



SUSTAINABLE WEST HARTFORD COMMISSION

March 25, 2024

7:00 PM, Room 407, Town Hall

MEETING MINTUES

1. Call to Order – 7:05 PM
 - *Jim Fishman Y*
 - *Kimberly Hughes Y*
 - *Aditee Madkekar N*
 - *Christy Matthews Y*
 - *Ted Newton Y*
 - *Alejandro Paiuk Y*
 - *Bernard Pelletier Y*
 - *Stephen Sack N*
 - *David Sagers Y*
 - *Rachael Virgin Y*
 - *Patricia Wilson Y*
 - *Town Staff: Katherine Bruns, Catherine Diviney*
 - *Youth Reps: Nathan Goldschmidt (Hall HS)*
 - *Public: Chris Nelson*
2. Approval of Prior Meeting minutes – *approved (8-0-1 abstain, Ted had not reviewed)*
3. Community Comment (max 3 min each) - *none*
4. Administrative – ***VOTE*** to change 5/27 to 6/3, *approved (9-0).*
5. Mayors' State of the Town – *Bernie attended and was surprised/pleased that the work the Commission is doing was highlighted and sustainability was noted as top priority for the town. Kim noted and there was discussion about the interaction and possible conflicts between other top priorities (Development, Housing, etc.) and the need for the Town to be serious about balancing priorities (e.g., development/redevelopment vs impervious surface).*
 - <https://whci.online/tours/state-of-the-town-address/>
 - <https://we-ha.com/mayor-shari-cantor-west-hartford-is-in-an-amazing-place/>

Catherine D shared “work-in-progress” updates to Town’s Sustainable West Hartford Commission and Sustainability webpages. She asked for Commissioners to send any initial feedback. She, Katherine, and IT will be working with different Town departments to update and link to any of their webpages that address sustainability-related initiatives. The new website will hopefully get departments to think about their connections to sustainability. It will also be a place to post all the educational content that the Commission is working on, as well as resource links.

- <https://www.westhartfordct.gov/government-services/boards-commissions/sustainable-westhartford>
- <https://www.westhartfordct.gov/town-departments/sustainability>

6. Ongoing Business

- Working Group reports, discussion as needed. **Please see attached reports.**
 - Sustainable Land Care – Kim and Catherine D shared the latest version of the Pollinator - Friendly Resolution (w/ minor edits by Corporation Counsel). Resolution is still on target for 4/3 Public Works, Facilities & Sustainability Committee meeting and 4/9 Town Council agenda. Kim shared an outline of the Speaker Series that the Working Group is organizing for spring. **VOTE** to approve Speaker Series and Working Group to proceed, approved (9-0).
 - Waste – Rachael walked the group through a new version of the Working Group’s presentation (attached). There was discussion and suggestions for edits. Christy commented that she’d like to see more research about Boston’s option to provide residents with free compost bins/collections, paid for out of the City’s reduction in garbage disposal costs. Others indicated that without a UBP model there is no incentive for residents to actually reduce their overall volume trash or fund the extra “transportation” loop needed to collect food scraps. Rachael handed out copies of the one-page flyer (attached) for Commissions to distribute. The Working Group plans to connect with a variety of local groups and be invited as a “guest speaker” to give their presentation. There was also discussion about a plan to gather 2,000+ letters of support vs. signing onto an “open letter” ahead of the 6/11 Town Council vote to take the Morley Neighborhood food scrap + UBP pilot town wide.
 - Energy / Buildings – No discussion.
 - Communications – Christy reported that the Community Match Fund for the Earth Day Event in Blue Back Square has donations of almost \$1,000, so with the 1:1 Sustainable CT match – that’s \$2,000 raised for event! This money will allow us to pay for some of the fun family-friendly activities like puppets and face painters. Christy also shared an update on confirmed vendors (including Ben & Jerrys!!). This has been A LOT of effort in a short time, but it seems to be paying off! Dave mentioned Land Trust might be interested in tabling, if there is space. He also wants to connect with Nathan and high schools about a summer internship program that the Land Trust has setup with other towns.

7. New Business

- Group dynamics discussion & input from Commissioners – **See attached presentation.** Dave and Bernie presented some ideas how far and how much progress the Commission has made in 6 months! There was discussion about growing pains, volunteer time, email traffic, working groups vs commissions, and FOIA rules about what constitutes a “meeting.” Dave also suggested having a social event for the group.

8. Staff Report –

- *Catherine (Energy Specialist) gave a brief update on some of the Plant & Facilities projects she is working on: steam traps surveys/replacement, small remaining LED lighting retrofits, state-mandated schools HVAC inspection RFP, \$123K US DOE Energy Efficiency and Conservation Block grant for LED street lighting, submitting actions to Sust CT by 4/10 spring certification deadline to ease application process for 8/20.*
- *Katherine (Recycling Coordinator) said Whiting Lane ES will start WHPS food scrap diversion program after April break. She is meeting with Wolcott, which will be next and middle schools targeted for Fall. Covanta tour is 4/17 @ 10 AM. Anyone who wishes to go, email Katherine. She will set up Murphy Rd and Quantum Biopower tours in the future.*

9. Calendar Updates – 4/3 PWF&S Standing Committee, 4/9 Town Council (Pollinator Resolution), 4/20 Earth Day Festival, 4/24 The Magic and Perils of Bird Migration in Connecticut (In-Person, WHPL) 4/30 It's Time to Talk Trash (In-Person WHPL), 5/1 PowerSmart Info Session (Virtual, WHPL), 6/8 & 6/9 Celebrate! WH

10. Next Steps & Agenda for Next Meeting

- *4/22 – Guest: Town Equity Coordinator - Adrienne Billings Smith, Town Equity Coordinator will be guest speaker at our next meeting. Catherine will gather questions from Commissioners to help guide discussion. Kim encouraged awareness and respect for Adrienne's position and background as a visitor to the group/meeting.*

11. 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.

SUSTAINABLE WEST HARTFORD

MONTHLY REPORTS

Sustainable Land Care Working Group

Monthly Report 2/25/24

1. Pollinator-Friendly Community Resolution: moving through all relevant departments. Next milestone: it is possible the Resolution will be reviewed at the Public Works, Facilities and Sustainability Committee Meeting, Wednesday, Apr 3, 6pm.
2. Educational Workshop Series proposal. See below for several possibilities:
 - a. Title: Meet the Pollinators (SLCWG +SJC entomologist? or /and _____?)
Description: A glimpse of sunshine and warmth might have you thinking it is time to clean-up and cut back all of last year's growth. STOP! It is too soon. Put down those garden tools and learn more about how to make your home a habitat for pollinators and other insects that make up a complex food web. Listen to local entomologist (SJC?) bring the often-unseen living world of insects and other pollinators front and center.
 - b. Title: Say goodbye to soggy (yard) (SLCWG + Mike Deitz?)
Description: Our region has seen more extreme rainstorms than ever. Did you know you can take steps toward climate resiliency right in your own yard? Learn why healthy soil and a living landscape with diverse plantings is the best solution to our community's challenges with stormwater and erosion.
Details: Intended to teach homeowners about their own yards but also inform them about low-impact development. Make them better able to take part in discussions like the one around the UCONN properties. This one could be virtual.
 - c. Title: Is No Mow May right for you? (SLCWG)
Description: The traditional, non-native turf grasses growing in your yard have their uses they don't offer a lot to the insects and other pollinators in our food web at the any height. Walk away from this workshop with all the information you need to create a healthy, native-plant habitat in your yard this Spring. We will offer a step-by-step process, resources for seeds and seedlings as well as ideas for more research.
Details: Would be in-person.
 - d. Title: Organic lawn care 101 (SLCWG + PJC Organics and Harrington's organics)

Description: You've eliminated all of the turf grass from your yard that you possibly can but our traditional lawns have their uses. Don't worry, it is possible to maintain your yard using natural and organic methods. Hint, hint, feed the soil, not the grass. Our presenters will have reasonable and easy advice for maintaining your lawn without toxic chemicals.

- e. Title: Dark skies education. TBD

3. Cool Boulder Meeting summary:

a. Key resources shared by Climate Initiatives:

- i. [Center For Regenerative Solutions](#)
- ii. [Urban Sustainability Director's Network](#),

****Note opportunity to join a learning group on extreme heat***

- b. Valuable discussion that affirms the creation of a "Cool West Hartford" initiative or campaign. Citizen/resident-focused.

4. Wolcott Garden

- a. Small entrance garden ready for planting this Spring. Team is making list of plants. Will begin ordering process soon.
- b. Meadow planning (Late summer/Fall planting) will start soon.

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 Greenwich'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 declared a Pollinator-Friendly Community.

BE IT FURTHER RESOLVED that as a Pollinator-Friendly Community, the Town will endeavor 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. Collaborate with the Sustainable West Hartford Commission and other stakeholders and partners in support of the aforementioned.

April 9, 2024
(LEDWITH)

Catherine Diviney

Subject: FW: And last but not least, the Waste Working Group report!
Attachments: Presentation- General WH .pdf; one-pager_final.pdf

Good evening, all-

The Waste Working Group continues to move forward with the Fair Trash Reduction campaign! We had a successful Trash Talk at Morley Elementary on 03/05, and have refined our presentation since then to reflect both internal and external feedback. **Please find attached our updated slideshow presentation**, tailored to a West Hartford-wide audience instead of just the Morley pilot area.

The Town Council will decide on June 11 whether to take this pilot town-wide for one year. We are tasked with turning out letters of support before that date, to the tune of roughly 2,000. We need all the help we can possibly get, so **please be thinking of places where we can present this information, answer questions about the program, and generate letters of support!**

We have also created the attached one-pager, and I will bring a stack of printed copies for you to take tomorrow night. Please distribute to any who would be interested!

