



SUSTAINABLE WEST HARTFORD COMMISSION

February 26, 2024

7:00 PM, Room 407, Town Hall

MEETING MINTUES

1. Call to Order - 7:02 PM

- *Jim Fishman Y*
- *Kimberly Hughes Y*
- *Aditee Madkekar Y*
- *Christy Matthews Y*
- *Ted Newton N*
- *Alejandro Paiuk Y*
- *Bernard Pelletier Y*
- *Stephen Sack Y*
- *David Sagers Y*
- *Rachael Virgin N*
- *Patricia Wilson Y*
- *Town Staff: Katherine Bruns*
- *Youth Reps: Greta Fedolfi (Conard HS)*
- *Public: Mike Cocca, Madeleine Hexter, Tori McBrien*

2. Approval of Prior Meeting minutes – *approved (9-0)*

3. Community Comment (max 3 min each) – *none*.

4. Ongoing Business

- Finish Foundational Work and Operating Rules Discussion – ***See attached document.*** *Dave Sagers led a discussion of the founding ordinance along with other documents (e.g., Climate Resolution and POCD) giving agency to the Commission. The discussion then moved to various levers available to the commission to perform its role and finally to tactics at our disposal. There was discussion about developing a Climate Action Plan for the Town.*
- Working Group reports, discussion as needed
 - Sustainable Land Care – ***See attached working group report, draft resolution, and presentation slides.*** *Kim Hughes presented on the Resolution Designating West Hartford a Pollinator Friendly Community. **Vote (9-0):** The Commission voted unanimously in favor of the resolution as written and to send the resolution forward to review by Corporation Counsel. While the Commission recognizes that there may be revisions by Counsel and the Town Manager, it is hoped that the substance of the resolution can be presented and approved by Town Council soon.*
 - Waste – ***See attached working group report.*** *Katherine Bruns briefed the commission on the Morley pilot meeting on March 5th and a WH Public Library virtual event scheduled for April.*

- Energy - **See attached working group report.** Bernard Pelletier and Mike Cocca noted the successful PowerSmart meeting and discussed the virtual library education event in process.
- Buildings - **See attached working group report.** James Fishman discussed the draft checklists under consideration by the Energy and Buildings working groups. Mike Cocca is reviewing other sources and Catherine Diviney is discussing how these check lists can be integrated with future plans the Town Planner, Todd Dumais, along these lines. Jim Fishman also shared the current approach to energy and sustainability that the developed of 1700 Asylum Avenue has presented to DRAC.
- Communications - **See attached working group report.** Christy Mathews presented a summary of communications efforts thus far. Send her Communications requests and she will post. The [new Facebook PAGE](#) is up and has had over 5000 views. The [old Facebook GROUP](#) continues to be up but has been renamed to make it clear that this is a community group (not a Commission page). Christy noted that she, Catherine Diviney, and Katherine Bruns have drafted Town webpages which are now being vetted.

5. New Business

- Earth Day Event (April 20) – **Vote:** Commission voted on 4/20 as the date for the Earth Day Fair and will use the available indoor space if it rains. (Yes 9, No 0). Christy has set up weekly planning meetings to decide on tables and staffing. There was a discussion of the fact that as Town event we cannot have commercial vendors. Christy will follow up to see what limitations there are and how to comply with any Town rules. Greta mentioned that she works at ACE Hardware and might be able to help with “giveaways” – e.g., seeds, etc.
- Booth for Celebrate! WH (June 8 & 9) – **Vote:** Commission voted to have booth at Celebrate. (Yes 9, No 0). There will actually be 3 booths: Katherine Bruns (WH Recycles), David Sagers (Land Trust), and Sustainable WH Commission. Planning will begin shortly to discuss how to staff. We will try to locate 3 booths together so volunteers can help with visitors and materials for all 3.

6. Staff Report - deferred

7. Calendar Updates – Christy will update social media.

8. Next Steps & Agenda for Next Meeting - Dave Sagers will co-lead next meeting with Bernie.

- DEI discussion – Katherine Bruns will ask Adrienne Billings-Smith, Town Equity Coordinator, to come to next meeting

9. Adjournment – 9:00 PM

Anyone requiring auxiliary aid or service for effective communication or modification of policies or procedures to participate in a meeting, service, program or activity of the Town of West Hartford, should contact Suzanne Oslander, ADA Coordinator, at suzanneo@westhartfordct.gov or (860) 561-7580, as soon as possible, preferably seven days beforehand.



Organizational Topics Part 2: Commission Strategy

Commission Scope/Mission



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- The sections below cite authoritative town documents and regulations that can inform our scope and mission.

Commission Resolution



- “The Town Council hereby establishes ... for the purpose of promoting practices that lead to greater environmental, social and economic sustainability; ensuring a high quality of life for present and future generations by fostering an inclusive, resilient, and thriving community; and encouraging the responsible use and conservation of energy and natural resources.”
- “Develop and encourage efforts, relationships and resources to educate and act on sustainability within our community and beyond, and to serve as a community liaison for issues, ideas, and proposals.”

This is a wide domain and role in which to act...

Climate Emergency Resolution



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- “it shall be the policy of the Town to assess the climate change impacts of all future Town actions, to achieve net-zero carbon emissions from Town activities as quickly as practicable, and to encourage residents to do the same...through consultation with the Clean Energy Commission, the Conservation and Environment Commission, the Pedestrian and Bicycle Commission, the Sustainability Advisory Group

This Commission is 3/4 of the groups mentioned above, so an obvious Commission role!

POCD

- Preserve, maintain, enhance and expand open space, conservation or recreation areas - strengthen the ...Commission... collaboration with the TPZ
- Promote stewardship of our fragile natural systems – (Many mentions of waste management. Also,) Encourage the creation of a municipal climate action plan
- Review the zoning ordinances, .. and ... regulations, and revise as necessary, to support responsible growth and development while preserving and protecting the Town's environmental resources

These are likely areas of Town priority/action

What do we make of this?



- To work with the Town and residents to minimize climate impact and achieve environmental sustainability

To accomplish any mission, we need

- a plan,
 - a role in the Town's structure/process
 - to become salespeople
-

Levers – Structural Town Role



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- Spelled out in Commission resolution
 - Annual Report to Town Council
 - Serve as a resource for Town Council, Town departments
 - Specific actions:
 - Advise and make recommendations to the Town Manager
 - Interface with Town Planner, DRAC, TPZ – climate impact assessment
 - Standing topics with the Public Works, Facilities and Sustainability Committee
-

Levers – Structural Role



- Engage the Town Manager/Council in a level-setting discussion
 - Establish a relationship and trust
 - Provide our intent - mission, plan and role provides context to individual proposals, and gauges willingness to act/support.
 - Ideas:
 - Operationalize “Assess climate impact of all decisions”
 - Develop/coordinate climate action plan?
 - Participate in Revision of ordinances and regulations
 - Serve as a community liaison – represent residents
-

