



## MEDWAY LEAP WORKING GROUP MEETING MINUTES

**Location:** Medway Senior Center

**Date:** Tuesday, May 1, 2012

**Time:** 6:30 – 8:30 pm

**Meeting Leader:** Erin Brandt, Metropolitan Area Planning Council

**Facilitator:** Helen Aki, Metropolitan Area Planning Council

**Note Taker:** Po-Yu Yuen, Metropolitan Area Planning Council

**Attendees:** Energy Committee members, municipal staff, Medway residents, Next Step Living representative, Medway business owners and Milford Daily News representative

### Meeting Agenda

1. Welcome and Introductions
2. Purpose and Desired Outcomes
3. Introduction to Metropolitan Area Planning Council (MAPC) and LEAP
4. Past Community Achievements
5. Baseline: “Where are we now?”
6. Brainstorm
  - a. What are the best things about living/ working in Medway?
  - b. What are the greatest challenges?
  - c. What past community efforts worked well and why?
  - d. What do you think should be part of LEAP’s objectives and goals?
  - e. What would you like to see be achieved through LEAP?

### Meeting Purposes and Desired Outcomes

- To launch the LEAP program with stakeholders in the Medway community
- To present an overview of the program
- To begin discussions on opportunities in pursuing clean energy work in Medway
- To learn about past experience with energy work in Medway
- To begin discussions on developing next steps
- This meeting was for general brainstorming purposes
- In-depth discussions on pros and cons of any particular ideas were not encouraged
- This meeting aimed to develop clean energy ideas that would tie to the community’s priorities



## **Introduction to MAPC and LEAP**

Erin gave an overview of MAPC and LEAP. See handout.

## **Past Community Achievements**

Meeting participants were asked to discuss past energy efforts and projects in considerations initiated by the Town, residents, local businesses, and community organizations in Medway. The following information was given:

- The schools has been purchasing energy from a competitive supplier and has saved energy expenditure on gas/electricity consumption
- The middle school is currently doing energy efficiency retrofits
- Some residents have been using geothermal power
- The Town lets people borrow energy meters from the public library
- Master Plan does mention energy concerns
- The Medway Community Farm is looking to upgrade its oil heating system in the community farm house
  - The farm may have alternative heating options, such as using biodiesel as an alternative fuel, ductless system, and solar power

## **Brainstorming**

Meeting participants were asked to brainstorm to help MAPC and the Town of Medway develop a strong understanding of the community's unique characteristics, challenges, and priorities and goals in clean energy work.

### 1. “What are the best things about living/working in Medway?”

- Rural atmosphere
- Benefits from the Community Preservation Act
- The Town Charter with professional staff
- Strong school system
- Historical aspects (Medway will be 300 years old in 2013)
- Well-located
  - Metropolitan center
  - Close to major highways
  - Accessible to public transportations

### 2. “What are the challenges to living/working in Medway?”

- Developing an energy baseline to acknowledge and benchmark success
- Public meetings do not get a big draw unless they are about a controversial topic
- Absence of town center as a focal point for community outreach effort

- Getting people to sign up for emails
- It is hard to reach residents who are not connected to the schools (those who are older or who don't have any children)
- It is hard to reach commercial and industrial groups
- No single business group, however, Medway Business Council will help distribute energy information to commercial sector
- Bringing affordable housing to 10%

3. What past community efforts worked well and why?

- Events
  - Medway Pride Day – well attended
  - Annual town meeting
  - Town elections
  - Annual mailing of town's financial report/annual report
    - Good for reaching residents
    - Does not reach commercial and industrial sector
    - The Town is considering converting the town report to electronic format
- Outreach Strategies
  - The Town has recently redesigned the webpage
  - Advertising through annual financial report
  - The schools are a good entry point for distributing information

4. What do you think should be part of LEAP's objectives and goals?

- Waste reduction
- Energy footprint reduction
- Cost savings
- Helping residents conserve energy costs and reduce energy waste
- Water resource management
- The Town sees LEAP as an opportunity to “fill-in-the-gaps” for energy actions in Medway's master plan
- Benchmarking the Town's clean energy effort and measuring success
- Pulling in all town members (municipal departments, residents, businesses) to establish an economic of scale for clean energy projects development
- Educating residents and local businesses about clean energy opportunities, incentives, and assistances on an equity basis
- Strengthening outreach efforts

5. What would you like to see be achieved through LEAP?

- Benchmarking
  - Develop strategies to track energy consumption in residential and commercial sectors

- Create a template to obtain normalized and standardized energy data for a common database (like MassEnergyInsight)
    - Acquire energy records from businesses participating in energy efficiency programs as a requirement
  - Benchmark energy consumption for affordable housings
  - Track energy consumption and translating it into cost and carbon emissions
- Energy Efficiency Programs
  - Streamline clean energy programs processes for businesses
    - Work with utilities program administrator to develop a Medway-specific business energy program
  - Explore financing mechanisms for energy efficiency improvement work for affordable homes
  - Perform energy efficiency improvement at the schools
  - Connect residents to MassSave
  - Potentially use thermal imaging for outreach
- Renewable Energy Programs
  - Install electric vehicles charging stations
  - Solar demand aggregation
- Programs Participation, Outreach, and Education
  - Use the Town as a model to teach and spearhead clean energy opportunities in the residential and commercial sectors
  - Use Medway’s 300<sup>th</sup> Birthday as an outreaching opportunity
  - Branding
    - “Medway Green Household”
    - “Medway Green Business”
    - Yard signs
  - Initiate grassroots outreach through the schools
  - Develop a systematic process to pre-screen and vet vendors that approach town
  - Use local cable broadcast to outreach
  - Designate a central place for distributing resources about clean energy opportunities
    - Create a “Clean Energy Packet” that contains information on vendors, financial incentives programs, etc. for residents and businesses
  - Target the growing senior population as a point for distributing information
- Financing Mechanisms and Cost Saving Strategies
  - Aggregation and joint purchasing of power
    - Aggregate local businesses for wholesale energy purchase
  - Identify financing mechanisms and grant applications

- Other Ideas
  - Renovating mills and making them energy efficient; pursue hydraulic turbine opportunities
  - Look at potential to aggregate electricity purchasing
  - Develop compressed natural gas infrastructure

### **Next Steps**

- MAPC will continue to compile research for energy action plan
- The Working Group will be invited to discuss the draft action plan
- MAPC will deliver major points of the draft action plan at the Fall Town Meeting
- The draft plan will be open for public comment before it is formally adopted
- MAPC will work with the Town of Medway stakeholders to begin implementing action plan strategies