Please note the following presentation dates; we'd love for you to attend, and help add to this list!

Friday 04/19 Library Presentation at Faxon (ESL Version)

Saturday 04/20 12-4pm Earth Day Event

Tuesday 04/30 Library Presentation at Noah Webster

Sunday 05/05 8-10am Backyard Compost Event at Public Works

Thanks for your support of this complex and fast-moving project. We look forward to cutting West Hartford's trash in half!

Rachael Virgin

Rachael

WEST HARTFORD— IT'S TIME TO TALK TRASH!

WE HAVE A TRASH PROBLEM

Historically, our relationship with trash is “out of sight, out of mind”—it’s someone else’s problem. However...

- With no active landfills, and incinerators only able to take 60% of our trash, CT is rapidly losing places to put it
- 40% is now shipped out of state, with rising transportation and environmental costs
- “Away” (in CT or other states) is always someone’s home—often that of marginalized communities, who suffer the health impacts

With this in mind, the Sustainable West Hartford Commission has reviewed trash disposal options that:

1. Improve the town’s **economics** by addressing the rising costs of waste management
2. Reduce the **environmental impact** by diverting much of our trash to renewable uses
3. Are more **equitable** for residents, who don’t pay for others’ trash

WE CAN CUT OUR TRASH IN HALF

By adopting unit-based pricing (UBP) and food scrap diversion:

- UBP means we pay for trash like we would water or electricity or any other utility. Residents use specific orange bags as a means of “metering” their usage.
- Food scrap diversion is accomplished with a free pail, and smaller green bags that are picked up on the weekly trash route.

UBP with food scrap diversion has been proven effective in West Hartford:

- Households who participated in a pilot project in the Morley neighborhood last year cut their trash in **half!**

Based on these results, by adopting UBP with food scrap diversion, projections show a cost savings of **\$11 million dollars over the next ten years!** This will have a positive impact on the town’s budget, which means:

- The potential to reduce future tax increases on residents, and/or
- Fund much-needed educational programs whose federal funding is drying up.



In June, Town Council will consider expanding the Morely neighborhood pilot to all of West Hartford for one year, starting in the fall of 2024. If you support this—for economic, environmental, or equity reasons (or all three)—please share your feedback.

Email: TownCouncil@westhartfordct.gov and
cc: katherine.bruns@westhartfordct.gov

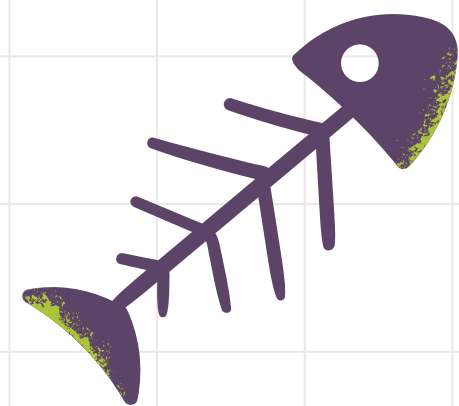


TIME TO TALK TRASH!

WASTE WORKING GROUP, SUSTAINABLE WH COMMISSION



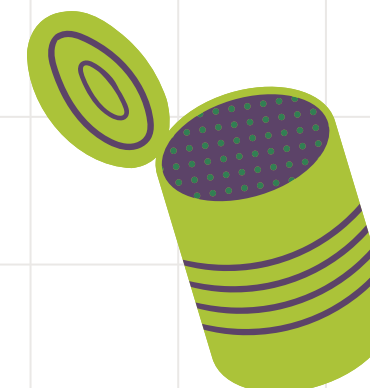
Morley Pilot Program Funding by CT DEEP's



WEST HARTFORD'S WASTE CRISIS



OUR MOST URGENT SUSTAINABILITY ISSUE:



NOT ENOUGH SPACE
FOR THE WASTE WE CREATE



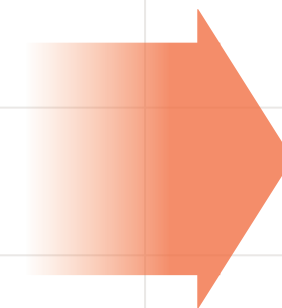
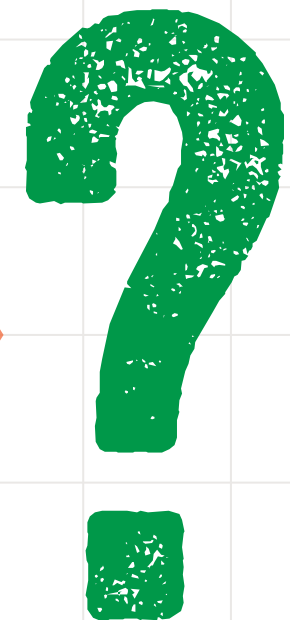
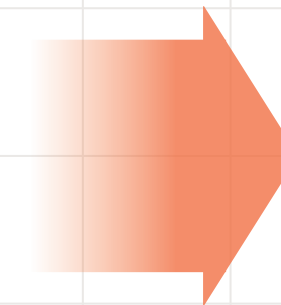
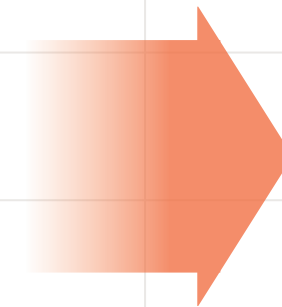
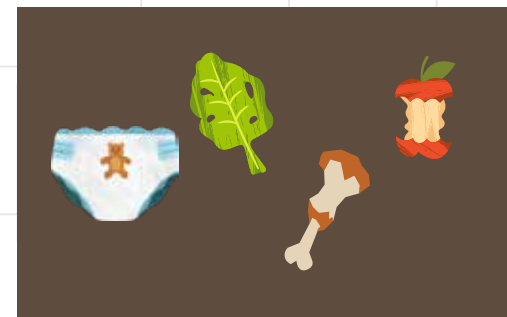
OUR CURRENT RELATIONSHIP WITH TRASH

OUT OF SIGHT, OUT OF MIND

Where does the trash actually go?

Are the recyclables actually recycled?