Levers – Resident Decisions



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- Community liaison
 - Communication strategy
 - Overall – awareness of Commission and case for environmental sustainability
 - Project/proposal specific
 - Establish most impactful steps residents can take
-

Tactics – Selling Residents



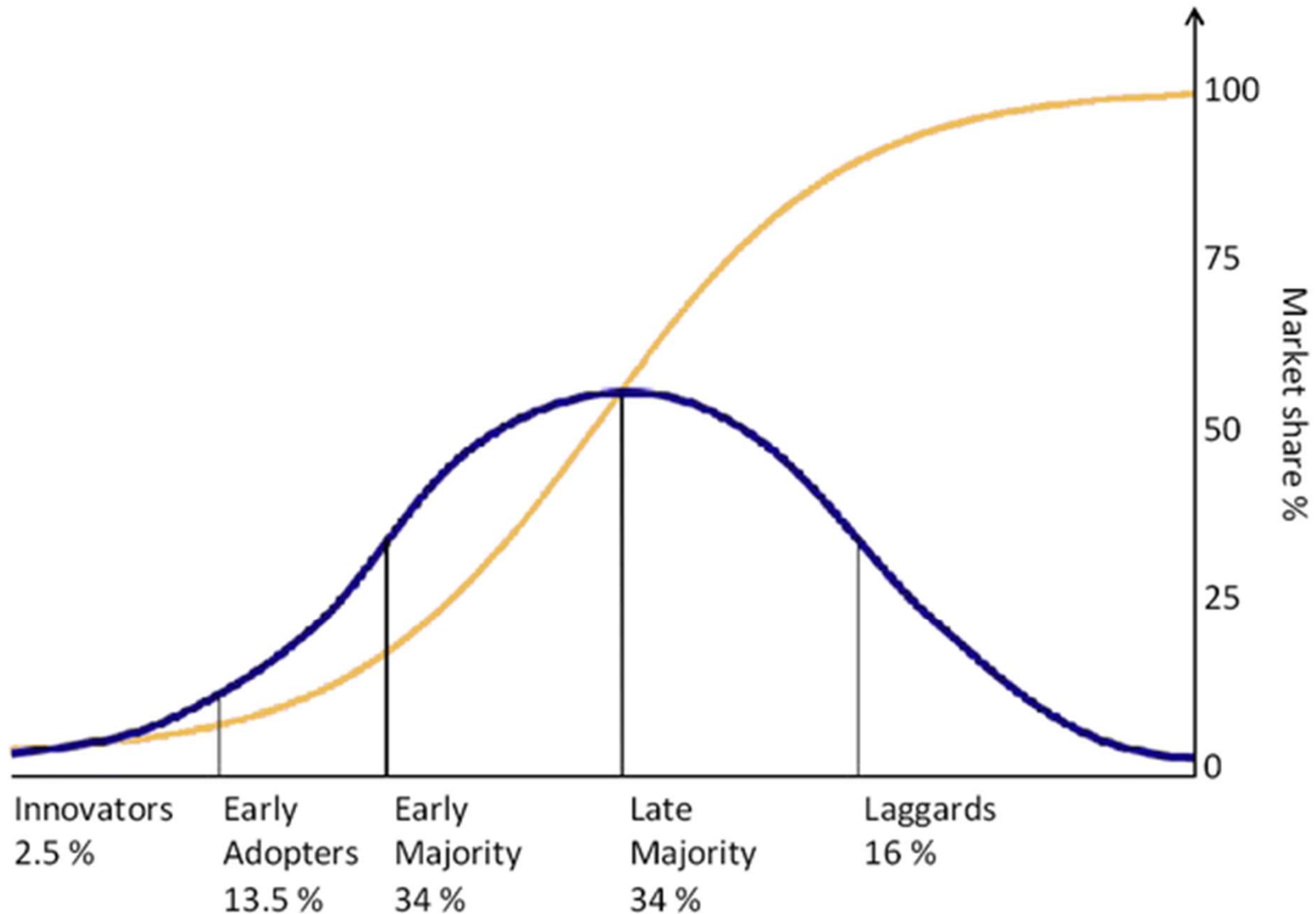
- Educate on commission mission, resolutions
 - Establish a problem/need that the “buyer” wants to solve
 - Gather market intelligence to help craft the message
 - Is there an economic argument?, Environmental argument? Self-interest?
 - How can we make adoption/behavior change simple?
 - Marketing strategy
 - Mass media/Presentations
 - Collect information through all interactions to fine tune the message and understand the market through surveys, feedback, objections, etc.
-

Tactics – Adoption Curve



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Tactics – Market Intelligence



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- Example: Food scrap recycling and unit-based pricing
 - Who is the market? Single family homeowners, and owners of < 4 unit buildings. How many?
 - How many use a composting service? % of market? What are their values, demographics?
 - How many people compost in their back yards as an alternative to pickup?
 - Who participates in the Morley pilot? The original pilot? Why didn't households? Data/insights from this?
 - How many other people share these demo, geo or eco characteristics?
-



Questions, Now or Later

Sustainable Land Care Working Group

Sustainable West Hartford Commission (SWHC)

Monthly Report 2/26/24

1. Pollinator-Friendly Community Resolution (see attached)
 - a. A SustainableCT Action – 20 points!
 - b. Similar Resolutions passed by other CT towns. We relied heavily upon Greenwhich's Resolution.
 - c. A response to the threat of habitat loss, pesticide/fertilizer overuse and climate change pressures.
 - d. Timeline:
 - o Done: First pass with Leisure Services, Public Works, others
 - o 2/26: SWHC Review
 - o 3/7 or 4/4: Rick Ledwith to present to Public Works, Facilities and Sustainability Committee
 - o 4/2: Put Resolution on Town Council agenda
 - o 4/9: Town Council meeting
 - o *Resolution does not need 30 day comment period
2. Wolcott Pollinator Project
 - a. Finalizing plant list
 - b. More wood chips needed on meadow and mugwort areas especially as warmer weather approaches
 - c. Need more information on procurement of plants through SLCWG approved vendors
3. Dark Skies
 - a. Initiative that is promoted by partner, WH Garden Club.
 - b. Any interest in joining?
 - c. Beth Ann Loveland Sennett and Chris Feely leading this
4. New Business
 - a. Start setting up speaker series (with Communications?)
 - b. Opportunity to help with Vanderbilt Park – how does this effort rank in priority?
 - c. Communications Team – many opportunities, activities and actions, including Earth Day celebration, identified by Communications team that are SLCWG relevant. More discussion needed.

