GoRecycle

Staff has identified \$15,000 in existing operating budget funds in the Sanitation Division to support enhancing the residential recycling campaign already in progress. Staff will continue to explore ways to enhance business and multi-family recycling participation.

GoFuelEfficient (See Handout)

Sandy Barfoot reviewed information related to the GoFuelEfficient strategy. Two items on the long-term agenda are ideas for hybrid/high mileage vehicle owners and a rebate of the vehicle privilege tax. Some things to consider are as follows:

- Purpose/result of the measures
- Are all hybrids created equal (Compact, family, SUV)
- Consideration for alternative fuel vehicles (AFVs): electric, natural gas, propane, etc.
- Qualifications of high mileage vehicle (LEV, ULEV, etc.)

Staff will continue to explore ways to communicate easy and simple ways to achieve fuel efficiency through media and promotions. Collaboration with local area businesses may also enhance distribution of the message.

Mr. Barfoot also discussed prime parking for hybrids/high mileage vehicles along with the motor vehicle license fee and fuel conservation measures. These items will require further study and consideration of potential revenue losses to other areas of city operations, and will be evaluated and considered during the FY 2010-11 budget process. He informed the committee that a hybrid bucket truck and five electric cars will be purchased with grant money that has not been received yet.

Other Sustainability Items

Randy Rogers gave the Committee an update on the consortium of cities in North Carolina applying for a \$50 million competitive block grant. The State Energy Office cannot help due to shortage of staff. Mr. Rogers has a call in to the Assistant. Director of the State Commerce Department to see if that department can find some resources.

Mr. Rogers received an email from Jake Cashion talking about Green Building incentives. Winston Salem Business Inc (WSBI), the Chamber of Commerce and Mr. Cashion had a meeting about different aspects of green incentives. Their discussion was about green incentives for businesses instead of the residential code incentives that the committee was already addressing. Emphasis is on bringing new businesses to the City and improving old businesses with green incentives.

Proposed CSPC Program Allocations (See Handout)

Mrs. Wheelock discussed the proposed CSPC program allocations in depth. The summary provides an outline of how the \$300,000 in EECBG grant money might be allocated. Half of the money would be used to pay salary and benefits for the Sustainability Program Manager for two years. Start-up costs for the resource center are estimated to be \$50,000 (after which the resource center would be expected to break-even or generate revenue). Another \$42,000 will be used to support sustainability activities, including travel and other members for the sustainability program manager, community events and promotional materials/giveaway items, the

GoLead Summit, and other miscellaneous expenses. A reserve for future year's activities of \$50,000 is also included.

Funds for ICLEI and Climate Communities memberships will continue to be provided from the existing facilities management operations budget. A "Sustainability Education Series", which will air on TV-13 will cost approximately \$7,200 will be shared 75%/25% between the grant allocation and existing operations budgets.. Funds for equipment and community sponsored events from existing operating budgets will also be used to support the city's sustainability program. Staff will continue to explore suitable locations for office space, technology and office needs for both the sustainability program manager and the resource center.

Staff is in the process of drafting a report that outlines the short-term and long-term initiatives that will incorporate these proposed allocation recommendations for review by the Committee at the December meeting prior to presentation to City Council in January.

Mr. Lindsey Smith will remain responsible for monitoring and reporting regarding EECSBG projects to the city, City Council, and the CSPC.

There being no further business, the meeting adjourned at 7:40 pm.