Only 32%

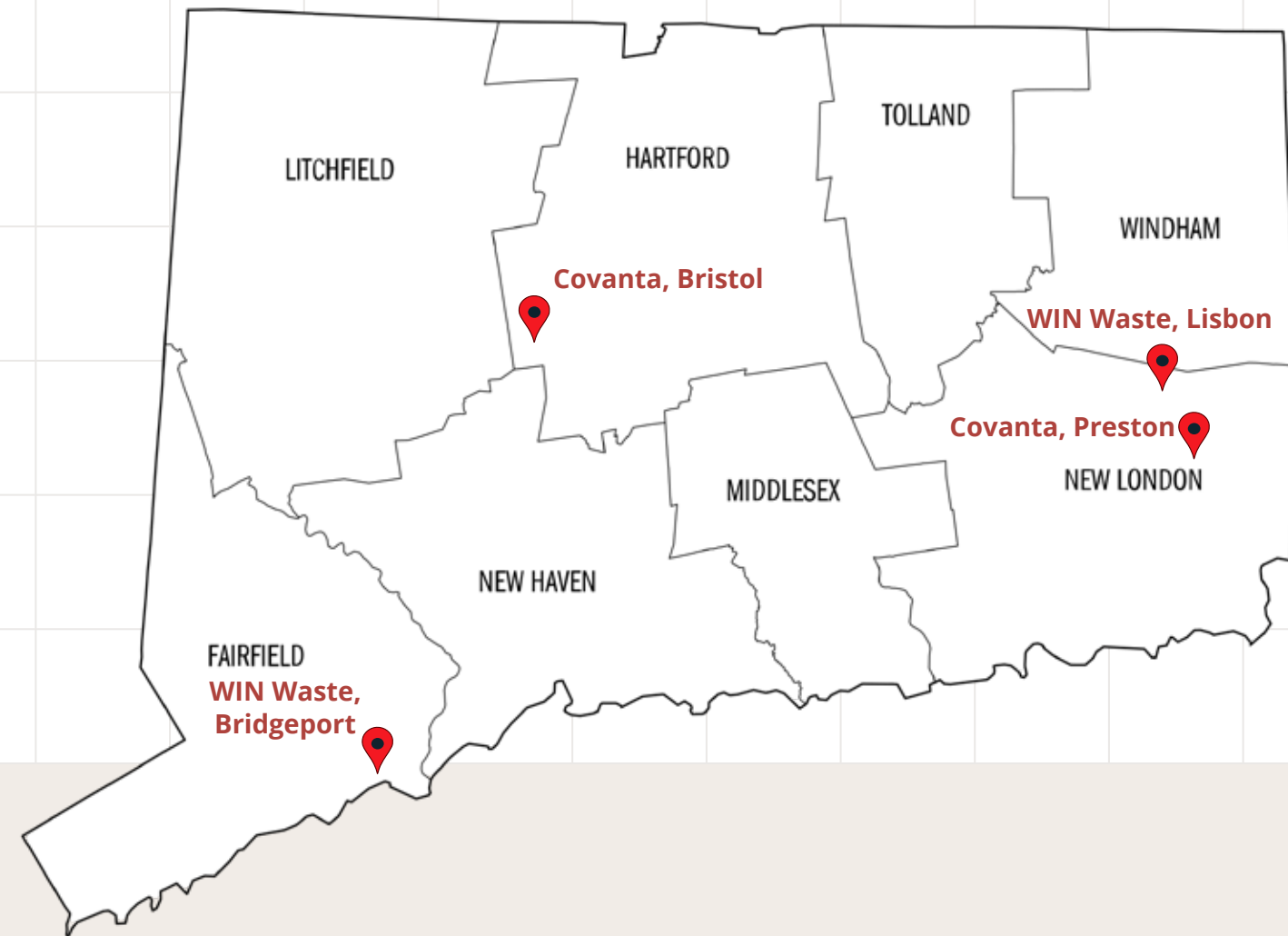


CURRENT DISPOSAL LOCATIONS

NOT ENOUGH IN-STATE CAPACITY

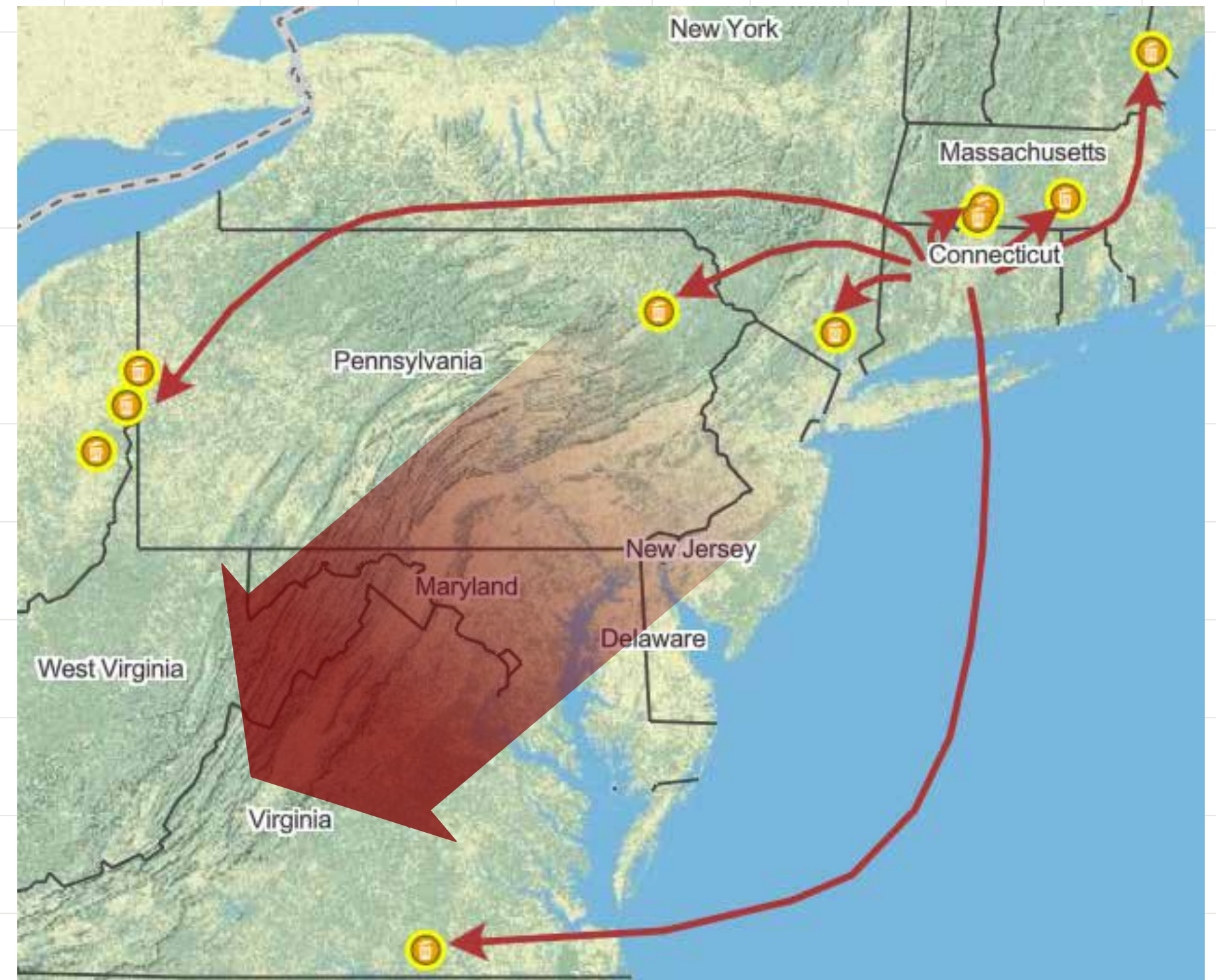
4 remaining incinerators can only handle 60% of Connecticut's waste

No new landfills or incinerators on the horizon



WHERE DOES REMAINING 40% GO?

TRUCKED OUT OF STATE



Source: NVCOG Story Map, July 12th, 2023

ECONOMICS / ENVIRONMENT / EQUITY

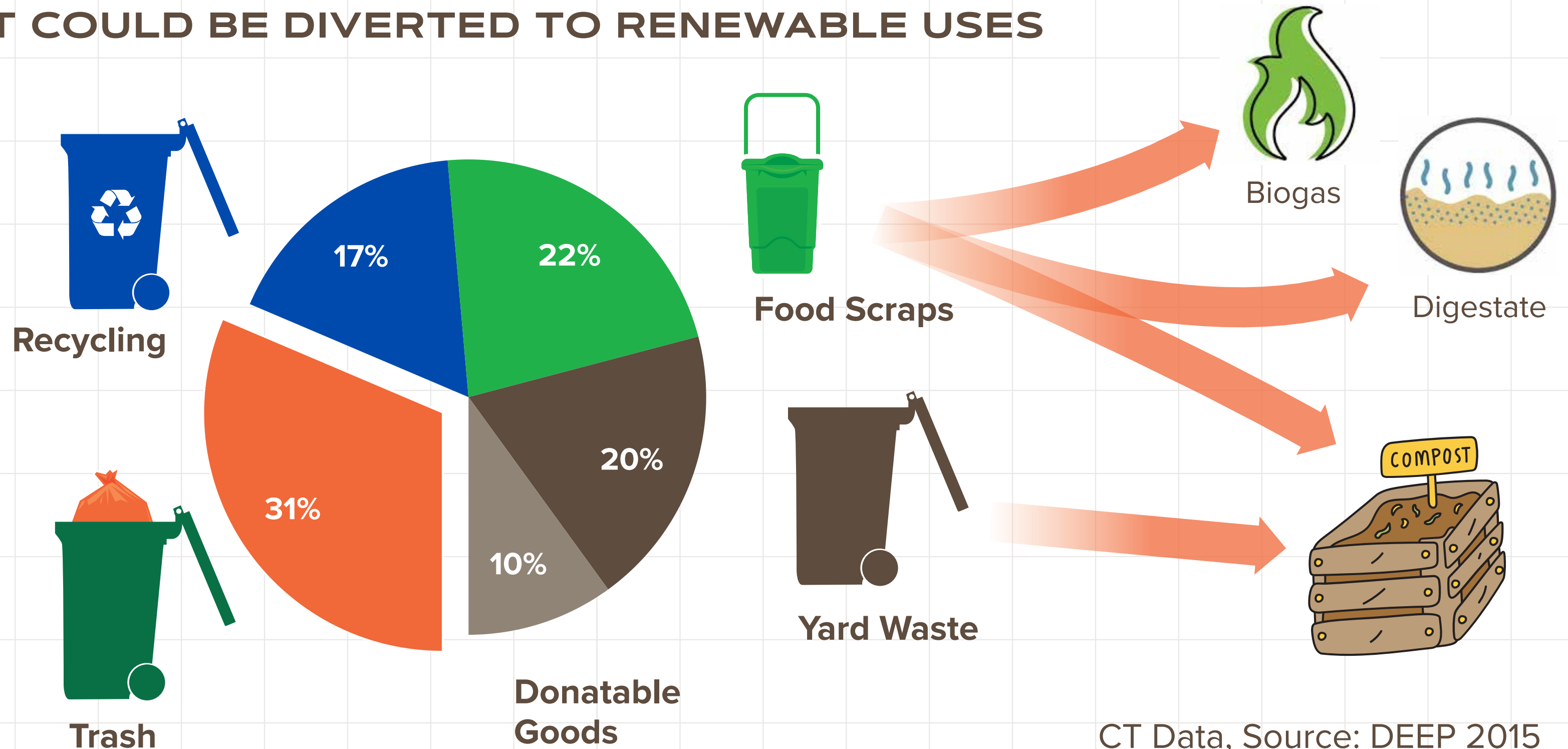
"AWAY" IS SOMEONE'S HOME

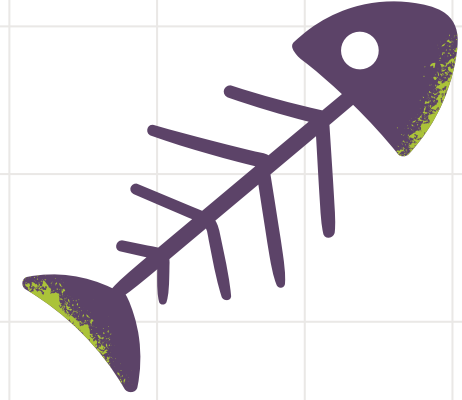
- Travel distances and disposal costs expected to increase
- Disposal facilities create toxic air and water pollution
- Usually located near marginalized communities



IS OUR WASTE REALLY GARBAGE?

