

Community Sustainability Program Committee
May 27, 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 May 27, 2009. The following members were present: Denise Adams, Jason Frichner, Donald Hamrick, Janet Loew, Peter Marsh, Jenni Mowery, Dr. Irene Phillips, Robert Smith, and Anne Tambling. Also present were Martha Wheelock, Assistant City Manager, Randy Rogers, Facilities Management Director, Sandy Barfoot, General Services Director, and Lindsey Smith, Energy Management Coordinator.

Chairman Frichner called the meeting to order at 5:40 PM. He asked if everyone had reviewed the minutes of the last meeting. After receiving an affirmative, he asked for a motion to approve which was received and seconded.

Chairman Frichner announced the meeting would be carried out the same as last meeting with subcommittee members giving a report. Chairman asked Randy Rogers if he had a report of the City's prospective.

Randy Rogers passed out a Staff Activities report and asked if any member wanted an explanation of his report. Copy attached.

Question: How was the meeting with Duke Energy? Mr. Rogers stated the meeting was very interesting and a lot was learned especially about their Sav-A-Watt program. This is a program that pays prescriptive incentives to commercial and industrial customers for making energy-efficient improvements such as changing out a light fixture and replacing it with an energy efficient fixture. The program will officially kick off on June 1st but Duke Energy has offered it to the City. The City plans to participate and will be able to receive rebates.

Question: Does this include schools/nonprofits? Mr. Rogers stated this program is offered to industrial and commercial accounts which include schools.

Question: Has this program been approved by the state? Mr. Rogers stated it has not been approved by the State but the Utilities Commissions has had it for two years. Duke Energy is going ahead with the program and will figure out how to get reimbursed later.

Question: How is the grant process going? Mr. Rogers stated it is going very well except for the amount of information we are getting. We are still getting information from the DOE and it is coming in spurts. We will have a draft of the application this coming Friday and the application actually made very soon after that. Chairman Frichner stated hopefully then the application will be approved and we will be able to get to work. Mr. Rogers agreed.

Chairman Frichner asked if there were anymore questions. Martha Wheelock stated she wanted to confirm Paul Norby attending the next meeting as the guest speaker if that is what the group wants. Chairman Frichner stated that is fine and maybe we can bring some people from NC Green Energy and kind of rotate around.

Question: Is there a specific topic to talk about or general overview? Chairman Frichner stated just a general overview. If the teams that will be most affected by his works want to submit some questions or outlines, that would be great which would probably be land use.

Chairman Frichner asked for a report from each subcommittee and response from group.

Education and Awards:

Presented by Anne Tambling, copy attached. She elaborated on the subcommittee's ideas regarding GoGreen as per the report and asking what is the real message for the public, what's important to individuals, community, etc.

Comment: Community is not educated about green issues and doesn't understand smart energy; the mission is to educate.

Question: Is there any research out there you guys have found that tells you what some of the more important messages are that will resonate with people on this topic? Ms. Tambling stated she has done a lot of hunt and peck kind of looking and have not found a whole lot that is consistent that really ties in both general green sustainability and reduction of carbon footprint and greenhouse gases stations. She has looked at the resource list that was provided to her and asked is there anything that stands out to you? Mr. Rogers responded and stated a lot of the resources are very general.

Education and Awards committee feels it is not their sole responsibility to decide what the message is and how to get it out. The committee wants input from all of the committee members.

Question: Is there any research or any type of survey we can do of a segment of the population that we could ask what's more important to you in terms of green? What does the community want us to focus on? Community is not educated on this so we can't ask them how to educate them. They don't understand the concept of sustainability or green. We have to determine what our goal is and how can we make a difference and educate the community. An organization called Smart Energy, their mission is to educate people. Contact will be made and ask what research they have.

Comment: I do not negate the survey but we need to ask the community what they know.

Committee agreed the “Just One Thing” idea is great. Comment: Since the “Just One Thing” idea is great, the challenge is there are a million directions we could go with green which can cause confusion. Therefore we need to characterize. So if we go to the public with “Winston-Salem is already great”, then the commission of the sustainability committee is to continue to be great for the future generation.

Comment: Committee needs to make it plain and simple to individuals about sustainability and green. The message should be “what can the City deliver”.