RESOLUTION DESIGNATING WEST HARTFORD A POLLINATOR-FRIENDLY COMMUNITY

WHEREAS, the Town Council of West Hartford recognizes that bees and other pollinators are vital to maintaining a healthy and resilient ecosystem, supporting a diverse range of essential foods for human and wildlife consumption; and

WHEREAS, the loss of pollinators is alarmingly high, with populations of native bees and other pollinator populations in decline due to various factors, including habitat loss, land development, land maintenance practices, pesticide use, pathogens, and parasites; and

WHEREAS, there are alternative land management practices available, beyond mowed lawns, that significantly increase pollinator forage; and

WHEREAS, native plantings that offer high-quality forage for pollinators also contribute to water quality treatment, stormwater management, carbon sequestration, noise and pollution reduction, erosion prevention, and soil enhancement; and

WHEREAS, recent scientific research supports the benefits of connecting isolated patches of habitat; and

WHEREAS, the application of certain pesticides, such as neonicotinoids and systemic herbicides, can pose unintended consequences against beneficial insects like bees and other pollinators; and

WHEREAS, residents, businesses, and the Town have been installing pollinator-friendly plantings in both public and private areas such as Spicebush Swamp Park, Town Hall, along the Trout Brook Trail and numerous residential gardens; and

WHEREAS, the Town Council deems it in the public interest, and consistent with the adopted Plan of Conservation and Development, to showcase the Town's commitment to fostering a safe and healthy community environment for both people and pollinators.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF WEST HARTFORD THAT the Town of West Hartford is hereby designated a Pollinator-Friendly Community.

BE IT FURTHER RESOLVED that as a Pollinator-Friendly Community, the Town will employ the resources of the Town, its Boards and Commissions, and other partners to:

1. Promote healthy environments for pollinators, including quality sources of nectar and pollen, clean water, and habitat through existing programs and new opportunities; and
2. Pursue planting more native pollinator forage in areas of Town parks that currently exist as mowed turf grass; and

3. Consider adding natural areas with beneficial pollinator-friendly plants when designing new and renovated facilities; and
4. Minimize the use of systemic pesticides, with emphasis on avoiding pesticides from the neonicotinoid family, on Town property to the extent practicable; and
5. Make best efforts to purchase plants that have not been pre-treated with pesticides; and
6. Utilize pollinator plantings as educational spaces; and
7. Communicate to Town residents, partner organizations, and businesses the importance of creating and maintaining a pollinator-friendly habitat; and
8. Maintain a list of native and naturalized pollinator-friendly plants for reference by the community and encourage private developers and landowners to incorporate pollinator-friendly plantings into required landscaping; and
9. Provide the Town Council with an update on steps taken to create a more Pollinator-Friendly West Hartford as part of the Sustainable West Hartford Commission's annual report.

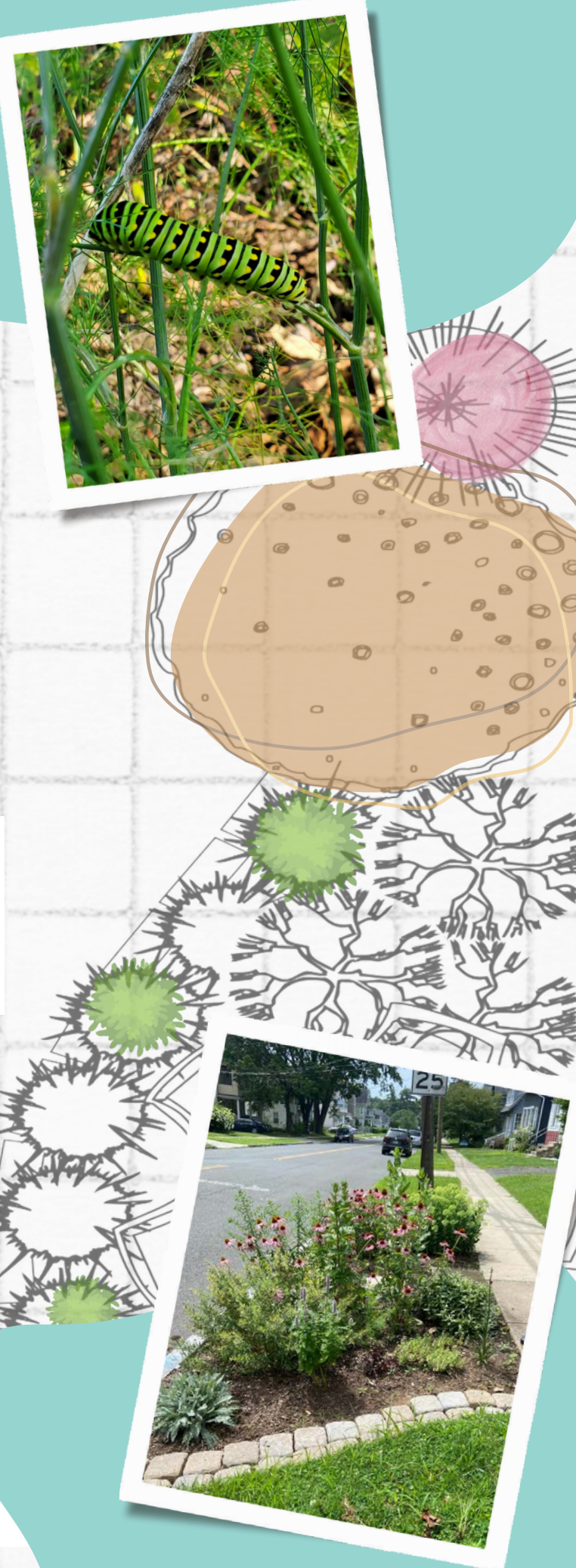
April 9, 2024
(LEDWITH)

Sustainable Land Care Working Group (SLCWG)

Pollinator-Friendly Community Resolution



The WEST·HARTFORD·GARDEN·CLUB



Name that Ins

Xerxes Society



Planet Natural



Gardening KnowHow



NWE



All About Pollinators *aka insects and more*

- ✓ 80% of all plants require pollination services
90% of all flowering plants require pollination
- ✓ We need pollinators April thru October
for **Agriculture** and to support the **Food Web**
- ✓ Pollinators in CT...
Bees, Butterflies, Moths, Flies, Beetles,
Birds, Bats, and more
CT home to over 300 bee species!
(source: DEEP)