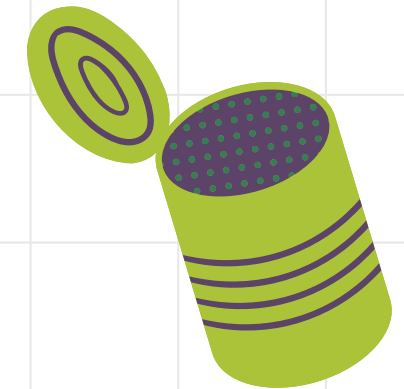
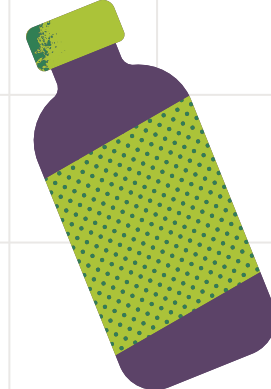
MOST COULD BE DIVERTED TO RENEWABLE USES





MORLEY PILOT PROGRAM

BEST IN THE NATION!



FAIR TRASH REDUCTION

UNIT-BASED PRICING (UBP) & FOOD SCRAP DIVERSION



WHAT IS UNIT-BASED PRICING (UBP)?

PAYING FOR TRASH BY THE BAG

Morley Pilot Program: “UBP Lite”

Metering trash by using bags, no pricing thus far



UBP IS EFFICIENT



10 REGULAR BAGS

containing 68% recyclable material

=



2 UBP BAGS

far fewer plastic bags, far less thrown as trash

WHY UBP?

WASTE AWARENESS = TRASH REDUCTION

HISTORICALLY, UBP REDUCES WASTE BY 40-50%



VS



- Twice the population
- Half the trash

WHY FOOD SCRAP DIVERSION?

FOOD DOESN'T BELONG IN THE TRASH

- Heavier to haul
- Harder to burn
- Slower to decompose
- Wasted valuable resource



WHAT ARE THE RESULTS?

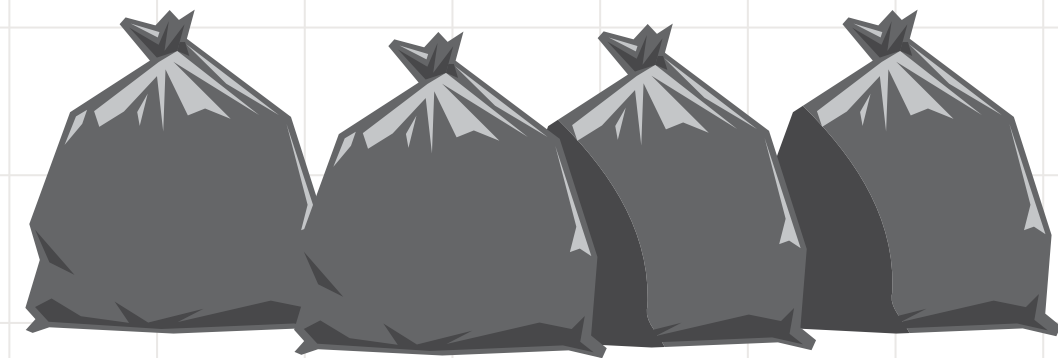
**PARTICIPANTS CUT
THEIR TRASH IN HALF!**

Pilot Participant



19 LBS TRASH / WEEK

Pilot Non-Participant



38 LBS TRASH / WEEK

59% of trash was recyclable, food scraps, or donatable

90% POSITIVE FEEDBACK

WHAT PARTICIPANTS SAY:

I am paying a lot more attention to what I recycle

I hadn't realized how much food I throw away

I only throw away one bag a week now

My trash is less stinky

I love the program

I had always wanted to try composting

We really like it

Took a few weeks to get used to but much easier than the way we did stuff before

Marvelous

Love the program. Hardly use garbage disposal

Can't believe how much (food) we were wasting. We really like it.

The program has been great and we have definitely reduced our non-food trash.

We have no trouble sorting out our food scraps and I do feel like I'm taking the trash out less.

I feel like we are wasting less food because we are aware of it.

Once you get used to it it's easy to do.

I'm not good with change but this was an easy change

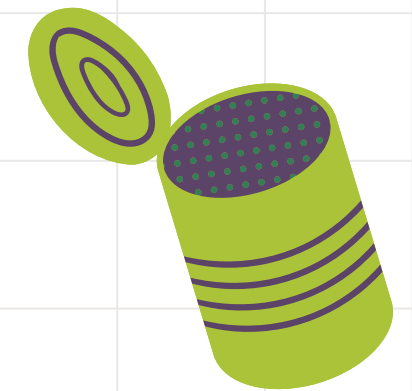
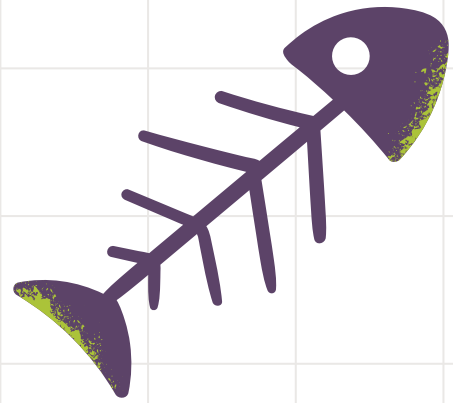
We already have very high taxes

Too much plastic

It's just one more thing the town asks us to do.

IMAGINE THE POSSIBILITIES!

WEST HARTFORD
IS EXPLORING A
TOWN-WIDE PILOT



UBP IS AFFORDABLE

ONE-YEAR PILOT: 1 FREE ORANGE, 1 FREE GREEN (PER WEEK)



VS



67¢ US current ave. bag cost

88¢ WH projected ave. bag cost

\$10.92 MORE DURING THE YEAR

UBP CONTROLS COSTS

HERE ARE OUR OPTIONS:



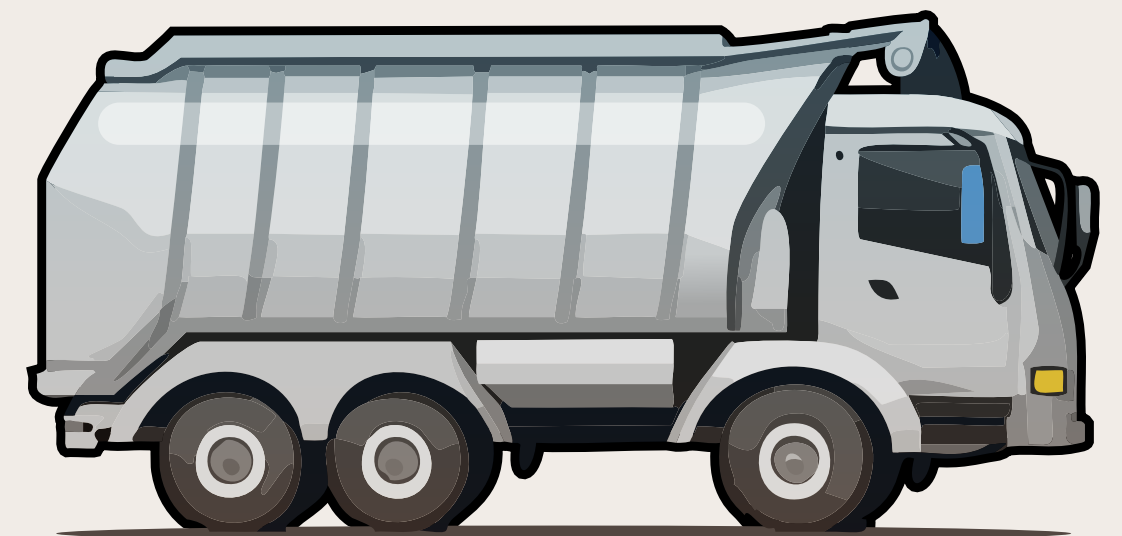
PAY PER BAG

proposed solution



PAY IN TAXES

current WH solution



PAY A PRIVATE HAULER

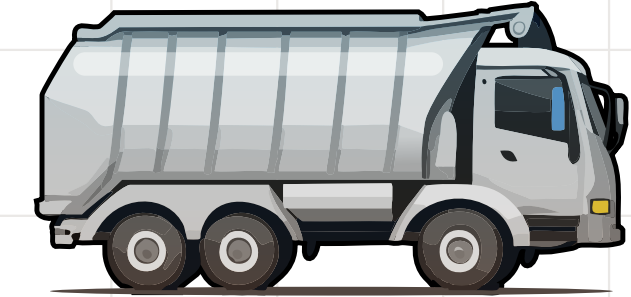
required in 33% of Connecticut



PER BAG



TAXES



PRIVATE HAULER

COST:

lowest

medium

highest

EFFECT:

- Less waste
- Lower disposal cost
- Fewer collection routes
- Protects against rising shipping costs and tax increases

- Flat rate (not equitable)
- No waste reduction
- Same collection routes
- Taxes increase as prices increase and crisis worsens

- Highest rate
- Deal with it yourself
- More trucks on the road
- Least efficient for a high-density population

UBP IS FLEXIBLE

ACCOMMODATIONS FOR UNIQUE NEEDS

- ECONOMIC HARDSHIP
- ADULT DIAPERS
- TRIPLETS



UBP IS TRIED-AND-TRUE

JOIN COMMUNITIES ACROSS THE GLOBE:



- **ALL OF MINNESOTA**
- **MUNICIPAL SERVICE IN OR, VT, AND WA**
- **DRESDEN, GERMANY**
- **PARMA, ITALY**
- **VIENNA, AUSTRIA**
- **SEOUL, SOUTH KOREA**
- **TAIPEI, TAIWAN**
- **KYOTO, JAPAN**