Chairman Frichner stated to the subcommittee “what angle do you want to come at and what different things you want to talk about under that umbrella?” He is willing to talk to some advertising agencies (pro bona). Mrs. Tambling stated her husband has a branding agency and is willing to help out pro bona. Martha Wheelock suggested using Ed McNeal who works in the Marketing and Communication Department for the City to help with marketing and advertising. The Education subcommittee would like to meet with Mr. McNeal before bringing in the other resources mentioned.

Question: Please clarify. Is the committee talking about GoGreen Week or a big campaign that lasts a year that you are asking this one group to conceptualize? Chairman Frichner stated you have to take it as you feel that’s necessary; that’s probably going to help you with the campaign itself and if that can’t we can bring in other resources. The GoGreen Week was supposed to come out of this subcommittee as well. This was one of the things the Education and Awards committee has as one of your objectives. Mr. Rogers stated transitioning Earth Day into this subcommittee’s plans. Also Mrs. Wheelock stated the subcommittee does not have to do everything all at once; don’t get overwhelmed because you can’t put everything on the agenda right away.

Comment: There are no dates set for the GoGreen Week. Last year the date was in September. Mrs. Wheelock stated she believes the Mayor wants the committee to conceptualize the GoGreen Week and align the staff resources along with what you are looking for. If the committee wants the Mayor’s involvement, the committee needs to get on his calendar.

Ms. Tambling stated the comments and suggestions are very good guidance because the subcommittee was trying to figure out what the message is along with getting the message out. After the discussions, the group now has some structure.

Comment: Kicking off the GoGreen Week with a GoGreen Day or GoGreen hour to get started. Start out small.

Comment: Educate the children and that will help educate the parents. The Education and Awards will work on coming up with a message to present at the next meeting.

Residential Sustainability

Presented by Jenni Hopkins Mowery, copy attached. The subcommittee has narrowed it down to Neighborhood Association Outreach and Builder Awareness Expo. Jenni Mowery stated she had found over 100 residents and passed around a list of those residents. The subcommittee will put together a presentation and present it to different associations in August. Subcommittee would like to get an Energy Auditor and Alternative Energy Expert to elaborate on first what to do in homes and gearing it towards money savings, help benefits and second fill out ideas on what the next step would be. Ms. Mowery stated there is a group in Minneapolis that works with contractors to up the green thing they plan to do in their homes. They work a week at a time.

Comment: Maybe you can have a summit of neighborhood associations and try to condense it down. There is an organization in Winston-Salem.

Ms. Mowery elaborated on Builder Awareness Expo focusing on three groups of people: the builder, building inspector and remodeler.

Comment: What if, some way so we can make connections among the work we do once we come back to the presentation about what the marketing theme or whatever, what if, some of your actions, especially the associations, can be a prelude to that so you would have enough about the Green Day or Green Week.

Comment: How about combining resources. GoGreen Expo could be a fundraiser. There are many vendors willing to participate in the Expo.

Comment: Create a website for homeowners on how to make homes energy efficient along with a brochure.

Question: Randy or Martha, how fast can we get with the people to begin with getting the GoGreen week started? Mr. Rogers will check on that and look into last year's activities, too.

Comment: Whatever we decide to do, GoGreen week, day, we got to get people involved and excited about it. The people that are leading the charge are expected to get people involved and excited. For example, tell the people to dress in green, there might be costume judging, kids involved by creating a float, Boy Scout and Girl Scout involved, etc. Just do something to get people to come out.

Chairman Frichner stated going back to Neighborhood Association Outreach, who are you going to exactly bring in since we have no money to hire anybody?

Ms. Mowery stated we would have people to come out to meetings and if six people would apply, then they would get a discount on their services.

Comment: We talked about low-income incentives but I would not be scared to go into some of the wealthy neighborhoods. They may not have a problem with their bills or time to fool with it, but they may be willing to get their homes energy efficient, too.

Comment: Think about having some sort of "Green Neighborhood Certification" plan that drives that competitive spirit at the ground level so people are actually looking at their Duke Power bill and talking to their next door neighbor about their savings asking them how did you do?

Comment: One of the issues with back yard pick up versus curbside pickup is the incredible high up-front cost. Eventually it will go citywide but unfortunately that's a long way down the road. City encourages Neighborhood Associations to get rollout carts which will make garbage trucks roll through the neighborhood quicker.

Question: Has there been any study done on how much the trucks idle when they have to go around versus curbside pickup? The City is aware and people are and or have looked at this situation. Mr. Rogers stated when a Sustainability Manager is hired a lot of these concerns will be taken care of. One of the duties of that person is to educate people on weatherization. This person will be the central point on these type situations.