Unlike humans,
pollinators/insects
are REALLY good at
recycling

Let's Talk Science



Humans and Nature

Habitat loss

American lawns covers an area the size of New England

Pesticide/Fertilizer usage

Synthetic lawn chemicals that harm insects and soil

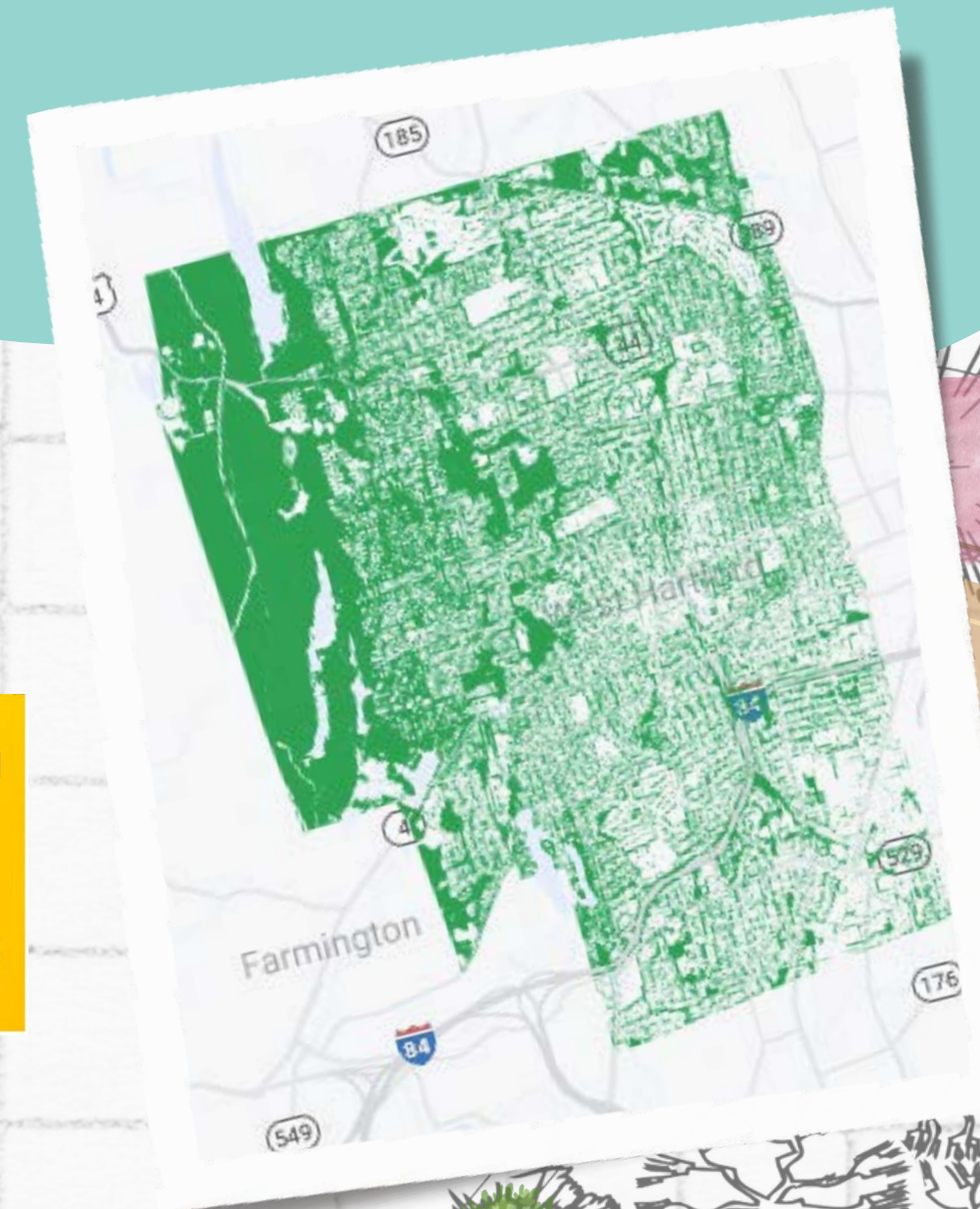
Climate change

Extreme and rapid shifts in climate make it difficult for animals to adapt



40%
of all insect
species
declining
globally

NPR/Biological Conservation (2019)



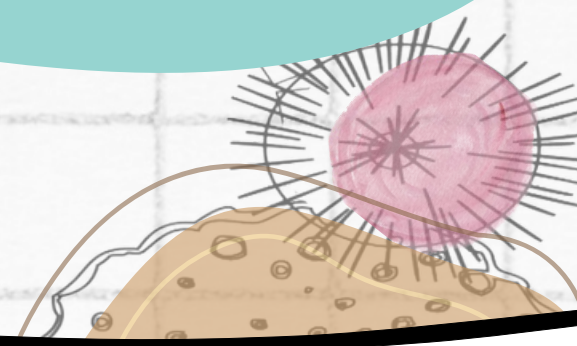
Pollinator-Friendly Community Resolution

Pollinators...

- *are essential*
- *are at risk*
- *need healthy habitats*
- *need connected habitats*
- *need our (Town of WH) protection*

The Town will employ resources to...

- *promote healthy environments, more habitat*
- *minimize systemic pesticide-use*
- *maintain a plant list*
- *and more...*



RESOLUTION DESIGNATING WEST HARTFORD A POLLINATOR-FRIENDLY COMMUNITY

WHEREAS, the Town Council of West Hartford recognizes that bees and other pollinators are vital to maintaining a healthy and resilient ecosystem, supporting a diverse range of foods for human and wildlife consumption; and

WHEREAS, the loss of pollinators is alarmingly high, with populations of many pollinator populations in decline due to various factors, including habitat loss, land maintenance practices, pesticide use, pathogens, and parasites; and

WHEREAS, there are alternative land management practices available, both on public and private land, that significantly increase pollinator forage; and

WHEREAS, native plantings that offer high-quality forage for pollinators, along with water quality treatment, stormwater management, carbon sequestration, noise reduction, erosion prevention, and soil enhancement; and

WHEREAS, recent scientific research supports the benefits of connecting and restoring habitat; and

Pollinator-Friendly Community Resolution - what does it mean?

Sustainable WH Commission

- *means of communication, common language*
- *hold ourselves and the Town accountable*
- *reporting - SWHC annual report*

SLCWG

- *education, spread the word*
- *basis for the Sustainable Best Practices*
 - *less lawn/turf, more habitat, remove invasive species, plant natives, reduce synthetic pesticides/fertilizers, let nature be natural, leave the leaves, etc.*
- *reinforces recommendations of the group*
- *co-create targeted, native plant list*
- *co-create processes for renovating public green spaces*

RESOLUTION DESIGNATING WEST HARTFORD A POLLINATOR-FRIENDLY COMMUNITY

WHEREAS, the Town Council of West Hartford recognizes that bees and other pollinators are vital to maintaining a healthy and resilient ecosystem, supporting a diverse range of crops and foods for human and wildlife consumption; and

WHEREAS, the loss of pollinators is alarmingly high, with populations of many species in decline due to various factors, including habitat loss, land maintenance practices, pesticide use, pathogens, and parasites; and

WHEREAS, there are alternative land management practices available, both on private and public lands, that significantly increase pollinator forage; and