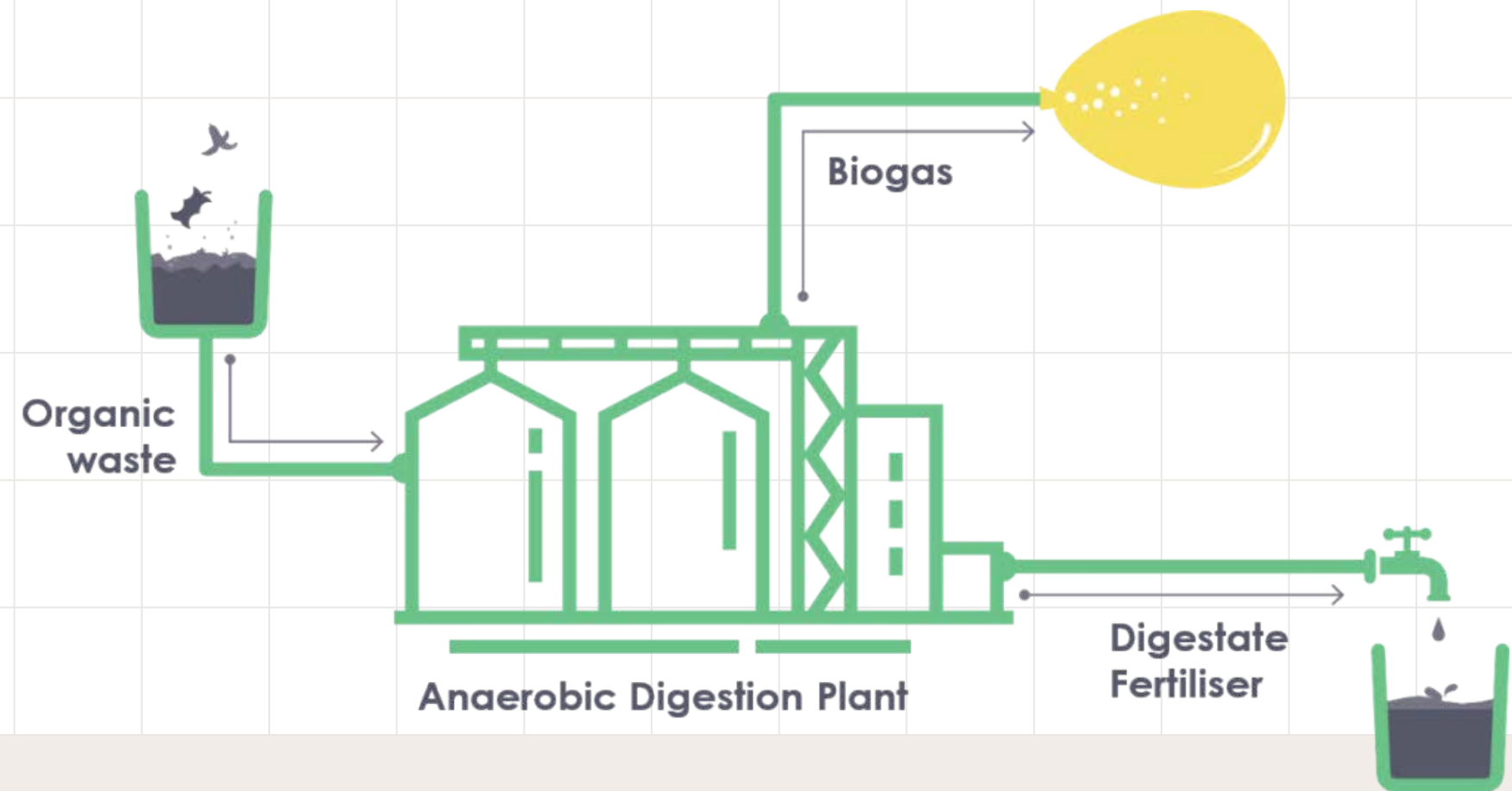
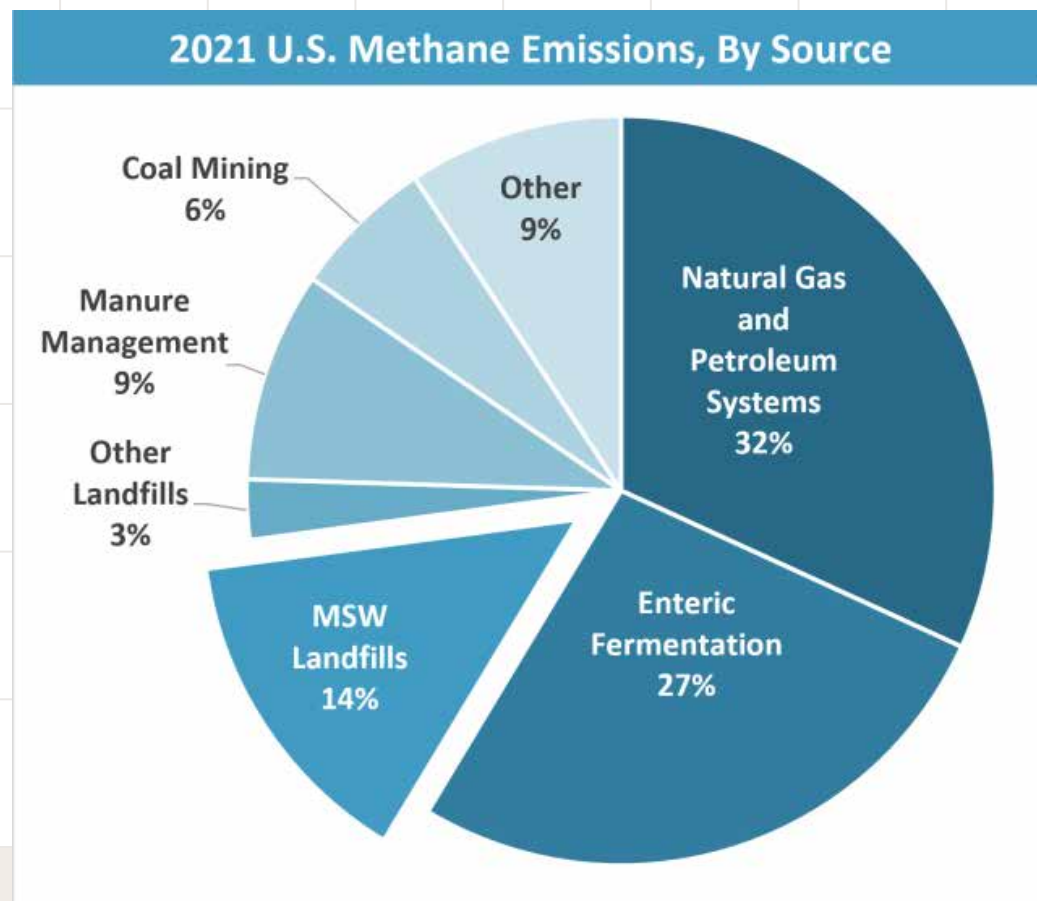
DIVERTING FOOD SCRAPS IS ECONOMICAL

- \$97/TON TO DISPOSE AS TRASH
- \$61/TON TO DISPOSE AS FOOD SCRAP



DIVERTING FOOD SCRAPS IS RENEWABLE

REDUCES METHANE, CREATES ENERGY & ORGANICS



Source: EPA

UBP + FOOD SCRAP DIVERSION

A WINNING COMBINATION FOR WASTE REDUCTION

Per person, per year:

West Hartford, CT

679 lbs

CURRENT WASTE
COLLECTION

Stonington, CT

325 lbs

UBP + FOOD SCRAP
DIVERSION

2023 Waste Data

REGRETS FROM 2017

WEST HARTFORD DIDN'T ADOPT UBP

We tried other solutions:

- Weekly recycling collection
- Added a Recycling Coordinator
- Replacing 95-gallon barrels with 65-gallon barrels
- Added recycling of electronics, paint, mattresses, etc.

TRASH BUDGET MORE EXPENSIVE:

SAVINGS LOST SINCE 2016:
\$6.6MM

PROJECTED LOSS OVER
NEXT 10 YEARS: **\$11.2MM**

LET'S CUT OUR TRASH IN HALF!

TOWN COUNCIL DECISION JUNE 11

- Your support matters!
- Talk to your neighbors
- Invite us to present
- Join the Waste Working Group

**WRITE OUR
TOWN COUNCIL!**



Clean Energy Working Group – 4th meeting
5PM – March 20, 2024 via zoom

Attendees

- Mike Cocca
- Stephen Sack
- Aditee Madkekar
- Jonathan Humphrey
- Bernie Pelletier
- Jim Fishman
- Catherine Diviney
- Celia Kosinski
- Chris Feely

Not present

- Lauren Walker

Discussion:

We discussed the Energy Working Group portion of the SWHC table at the **Earth Day Fair**:

- Mike C will develop a Power Smart flyer with a QR code.
- Catherine Diviney will repurpose any material from the celebrate WH table as “attractants” – e.g., the mini solar panel.
- Bernie will try to procure the Heat Pump costume and dress as a heat pump.
- I think we are sharing the table with SLC group so we’ll coordinate at Monday’s meeting
- Attendees from the EWG – Bernie and Aditee (for part of the time). Others may attend if their schedule allows.

The other topic was Mike Cocca organizing **the May 1 virtual event at the library**.

We are skipping the April monthly meeting. Our next EWG meeting is May 15. Aditee is going to work on agenda. Her intent is to keep the agenda focused to those few items that are actionable.

Jim Fishman (building group) noted that the architect has been selected for the Elmwood Community Center build – but that contract is still not settled. We intend to reach out to them for help on the energy checklist for new buildings.