Comment: There is an organization in South Carolina that has been incredibly successful with weatherization of low income houses. This organization is non-profit. There is a grant waiting to be written. Maybe the Winston Salem Foundation can get involved.

Comment: Since outreach is very extensive work and we need a lot of people and time, what if we picked out one neighborhood from each category and work with that association so they can highlight GoGreen week. We simply need to start out with a small group/neighborhood; more manageable bits.

Question: How can we find a neighborhood that is really into this? Comment: I could offer my association - Old Town Association. They love it and would go for it.

Comment: What if we could find a neighborhood association, give them the outreach, provide an opportunity for weatherization and get a sample of energy bills in the beginning, calculate a sample, figure out the average bill, do the weatherization, look at what happens over six months, make it a case study of something you could really highlight so people could say Wow, okay I get it now and they begin the Green certification program; sort of create a poster child.

Comment: That's what that South Carolina organization did. They were able to quantify and it was very powerful for low income which saved them 30% on their energy bills.

Comment: If you like I could run the ideal by them Sunday since we are having a meeting. Committee agreed that would be fine.

Question: Can we involve Duke Power? There is a privacy act but a person can voluntary to provide the information required.

Comment: Do not bypass City Council Members.

Question: Who is informing them about this committee? Chairman Frichner stated they see our minutes.

Question: At some point will we not go in front of the Council with concrete recommendations? Chairman Frichner replied yes especially when asking for cash.

Comment: Weatherization is one of the biggest business opportunities right now for low income unskilled people. Mr. Rogers elaborated on existing weatherization programs through the State. There may be zero interest bonds to do loans. Committee may look into targeting the next group above low income that own their homes but cannot afford to weatherize them.

Question: How many weatherization companies in Winston-Salem? Mr. Rogers stated he knows of one company but as to the number of companies in Winston-Salem, he does not know.

Chairman Frichner stated to the Residential Sustainability Sub-Committee for the next meeting your group just try to solidify a little bit more and take in smaller nuggets and target who you want to talk to and exactly what you want to talk to them about. There is great interest in the Expo and merging it with GoGreen.

Non-Residential Sustainability

Presented by Robert Smith. Mr. Smith elaborated on small businesses and their health safety, cost savings, how they can profit from energy efficiency, and show specific examples how different types of buildings can save. The whole idea is to get a group of different experts in different areas to do a panel discussion.

Peter Marsh elaborated on having a summit for community businesses one or two weeks before GoGreen week. This would be a leadership summit. The purpose is to get leaders in one room and make the report on the carbon constrained era meaningful to them. The idea was for Mayor Joines to personally invite leadership (CEO's of small and large businesses, leaders of non-profit

organizations, churches, non-residential compounds, etc. of Winston-Salem) to this summit. He stated that Mr. Rogers is familiar with the talks with Mayor Joines about this plan, but at the time, Mrs. Wheelock encouraged not moving forward with that activity because a sustainability committee was being formed. So the idea now is try to create leverage at the leadership level through a really powerful presentation that's at the Mayor's invitation of the leadership of Winston-Salem to talk about this report, to talk about why it is meaningful and important. This way the leadership will relate this information to their sector and encourage them to participate and be supportive within their organization. Number one goal is to carry out the leadership summit. Second thing was to have this information by sector available to deliver. The third thing was for people to say they need more resources. Typically there are three phases that need to be taken in consideration when small businesses talk about sustainability programs: a) examine own business, b) examine vendors and c) examine clienteles/stakeholders. So the third goal is to create this resource group so people could ask questions. The basic idea was to reach out to Wake Forest University, Winston-Salem State University, Salem College, various higher ethics institutions, and Staff and Resource Center with students who would be charged with arranging and delivering the information when non-residential sectors ask for more information. Leverage our undergraduate and graduate student population to populate a resource center which we can get done for free to be able to deliver and respond to businesses.

Question: Could you potentially do this through the Center for Design Innovation? Is there a CDI mechanism for that? I don't know; someone has to manage the resource center. It would just be great to have a resource center for non-residential compounds.

Comment: The concept of the leadership/business summit is excellent.

Chairman Frichner concurred the leadership summit is excellent. He also stated the subcommittee needs to think about who is the target, and who is ultimately going to use this and why. Present this concept to a few businesses and churches to get started.

Comment: It is good to get students involved, but students also ask what's in it for me. North Carolina School of Arts is a good place to start to think about doing a resource center.