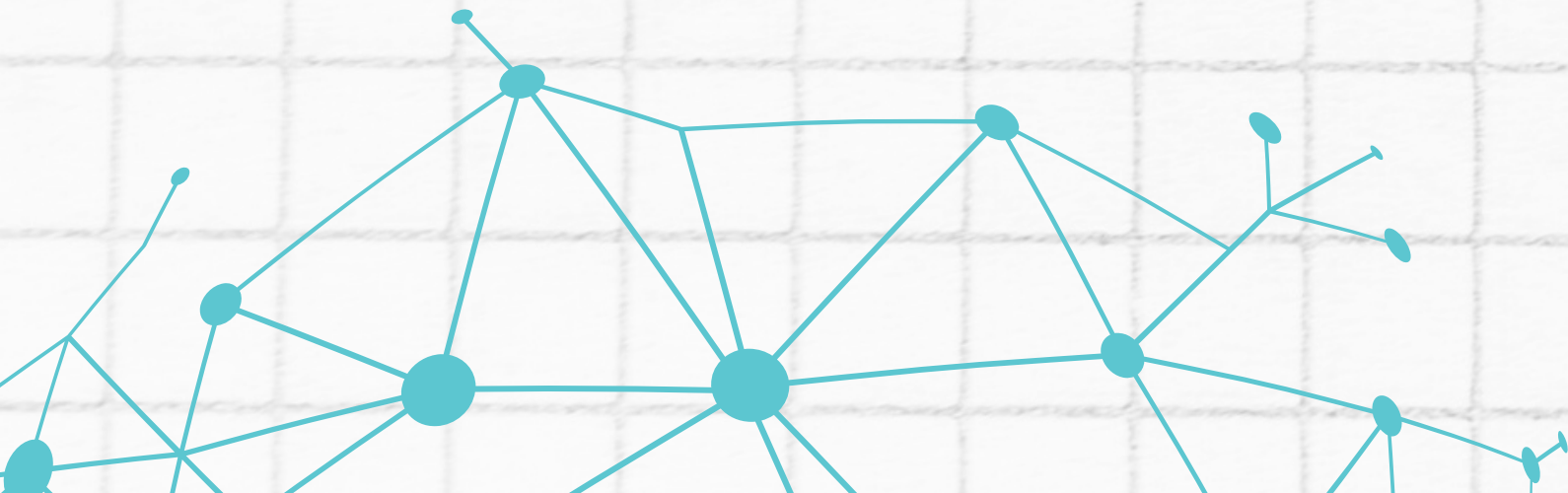
WHEREAS, native plantings that offer high-quality forage for pollinators, along with water quality treatment, stormwater management, carbon sequestration, noise reduction, erosion prevention, and soil enhancement; and

WHEREAS, recent scientific research supports the benefits of connecting green spaces and habitat; and

SLCWG ->

Nature-based Solutions

- Support climate resilience, carbon sequestration and climate action
- Recognizes value of ecological services
 - In ALL seasons
 - Native plants and animals (insects) that co-evolved convert energy from plants into food web
 - Capture and store carbon
 - Absorb and filter stormwater
 - **FOOD!**



Waste Working Group Report

Feb. 24, 2024

- Morley Pilot moving forward:
 - Phase 5 runs from Feb. 1- Jun. 10
- Public Outreach has begun:
 - WWG Pilot Messaging has been developed:
 - Brand name: Unit-Based Pricing
 - Generic name: Fair Trash Reduction (Fair can be broken out into: Accountable Intelligent Reduction)
 - Hook: "It's Time to Talk Trash"
 - Core message: "There's no longer space for the waste we create. We're ensuring a sustainable future through fair trash reduction."
 - Core visual: (at right)
- Town Council Feb. 27 appearance postponed to later in the spring (we'll focus first on Morley neighborhood)
- Morley Feb. 13 Trash Talk canceled due to snow, rescheduled for March 5
- Other community engagements are being planned (library presentations, etc.)
- Education and awareness pieces will begin appearing on website and social media
- Looking forward to manning a booth at Earth Day event



Clean Energy Working Group – 3rd meeting

5PM – February 21, 2024 via zoom

Attendees

- Mike Cocca
- Stephen Sack
- Aditee Madkekar
- Jonathan Humphrey
- Bernie Pelletier
- Christy Matthews
- Jim Fishman
- Catherine Diviney

Not present

- Celia Kosinski
- Lauren Walker

Discussion

- Group Leadership: brief discussion encouraging member of the group to consider leading the group
- Minutes of last meeting: accepted as written
- Current projects:
 - PowerSmart – Mike Cocca to work on library event – and WEHA article
 - Building check list and developer check list drafted by Joe Campanella:
 - Catherine Diviney to review with Todd Dumais – is something like this going to be useful for the town?
 - Where to use such check lists in the process – at time developer is engaged or subsequently during DRAC review
 - Mike Cocca will review documents and compare to other online sources such as:
 - <https://www.epa.gov/smartgrowth/green-building-standards>
 - <https://www.nahb.org/Advocacy/Industry-Issues/Sustainability-and-Green-Building>
 - <https://thebuildersonline.com/blog/2023/07/26/the-future-of-construction-embracing-sustainable-building-practices/>
 - UCONN site development – Chris Feely indicates that 1700 Asylum has passed the Inland Waterways permit process and now has to be approved for a zoning change from single to multifamily. There is a meeting March 11 5:30. DRAC is reviewing that proposal on Feb 22
 - Discussion about using the draft check lists as a means of encouraging the town and DRAC to consider sustainable building and energy practices beyond required code – no conclusive next step
 - GHG inventory: discussion of completing the ICLEI model for West Hartford
- Town reports -
 - budget for energy and water - budget is slightly down from last year's budget... new energy supply rate is down a little
 - discussion of using the town experience as a tool to educate residents about their energy use

- o Sustainable CT filing Catherine is in the information gathering phase and will reach out to work group members when assistance is required. The town is pursuing gold status which will require 700 points. Catherine may hire a summer intern.
 - o Catherine talked about emergency management and the increased focus the town has on resiliency. This increased focus is also present in the Sustainable CT application. It may be a chance for all of our working groups (not just energy) to help the town reach and educate residents.
 - o The group expressed a desire to incorporate the equity tool kit action steps into any of our campaigns. Catherine to send out links to the tool kit
- Communications: Christy briefed us on new town sustainability web pages going up soon. She also led a discussion of the proposed Earth Day event (4/20) – this discussion will be continued at the full Commission meeting on Monday next week. -
- New Projects:
 - o Earth day – see above
 - o Other topics for future outreach: drive electric - bio fuels - education opportunities - SBEA - etc
- FOIA – most commissioners have completed their training.
- Energy Work Group- check in feeling engaged? Brief discussion encouraging work group members to engage in the meeting and offer input from their various perspectives.

Meeting adjourned at 6:15

New Building and Renovation Sustainability Checklist

West Hartford is a prosperous and growing community. The town has a focus on sustainability in all its forms. New building development is an opportunity to start fresh and embed sustainability into a building from the very beginning.

We have developed this checklist as a mechanism for the town to bring the principles of sustainability to bear on new projects. Along with DRAC's review of design and Planning and Zoning's review of code compliance we hope to make this part of process as the town permits a new building or substantial renovation effort.