Communications Working Group

Updates for February of 2024

Earth Day Family Festival



20 April | 12 PM-4 PM

Blue Back Square

12:00 PM - 12:30 PM: Opening Ceremony

12:30 PM - 1:00 PM: Keynote Speaker

1:00 PM - 3:00 PM: Live Music

3:00 PM - 3:30 PM: Puppet Parade

3:30 PM - 4:00 PM: Closing Remarks

Local produce, reusable products, music, food,
family photos with mother earth, and more!

DONATE: [Patronicity.com/WeHaEarthDay](https://patronicity.com/WeHaEarthDay)

Follow @SustainableWeHa for more info!

Organized by the Sustainable West Hartford Commission

Rain date: 21 April | 12pm-4pm



Meeting Agenda

- **Diversifying outreach**

Giveaway is up and running

- QR code scan → google form
- questions on what you like, want, learn, change
- paper form

- **Branding**

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

Reviewed colors and font designs for social

- **Advertisements**

Boosted giveaway basket post for \$20

- **Email Newsletter**

Sent out a designed fundraiser email to my personal contacts

We need to send out an email to the town about Earth Day

- **Process**

Tag West Hartford Recycles

- **Monday.com Review**

Reviewed current marketing requests

Reviewed content for social media publication

- **Town Site Page Overhaul**

New page design - status update?

- **Earth Day**

Patronicity it up and we need donations

Prioritize expenses based on incoming funds

Need print outs for Earth Day to go up in town hall

Liz is printing the A-frames for Earth Day

Designs for lawn signs are ready - who should print?

Meeting Minutes

Notes:

Need library sign up info

Need a QR Postcard or badge for giveaway sign up

Kim is posting about the local bands

Ask folks to like our new page → from the group

Need a status update on town site update - Catherine

Need print outs of event poster

Completed Work: February

✓ Completed

☐	Request		Owner ⓘ	Group	Type ⓘ	Prio... ⓘ	Status ⓘ	Request Date	Due Date ⓘ
☐	Smart Power event 1			Energy	Copy Writing	Low	Completed/Live	Jan 1	 Feb-7
☐	PowerSmart Webinar Feb 22			Energy	Social	Medium	Completed/Live	Feb 8	 Feb-15
☐	Make Link in Bio			Commission	Social	Low	Completed/Live	Feb 8	 Feb-12
☐	Lights Out CT Flier			Commission	Social	Medium	Completed/Live	Feb 7	 Feb-12
☐	PowerSmart Session			Energy	Social	High	Completed/Live		 Feb-16
☐	Pollinator Ordinance - Draft Copy			Nature Based Cli...	Copy Writing	Medium	Completed/Live	Feb 1	 Feb-19
☐	Comms WG Report - Feb			Commission	Report	Medium	Completed/Live	Feb 1	 Feb-22
☐	PowerSmart Campaign Report			Commission	Report	Medium	Completed/Live	Feb 5	 Feb-22
☐	PowerSmart Virtual Session			Energy	Social	Medium	Completed/Live	Feb 23	 Feb-26
☐	CT Power & Energy - Legislative ...			Energy	Event	Low	Completed/Live	Feb 12	 Feb-16
☐	Partnership Outreach Script			Commission	Copy Writing	Low	Completed/Live	Feb 12	 Feb-26
☐	CT Compost Conference			Waste	Event	Low	Completed/Live	Feb 14	 Feb-23
☐	Video of Madz - winter sowing			Commission	Social	Medium	Completed/Live	Feb 23	 Feb-23
☐	UBP Social Promotion			Waste	Creative	Medium	Completed/Live	Feb 1	 Feb-19
☐	Change Photo on Sustainable W...			Commission	Social	High	Completed/Live	Feb 28	 Mar-1

Live board is viewable [here](#)

Creative Samples

@sustainableweha

Seed Library Kickoff

✦✦ Noah Webster Library
March 9th 1:00–2:30PM

Get free seeds for your garden!



General Assembly
February Session, 2024

Raised Bill No. 5004

LCO No. 2340



Referred to Committee on ENVIRONMENT

Introduced by:
(ENV)

**Climate Bill HB 5004 is
getting a public hearing
on Friday.**

This bill will officially acknowledge a climate crisis, emphasizing the need for immediate, impactful climate legislation and increased federal funding. This crisis poses a threat to communities, natural resources, infrastructure, the economy, and future generations.

@sustainableweha

All creative is
viewable [here](#)