Mr. Marsh stated most of the colleges/universities in the Winston-Salem area are forming or have a sustainability committee.

Comment: Salem College is probably further down the path than any other school.

Mr. Marsh stated he was trying to figure out how to staff a resource center for free and that's why he mentioned students. There is a high degree of enthusiasm and a high degree of academic support for internships.

A lot of comments and suggestions were given about the summit such as pick a small core group to start the summit, beginning starts with management and they need to be educated, communication with businesses and Mayor of Winston-Salem, involve City Council, combine Earth Day, GoGreen and Summit if possible. One comment that stood out is work with small core group and see the results.

Question: What would be the harm to go ahead with the leadership summit/breakfast to set the tone for the city? Committee concurred there is no harm and need to proceed with the plan.

Comment: A lot of the work is already done with churches, businesses, etc. The subcommittee needs to pick a core group (especially volunteers) and go forward with the agenda. Time is of the essence. Per Mr. Rogers, the important thing is being able to give the Council a report showing what the committee is doing. Per Chairman Frichner, the first year goal will not be met, but the committee has a plan and putting it into action.

The committee debated a lot on the date for the events whether it is in the month of September, October or November. It was narrowed down to one week in September.

Question: Do we have permission to at least scout the resource center concept with various institutions to discuss if they would be interested? Chairman Frichner replied I see nothing wrong with that.

Several resources were mentioned such as Winston-Salem State, Wake Forest University, Salem College, North Carolina School of Arts, churches, small businesses and Andy Clifton at Forsyth Country Day,

Transportation/Land Use Subcommittee

Presented by David Wright, III, copy attached. Mr. Wright elaborated on the three action steps which are: a) increase mass transit ridership, b) decrease overall vehicle miles travelled, and c) promote and implement smart growth strategies. Mr. Wright stated the first thing is to make sure all stakeholders are included. Action 1: the committee needs to meet with people, gather some ridership data, survey riders/non-riders and develop an image/info campaign. Action 2: This action is focused on bike and pedestrian travel. The committee needs to meet with City bike/pedestrian coordinator, meet with stakeholders, talk with law enforcement, review sidewalk/bike path inventory and suggest improvements.

Question: Is there a map, like a map for the bicycle route? Yes, there are maps.

Action 3: This action is focused on ordinances. The committee needs to review current UDO/Zoning/legacy plan, work with City/County Planning, meet with citizen/business stakeholders to discuss ideas, come Winston-Salem to Smart Growth principles, identify potential changes, and propose code revisions.

The group suggested during GoGreen week maybe WSTA could give free ridership passes, do a walk to school effort, biking to work, Bike Club could show bikes and give out maps, put a GoGreen advertisement on the buses, give out information to educate people about bus riding especially during GoGreen week, tour City by riding the bus, publish bus route.

Comment: Change did a bus survey in 2007 about ridership. Results will be forwarded via email to Mr. Wright.

Per Mr. Rogers, he did a parking study for the Transportation Department in 1979 and the main concern was parking and WSTA rates. Rates were reasonable at that time.

Comment: It is more practical to get people to carpool to work versus riding the bus. It would be good to have something on the Winston-Salem website pertaining to "ride sharing".

Comment: Back in the 70's different organizations' employees would gather at a big parking lot and catch buses that were going to their place of employment. Wish there were more parking ride lots and companies challenges for people to carpool or ride the bus. Maybe the committee could encourage City employees to catch the bus if not but for one day. Offer more information of making riding the bus or carpool a win-win situation.

Question: Can we advertise GoGreen week on the buses? Advertising has been done that way as long as the person provided the advertisement/sign.

Chairman Frichner asked the group to send him request for guest speakers and topics. He will try to have one or two guest speakers for each major meeting session. Education committee will meet with Marketing Department. Also setup a meeting with the Mayor, committee chairs as well as the Education committee to start actually building the Go Green.

Question: Can we take a moment to say what everyone thinks GoGreen Day, Week, Campaign means to them? When you think of a GoGreen event, what does that mean especially to the public? Chairman Frichner stated it means to close of a street or two, have bunch of food, speakers, seminars, and the different committees will do what they said about GoGreen.

Comment: If there are a sequence of activities, GoGreen event does not have to happen all in one day or one week, as long as the strategies are tied in together and meaningful.

Chairman Frichner stated next meeting of large committee is in about a month from now and subcommittees keep working.

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

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