1. **Renewable Energy Integration:** Developers prioritize the incorporation of renewable energy sources such as solar, wind, and geothermal energy to power the development. This involves building orientation and design that supports renewable energy adoption. It may involve installing solar panels on rooftops, wind turbines in open areas, or geothermal heating and cooling systems.
2. **Energy Efficiency:** Implementing energy-efficient technologies and design strategies is crucial. This includes using energy-efficient lighting, HVAC systems, appliances, and building materials to reduce overall energy consumption and lower operating costs. Exceed the Energy Code requirements with Passive House design.
3. **Air Quality Improvement:** Developers aim to enhance indoor and outdoor air quality by implementing strategies such as proper ventilation systems, filtration systems, and the use of low-emission materials and paints. Green spaces and planting trees also help improve air quality by absorbing pollutants.
4. **Water Conservation:** Water conservation is a key consideration in sustainable design. Developers integrate features such as low-flow plumbing fixtures, rainwater harvesting systems, graywater recycling systems, and drought-resistant landscaping to minimize water usage and promote efficient water management.
5. **Waste Reduction and Recycling:** Minimizing waste generation and promoting recycling are important aspects of sustainable development. Developers may incorporate recycling centers, composting facilities, and waste-reduction strategies into the design of the development to divert waste from landfills and promote a circular economy. During construction and for the life of the development.
6. **Sustainable Transportation Options:** Developers encourage the use of sustainable transportation options such as walking, cycling, and public transit by incorporating pedestrian-friendly designs, bike lanes, and convenient access to public transportation hubs. Electric vehicle charging stations may also be installed to support the use of electric vehicles.

7. **Community Engagement and Education:** Developers may engage with the local community to raise awareness about sustainable living practices and encourage residents and businesses within the development to adopt sustainable behaviors. Educational programs, workshops, and community events focused on sustainability can help foster a culture of environmental stewardship within the development.
8. **Climate Change Adaptation:** Developers assess the potential impacts of climate change, such as rising temperatures, extreme weather events, sea-level rise, and changing precipitation patterns. They integrate adaptation measures into the design and planning process to mitigate risks and ensure the long-term viability of the development.
9. **Resilient Infrastructure:** Developers prioritize the construction of resilient infrastructure capable of withstanding extreme weather events and other climate-related hazards. This may include designing buildings to withstand high winds, flooding, and seismic activity, as well as implementing green infrastructure solutions like permeable pavements and green roofs to manage stormwater runoff.
10. **Natural Disaster Preparedness:** Developers incorporate emergency preparedness and response plans to ensure the safety and well-being of residents and occupants during natural disasters. This may involve establishing evacuation routes, emergency shelters, and communication systems to facilitate rapid response and recovery efforts. Incorporating a Microgrid, allowing the development to be used by the community during a natural disaster.
11. **Sustainable Land Use Planning:** Developers consider the vulnerability of the site to climate change impacts when determining land use patterns and zoning regulations. They prioritize the protection of natural ecosystems, wetlands, and coastal areas to preserve biodiversity and enhance the resilience of the surrounding environment.
12. **Energy and Water Resilience:** Developers implement measures to enhance the resilience of energy and water systems within the development. This may include diversifying energy sources, incorporating energy storage systems, and establishing redundant water supply systems to ensure continuity of service during extreme weather events or other emergencies. Again, Microgrid.

By focusing on these criteria, developers can create large, complex, multi-use developments that not only minimize environmental impact but also promote a high quality of life for residents and visitors while enhancing long-term sustainability which we expect as a wealthy concerned and extremely desirable community.

Some thoughts about Asylum Ave./UConn Site Development

Here are some interview questions that may help you gauge a candidate's knowledge, experience, and passion for sustainability and addressing environmental challenges:

- Can you describe your experience with sustainable development practices, particularly in the context of construction and urban planning?
- How familiar are you with energy code requirements, renewable energy sources, and energy-efficient building designs?
- Have you had any involvement with Passive House designs or other similar high-performance building standards? If so, could you share some examples or experiences?
- In your opinion, what are some effective strategies for integrating renewable energy sources into urban development projects?
- How do you approach the concept of resilience in construction and urban planning, especially concerning climate change and its impacts on infrastructure and natural resources?
- Can you provide examples of projects or initiatives you have been involved with that address the challenges of enhanced precipitation and stormwater management, particularly in relation to wetlands and storm drain systems?
- How do you stay updated on emerging trends and best practices in sustainability and urban planning?
- Can you discuss a specific project where you successfully collaborated with various stakeholders to implement sustainable design and construction practices?
- How do you navigate potential challenges or conflicts that may arise when advocating for sustainability measures in the context of development projects?
- What do you see as the most pressing sustainability issues facing communities like West Hartford, and how would you prioritize addressing them within your role on the Sustainability Commission?

Here is how you can approach answering the question about the cost implications of Passive House design:

Initial Construction Costs:

- Passive House construction requires a higher level of insulation, air sealing, and high-performance windows compared to conventional construction methods. These materials and techniques may come at a higher initial cost.
- The need for specialized ventilation systems and heat recovery systems also contributes to the initial cost premium of Passive House construction. **Note the existing energy codes require these same systems.**
- Additionally, the certification process for Passive House standards may involve additional expenses for testing and verification. **Note these are commissioning exercises that could easily be paid for with qualified rebates/incentives.**

Long-Term Savings:

- Despite the higher initial costs, Passive House buildings typically have significantly lower operational costs over their lifetime.
- The superior thermal insulation and air sealing of Passive House design result in reduced energy consumption for heating and cooling throughout the life of the building.
- The reduced energy demand leads to lower utility bills for occupants, resulting in cost savings that accumulate over time.
- Moreover, Passive House buildings tend to have **better indoor air quality and thermal comfort**, which can contribute to increased occupant satisfaction and productivity.

Life Cycle Cost Analysis (LCCA):

- Conducting a life cycle cost analysis allows stakeholders to compare the total cost of ownership of Passive House buildings versus conventional buildings over their entire life span.
- LCCA takes into account not only the initial construction costs but also the operational and maintenance costs, as well as potential savings in energy and maintenance expenses.
- Studies have shown that despite the higher upfront investment, Passive House buildings often demonstrate favorable life cycle cost outcomes due to their energy efficiency and durability.

In summary, while Passive House design may entail higher initial construction costs compared to conventional construction, the long-term benefits in terms of energy savings, operational efficiency, and occupant comfort can outweigh the upfront investment. It is essential to consider both the short-term and long-term financial implications when evaluating the feasibility of Passive House design for a particular project.

BUILDING WORKING GROUP - 2/26/2024

Building Energy Efficiency

See Clean Energy Working Group summary dated 2/21/2024 in second bullet of Current Projects.

1700 & 1800 Asylum Avenue

DRAC review on 2/22/2014 for 1700 Asylum Avenue which is called The Residences at Heritage Park (I did not attend). A link for this meeting included Sustainable Features as follows:

Sustainable Features - January 12, 2024

1. Previously Developed Land – Redevelopment Green
2. Bicycle Facilities
3. Electric Vehicle Charging Infrastructure – 10% Chargers 20% Infrastructure
4. Light Pollution reduction
5. Environmentally Favorable Materials
6. Construction and Demolition Waste Management Practices – 75% diversion
7. Low Emitting materials
8. Smoke Free Environment
9. Individual Water Metering
10. Low-Flow Fixtures
11. Optimize Energy Performance – energy modeling – Energy Star Mechanical
12. R-21 Insulation Wall R-38 Roof Insulation
13. Individually controlled HVAC
14. Programmable Thermostats
15. Unit Daylighting
16. Acoustic Performance – HVAC background noise and Building Envelope
17. Energy Star – Light Fixtures – 100 % LED
18. Water efficient Landscaping
19. Low E - Windows
20. Light Color Roof – Reducing “heat island effect”

Other Building Development

At the January 25th meeting, DRAC approved the following:

579 New Park Avenue – Formal referral from the Town Planner on a Site Plan Application #1432. Application submitted by Hexagon New Park, LLC for the redevelopment of 579 New Park Avenue to include the demolition of the existing building and the construction of a new five story, mixed-use building with associated site improvements. (Study sessions held on 5-11-23, 8-17-23, 9-14- 23 and 10-12-23).