Facebook - Jan - Feb

Performance

Daily Cumulative ⓘ

Reach ⓘ

5.5K ↑ 869.8%

Content interactions ⓘ

190 ↑ 2.3K%

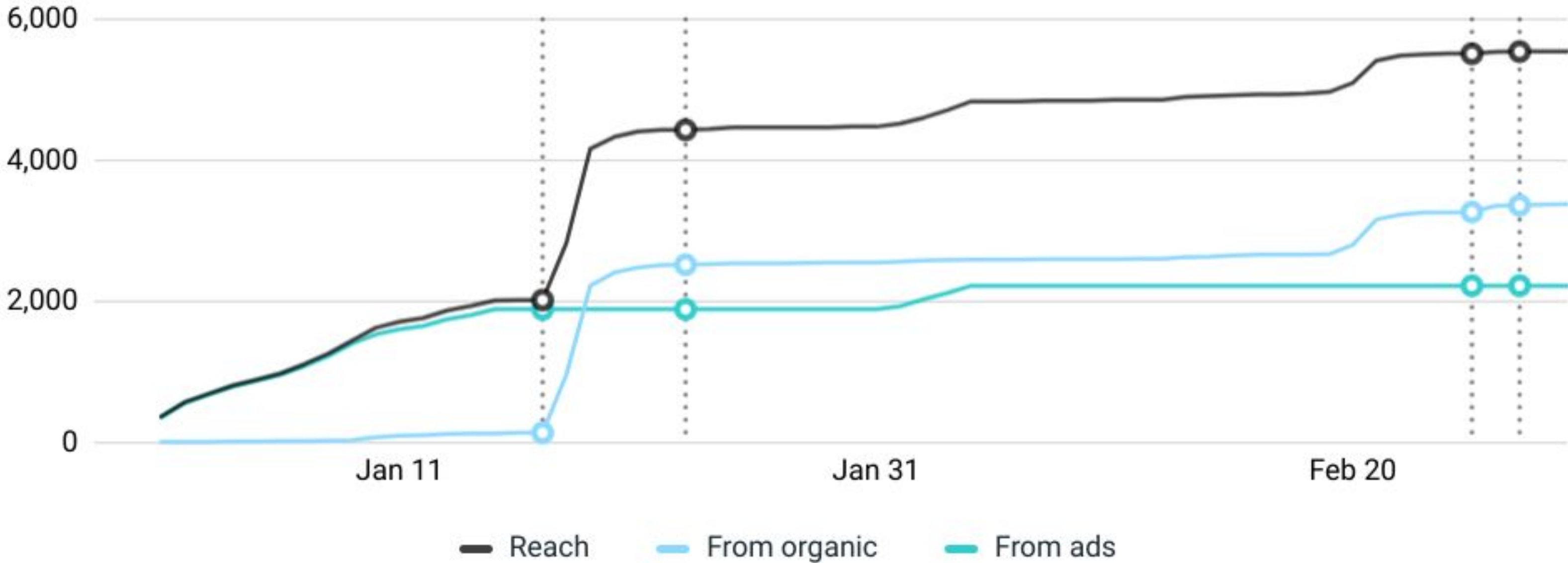
Followers ⓘ

Lifetime

77

Link clicks ⓘ

43 ↑ 616.7%



Reach breakdown

Total

5,547 ↑ 869.8%

From organic

3,382 ↑ 9.8K%

From ads

2,225 ↑ 304.5%

Instagram - Jan - Feb

Performance

Daily Cumulative ⓘ

Reach ⓘ

423 ↑ 5.2K%

Content interactions ⓘ

147 ↑ 3.6K%

Followers ⓘ

Lifetime

269

Link clicks ⓘ

0 0%



Reach breakdown

Total

423 ↑ 5.2K%

From organic

423 ↑ 5.2K%

From ads

0 0%

Instagram - Jan - Now

Performance

Daily Cumulative ⓘ

Reach ⓘ

2.5K ↑ 100%

Content interactions ⓘ

416 ↑ 100%

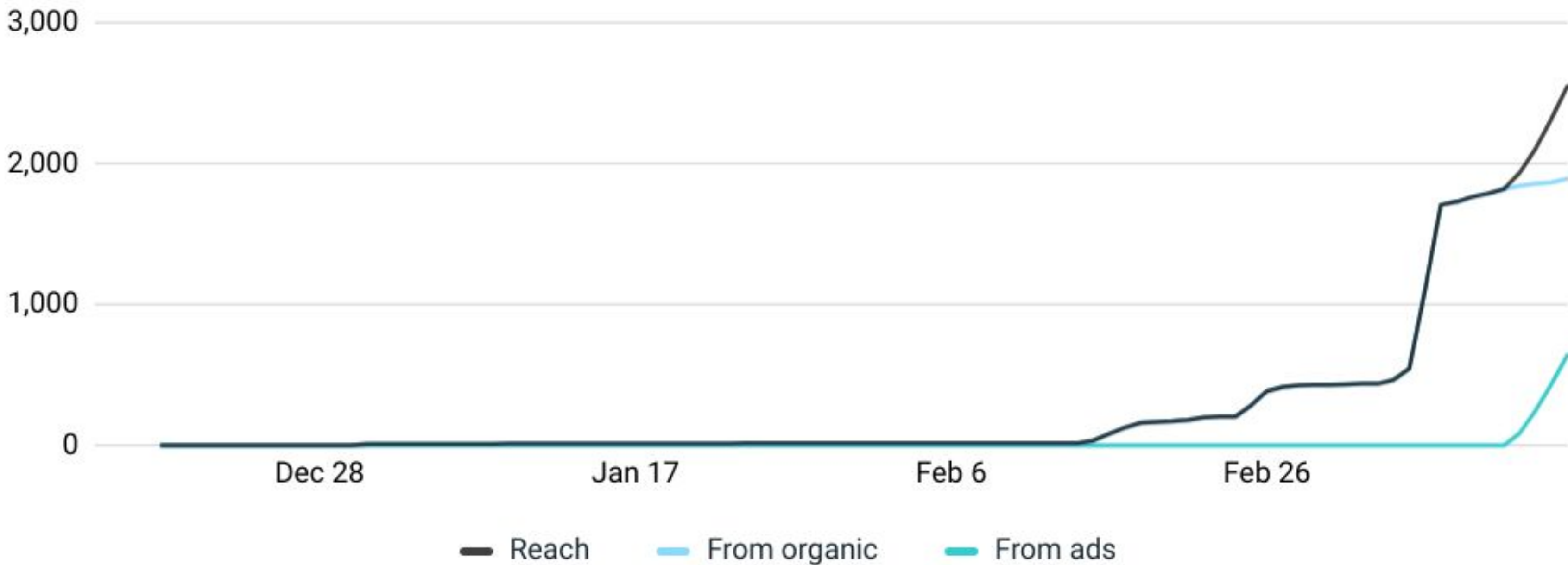
Followers ⓘ

Lifetime

269

Link clicks ⓘ

11 ↑ 100%



Reach breakdown

Total

2,545 ↑ 100%

From organic

1,892 ↑ 100%

From ads

638 ↑ 100%

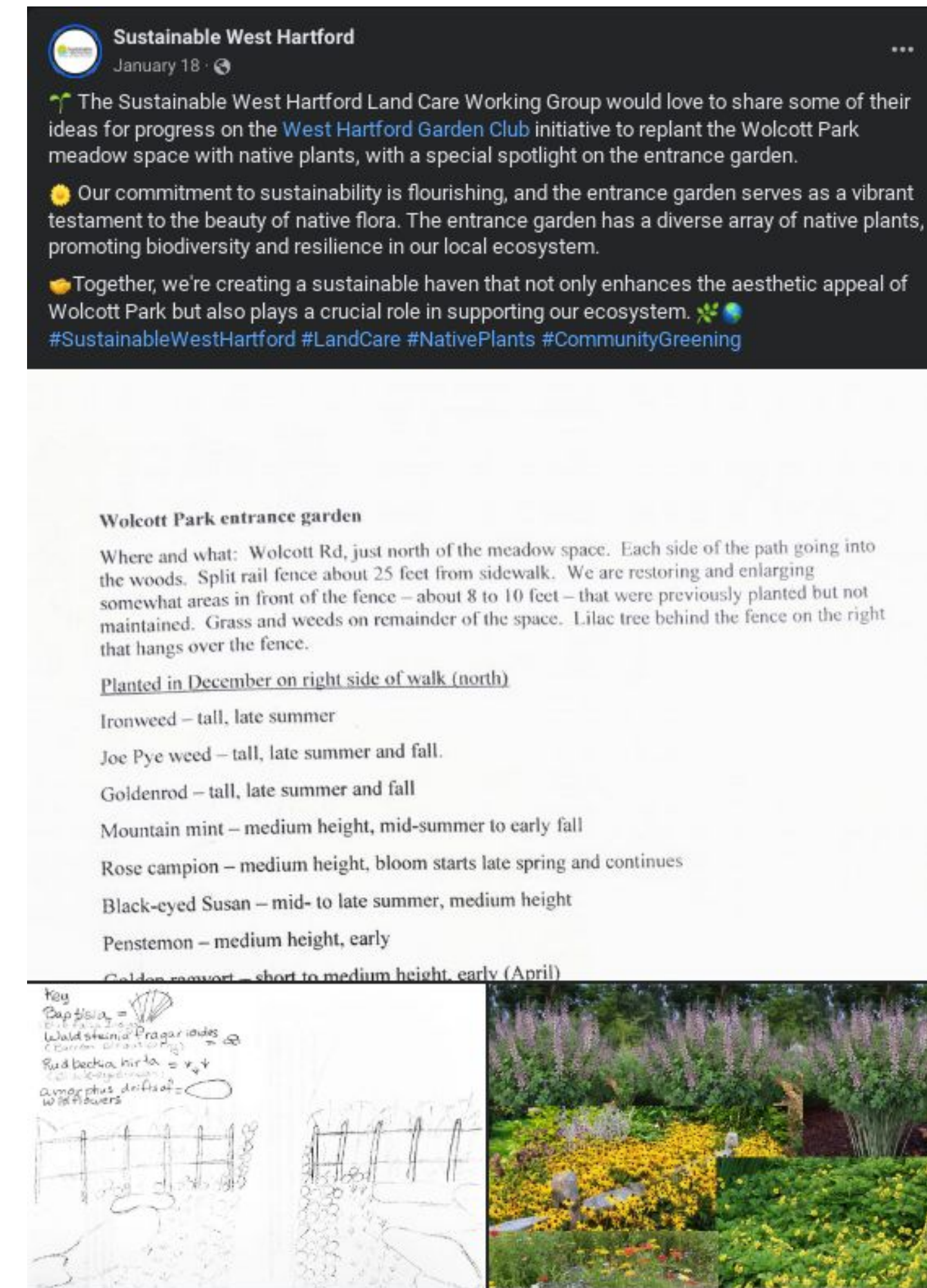
Top Performing Posts

Title			Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ
	 The Sustainable West Hartford Land Care Workin... Sustainable West Hartford	Boost	Thu Jan 18, 6:29pm	2.5K Reach	4 Reactions	0 Comments
	But... It would be so cute 🥺 #climatech... sustainableweha	Boost unavailable	Wed Mar 6, 10:27am	1.4K Reach	99 Likes	6 Comments
	Event: Commission Meeting Sustainable West Hartford	Boost unavailable	Dec 31, 2023	1.3K Reach	--	--
	 Exciting News for West Hartford! 🌍 Starting May... Sustainable West Hartford	Boost	Tue Feb 20, 12:23pm	1.2K Reach	2 Reactions	1 Comments
	 ✨🌱 GIVEAWAY ALERT! ✨🌱 Calling all plant lover... sustainableweha	Boost	Wed Mar 13, 4:04pm	754 Reach	18 Likes	2 Comments
	 ✨🌱 Exciting discussions tonight at the Waste Work... Sustainable West Hartford	Boost	Mon Jan 8, 7:58pm	640 Reach	23 Reactions	0 Comments

Top Performing Posts



<https://www.instagram.com/p/C4LYFmWs6PX/>



<https://www.facebook.com/SustainableWeHa/posts/pfbid02LARIYpNUbx8Mig3N5BKyzYqapi6M2p5FNYJmNxe9rpQiNsKbPcvzWxrmDd42wqSal>

Initial Promo - Lead Gen

Objective:

Gather contacts and leads by offering residents a chance to receive a moscarillo's gift basket. 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. It also will promote a local business.

ENTER OUR
MOSCARILLOS BASKET
GIVEAWAY



@SUSTAINABLEWEHA

@MOSCARILLOS

	GIVEAWAY ALERT! 🌱🌟 Calling all plant lover... sustainableweha	Boost	Wed Mar 13, 4:04pm	754 Reach	18 Likes	2 Comments
	GIVEAWAY ALERT! 🌱🌟 Calling all plant lover... Sustainable West Hartford	Boost	Wed Mar 13, 4:04pm	248 Reach	4 Reactions	0 Comments

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

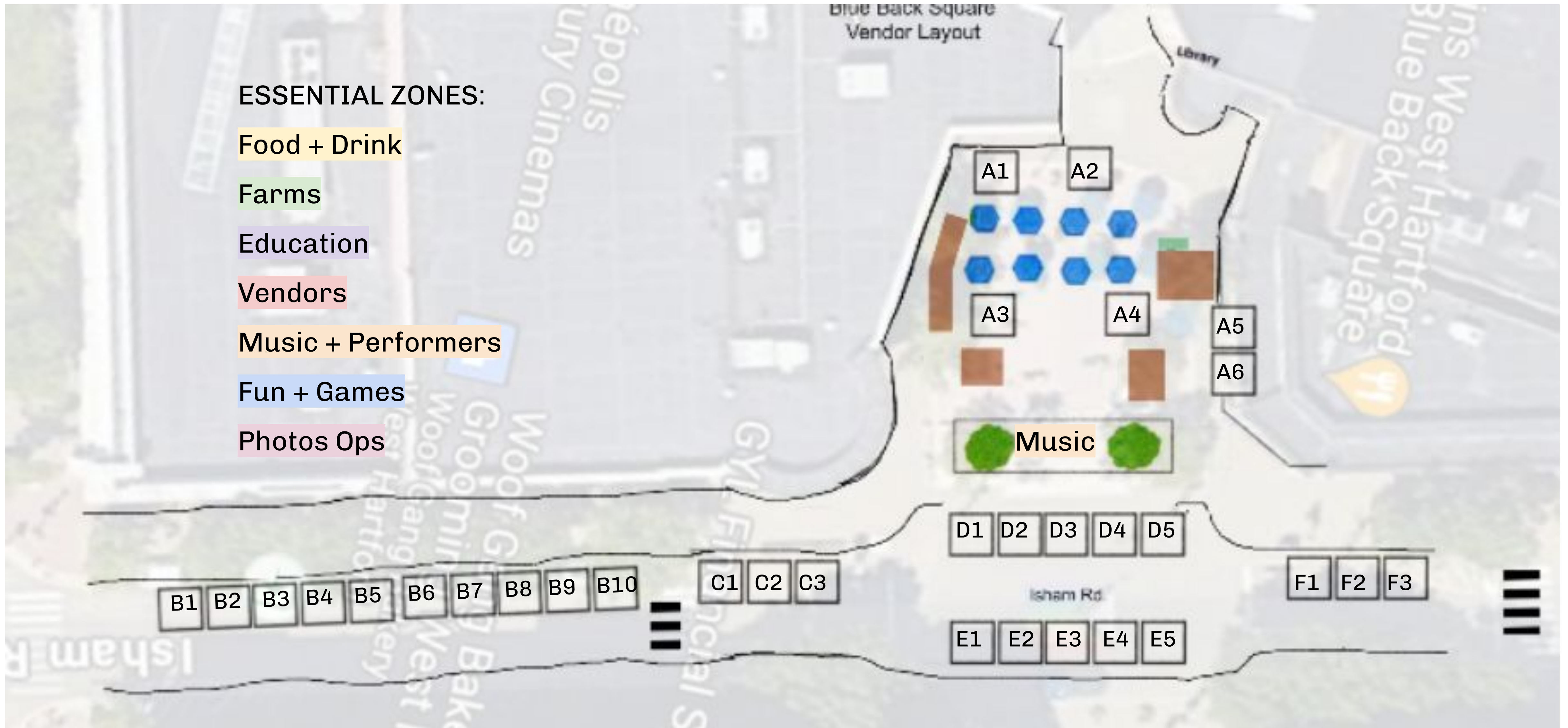
🌿 Welcome to the Blue Back Squares Earth Day Celebration!

- 🌍 **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:** Teats 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](#)



Event Layout - To Scale



Our Vendors:

Food + Fun:

- a1 - Food - Ben & Jerrys
- a2 - Food - Spruce & Rye
- a3 - Face Painting
- a4 -
- a5 - SWH Commission
- Smart Power info
- a6 - WH Recycling
- Rosa Plaza
- Fire Department
- Health Department
- Green - confirmed
- yellow - tentative

Education:

- b1 - Conard HS
- b2 - St Joseph's
- b3 - Sierra Club
- b4 - Grass Roots WH
- b5 - UHart
- b6 - Hall HS
- b7 - Uconn + MG
- b8 - Lights Out CT
- b9 - WH Tree Group
- b10 - NOFA
- c1 - Waste Pilot info
- c2 - Sustainable CT
- c3 - CT Horticultural Society

Farms:

- d1 - Sub Edge Farm
- d2 - Clatter Ridge Farms
- d3 - Rogers Orchards
- d4 - Sweet Pea Cheese
- d5 - Oxen Hill Farm

Vendors:

- e1 - WH Garden Club
- e2 - CT Green Bank
- e3 - Blue Earth Compost
- e4 - Reboot Eco
- e5 - Earthlight Solar
- f1 - Lil Plant Shop
- f2 - Lil Plant Shop
- f3 - Taylor and suns

Group Dynamics

Sustainable West Hartford Commission

March 25, 2024

We are a half year old!

- Sept 1, 2023 formation date
- 11 busy people
- Large pressing immediate issues!
- Recognition from the top!
- *“A small group of thoughtful people could change the world. Indeed it is the only thing that ever has.” Margaret Mead*



Accomplishments to date

- Roles and responsibilities – written
- Working groups formed and active
- Projects in each working group e.g:
 - Sustainable land care – pollinator resolution, park projects, training sessions
 - Waste – pilot project and town outreach
 - Building – checklist in process
 - Energy - community campaign for energy storage
 - Communications – Social media – routine posting – controlled messaging – Earth Day event

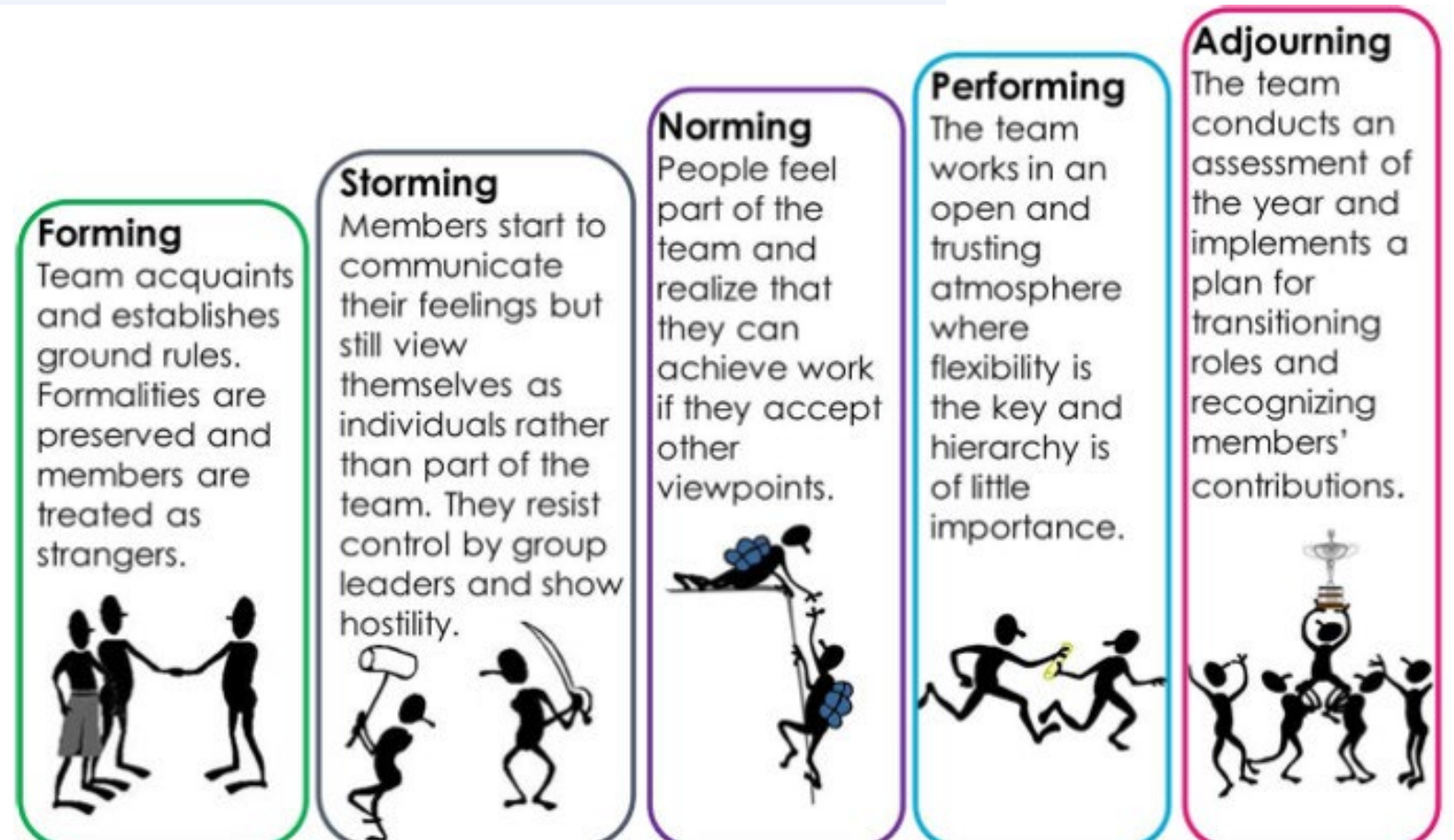
Challenge points

- A lot of work! (more than I had bargained for)
- 11 different voices - interests – time available - personalities
- Working together - “getting to know each other”

- Staying aligned with the town – public works, leisure services, planning
- Representing our community
- Freedom of information rules
- Email volume and caution

We are an amazing team!

- Group formation goes through a recognizable process
- Central goal is to move through storming, engage in norming, continue to perform
- September 1, 2024 is a chance for us to adjourn – i.e. assess and take stock



6 Months in!

<https://study.com/learn/lesson/norming-stage-group-development-overview-characteristics-examples.html#:~:text=What%20is%20an%20example%20of,and%20showing%20respect%20for%20them.>

Frequently Asked Questions

What is an example of norming stage?

An example of the norming stage would be a period, usually around six months into the research project, where the team members understand each other's preferences. The preferences include preferred working methods and personal boundaries and showing respect for them.

Why is the norming stage important?

The norming stage of group development is important because it is the stage at which harmony in the group is developed, and synergy is created. It is important because it allows the group to shift from a focus on the individuals to the goal of the team.

What happens in the norming stage of team development?

In the norming stage of group development, the team begins to coalesce as individual differences are ironed out, and team members can accept each other's qualities and appreciate their teammates' strengths. In this stage, team members begin to show comfort in asking for help and providing constructive feedback. In the norming stage, synergy is also created.

FOIA – Email – DEI – Representing WeHa

- FOIA training – transparency of the commission to the community
 - Red line – emails and discussions to more than the quorum - are “meetings” and we can’t have them
- Email – a wonderful, dangerous tool
 - Sharing of information – it is a wonder
 - Email is dangerous when communicating emotion or settling arguments
 - Email is dangerous when the volume is so much that it may or may not be read
 - Email is dangerous if we don’t respect FOIA
- Diversity – Equity - Inclusion
 - Internal to SWHC - how we operate internally
 - External to the SWHC – how we effectively engage our community
 - Session training in April
- Full commission or town staff oversight is important to “staying in our lane”

Questions for the April DEI meeting

- Town background – how to build on current WH efforts (help the town and help the SWHC at the same time)
- How to engage groups not now represented
- SWHC questions