Sustainable West Hartford

Our Town, Our Planet, Our Future

Communications Working Group

Updates for February of 2024

Eat + Shop Local



APRIL 22 5:00 P.M. - 8:00 P.M.
GASTROPARK WEST HARTFORD

Earth Day Eco Festival

Local produce, reusable products, music, food,
meet your sustainability commissioners, + more

Meeting Minutes

● Diversifying Coms

Need partnerships and a script for approach

Giveaway - need to launch this effort

DEI needs to be a consideration

● Branding

Discussed the need for Sustainable West Hartford to feel like a movement and not just a title for the commission

Reviewed colors and font designs for social

● First Advertisement

We boosted our first event for the PowerSmart Campaign!

● Reporting

First partial report on powersmart included

Timing for annual report discussed

Future campaigns will have reports to monitor success and advocate for the use of more funds

● Earth Day

● Process

Tag West Hartford Recycles

Keep media centralized as much as possible

Requests for media go through Monday

Town will have final say on all creative

Agreed to rotate informational video creation among team

● Email Newsletter

Discussed pros/ cons of starting a new newsletter or teaming up with the town

Offered to do a redesign of the town newsletter template and do a quarterly update to their list

● Monday.com Review

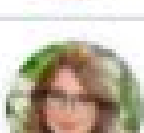
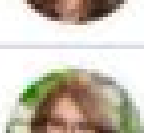
Reviewed current marketing requests

Reviewed content for social media publication

● Town Site Page Overhaul

New page design for the sustainability topic reviewed for commission + other areas

Completed Work: Jan - Feb

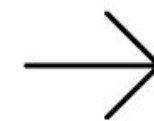
☐	Request		Owner ⓘ	Group	Type ⓘ	Prior... ⓘ	Status ⓘ
☐	New Facebook Page	+		Commission	Social	High	Completed/Live
☐	New Instagram Page	+		Commission	Social	High	Completed/Live
☐	Commission meetings - FB	+		Commission	Social	High	Completed/Live
☐	Website Draft	+		Commission	Social	High	Completed/Live
☐	Smart Power event 1	1		Energy	Copy Writing	Low	Completed/Live
☐	PowerSmart Webinar Feb 22	1		Energy	Social	Medium	Completed/Live
☐	Make Link in Bio	+		Commission	Social	Low	Completed/Live
☐	Lights Out CT Flier	2		Commission	Social	Medium	Completed/Live
☐	PowerSmart	+		Energy	Social	High	Completed/Live

Live board is viewable [here](#)

Creative Samples

Why is the
#WasteCrisis
so important?

The answer is in
the numbers.



OUR WASTE CRISIS

THE FACTS



@sustainableweha

5 Easy Swaps for Going Zero Waste

Here are 5 easy ways to cut your consumption and
save money.



All creative is
viewable [here](#)

Facebook - Jan 1 - Feb 24

Performance

Daily Cumulative ⓘ

Reach ⓘ

5.5K ↑ 862.6%

Content interactions ⓘ

168 ↑ 2.0K%

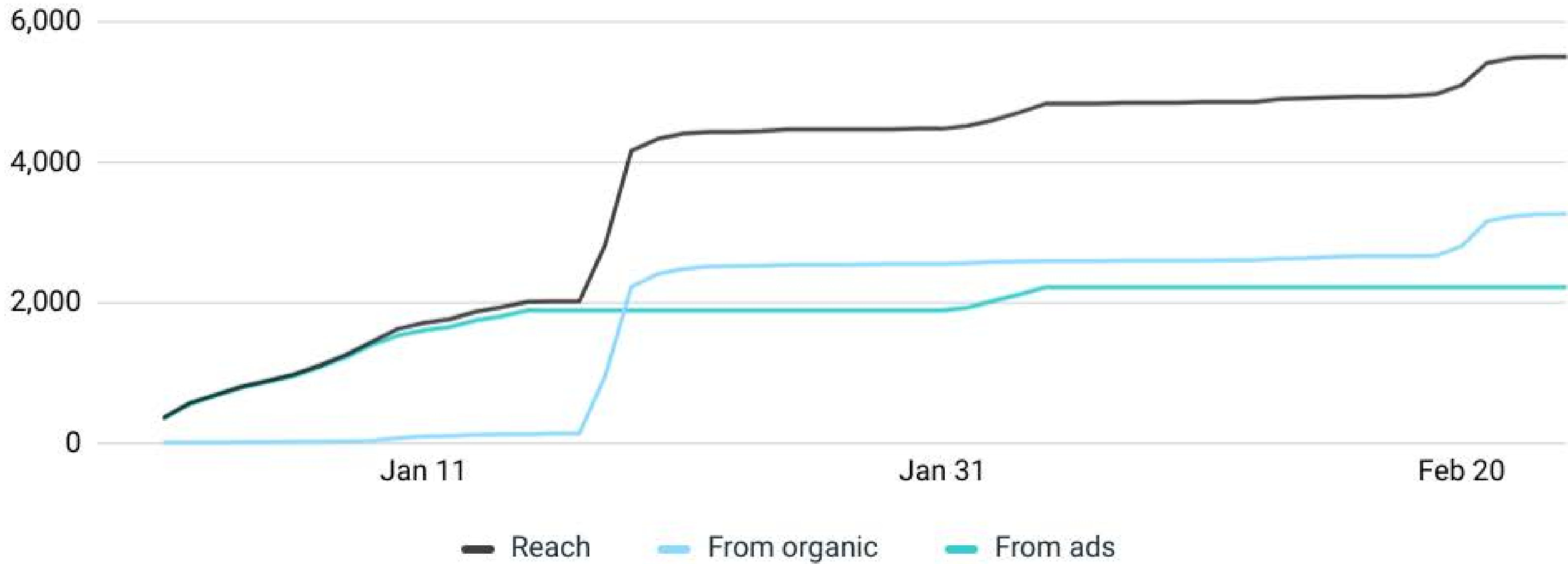
Followers ⓘ

Lifetime

69

Link clicks ⓘ

36 ↑ 500%



Reach breakdown

Total

5,506 ↑ 862.6%

From organic

3,263 ↑ 9.5K%

From ads

2,225 ↑ 304.5%

Instagram - Jan 1 - Feb 24

Performance

Daily Cumulative ⓘ

Reach ⓘ

198 ↑ 2.4K%

Content interactions ⓘ

105 ↑ 2.5K%

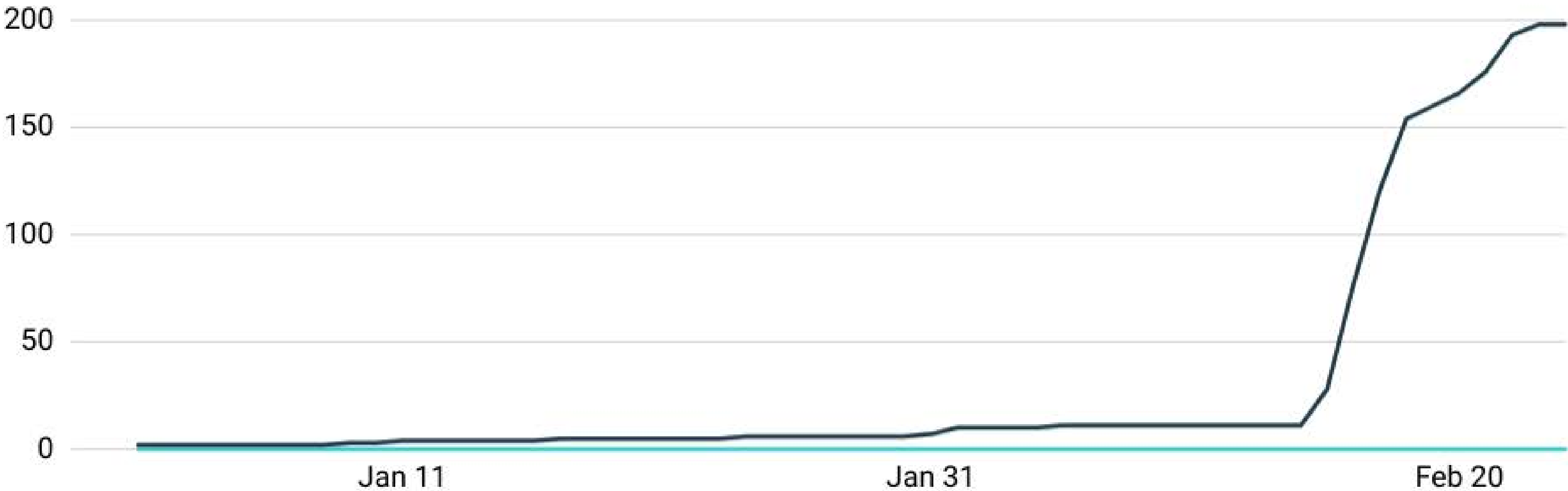
Followers ⓘ

Lifetime

146

Link clicks ⓘ

0 0%



Reach breakdown

Total

198 ↑ 2.4K%

From organic

198 ↑ 2.4K%

From ads

0 0%

PowerSmart Event - Feb 6th

Event Registrations: 79

Event Attendees:

40 In-Person

30 Online

Email:

Sent out by renee to town list

Facebook RSVPs: 3

Facebook Click Throughs: 22

Ad drove to powersmark reg page →

CPE: \$0.46



POWERSMART

Battery storage saves the day!

Performance

Post engagements

22

Reach

379

Cost per Post
Engagement

\$0.46

Activity

Post engagements

22

Post reactions

15

Link clicks

6

Post comments

1

Details



Goal

Get more engagement



Total budget

\$14.00



Duration

5 days

See all

Audience

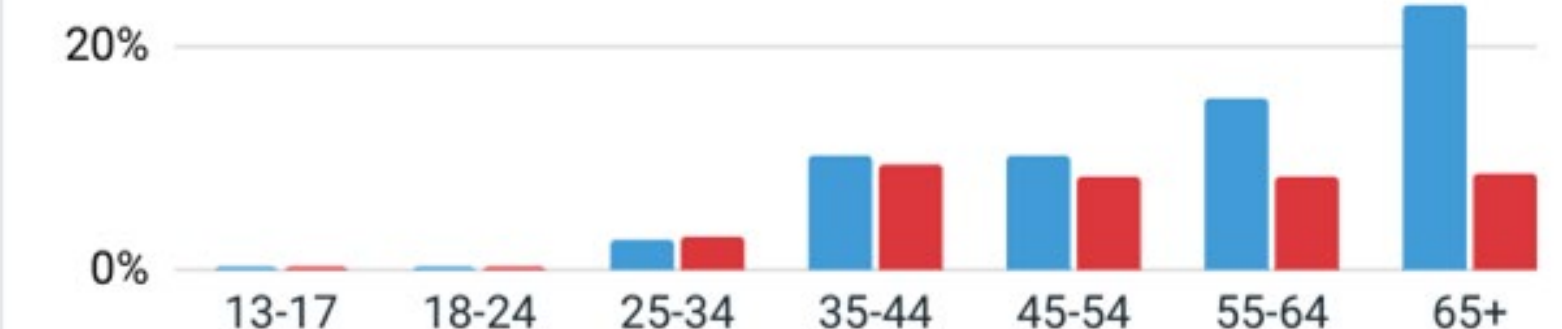
This ad reached 379 people in your audience.

This ad reached 379 people in your audience.

People

Placements

Locations



Initial Promo - Lead Gen

Objective:

Gather contacts and leads by offering residents a chance to receive a free garden consultation and design session along with (ex) a \$100 Moscarillo's gift card. Collect sign ups before and at earth day.

Campaign Goal:

The primary goal of the campaign is to increase awareness of the sustainable west hartford commission. By providing a free garden consultation and design session, the campaign aims to empower individuals to create environmentally friendly and aesthetically pleasing gardens. It also will promote local businesses and services.



*could also include second place cash prizes, gift cards to restaurants with local food options, etc

Initial Event - Earth Day

- Objective: Hosting an Earth Day Event as the inaugural promotion for the Sustainability Commission.
- Goal: Attracting community members, fostering awareness, and building our mailing list for ongoing communications.
- Date and Time: Sat, rain date Sun - before Earth Day.
- 10 -4pm (suggested)
- Location: BlueBack Square
- Highlights: Eco-friendly workshops, interactive exhibits, sustainable vendor booths, local food, and a keynote speaker.
- Sign-Up Stations: Dedicated sign-up stations at the event entrance for attendees to join our mailing list.



Initial Event - Earth Day

🌿 Welcome to the Blue Back Squares Earth Day Celebration!

- 🌍 **Meet Mother Earth:** Grammable photo op for families and kids
- 🦉 **Educational groups:** The commission and other nonprofit groups
- 🌸 **Eco-Friendly Shopping:** Local vendors will showcase their environmentally conscious products and services.
- 🎵 **Music and Performances:** Live music and performances inspired by the wonders of nature.
- 🌲 **Food and Refreshments:** Treats and refreshments that showcase the flavors of the season, emphasizing sustainable and locally sourced ingredients.
- 🎮 **Educational Games:** Learn about nature and have fun doing it.

[Link to ppt](#)



