

The next Norwich Energy Committee meeting is Tuesday, 8/22, 7 pm, via Zoom:

<https://us02web.zoom.us/j/86224687154>

Meeting ID: 862 2468 7154 877 853 5257 US Toll-free 888 475 4499 US Toll-free

Contact in case of Zoom access problems: Aaron Lamperti, 802 526 2463, aaron.lamperti@gmail.com

The meeting agenda includes:

- statement of Act 92 compliance
- approve minutes, agenda
- public comment/correspondence
- presentation by Dean Berg on homeowner app, Path to a Green Home (see attached summary)
- E-bikes: update on conversion workshop
- 2020 Solarize: update on current campaign, timing for 2021
- reducing emissions from Town fleet
- Button Up VT 2020
- propose a Town vote to stabilize municipal taxes on alternate-energy generating plants, pursuant to 24 V.S.A. § 2741
- other business, announcements



Residential Pilot Opportunity

Path to a Green Home collaborates with towns and cities to design, implement, and analyze a community-wide campaign to help their residents become more sustainable.

Our residents account for 60-85% of our greenhouse gas emissions. Although we don't directly control our resident's homes and lifestyles like we control municipal buildings, the residents represent the next large pocket of opportunity to dramatically reduce our community's emissions.

The challenge is that it's difficult to change homeowner behavior - especially without a well-defined model.

We're in the midst of building a model that includes a software platform and mobile app to address this challenge directly.

At a high level, the model is focused on taking advantage of the fact that our resident's lifestyles have shifted. In general, people are spending more time at home and have gained 'free' time. The model involves 3-4 constituents: the city municipality, the residents, the local business community, and, ideally, a local volunteer group (environmental group, economic development group, sustainability group, etc.).

Good for the People – Our Residents

The model is focused on educating people, engaging people, motivating people, and rewarding people to continue and accelerate the shift to a more sustainable lifestyle – which, in turn, will reduce their carbon emissions. Studies have shown that simple lifestyle changes can reduce our carbon emissions by 25-35%.

Good for the Municipality

The model focuses on minimizing the time and money required from the city municipality while still delivering governance and data such that decisions can be made on which programs and initiatives provide the greatest return.

Good for Local Business

The model includes the local business community in the form of a reward to residents that participate. Not only is a financial reward a good motivator, but this provides a 'jump start' for the local business community. And, further highlights the sustainability benefits of buying local.



Path to a Green Home

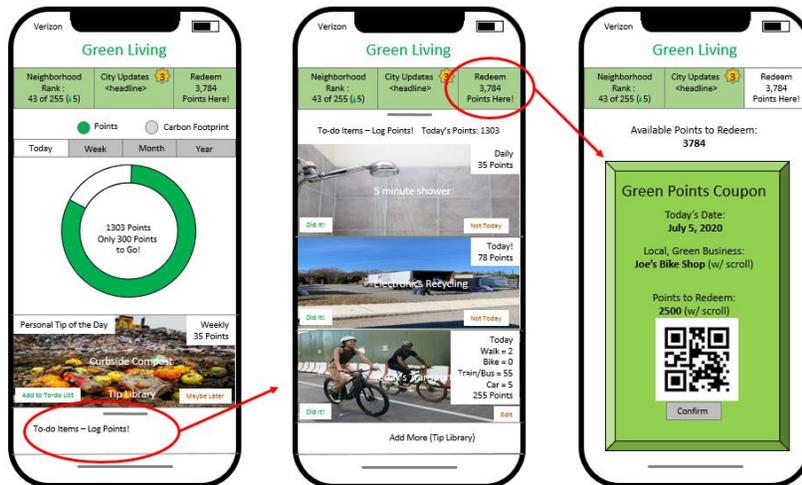
Turning existing homes into green homes

Below is a diagram of the model and a few select design screens of the mobile app:

A Mobile App that connects the City with the Resident with the **local, green businesses** – completing the circular economy



Residents get points for sustainable actions that are then redeemed for discounts at **local, green businesses**



The pilot program will differ slightly from community to community, but in general we are looking to identify approximately 200 residents (across diverse populations) and a handful of local businesses in a community to run a 3 month pilot. We will set specific goals with the city and will measure progress throughout. Our intent is to validate what we've already built and/or to modify our model and software to better align with the needs of the community. Ideally, funding will come from a grant, but we can discuss other sources if grant funding is not available.

If interested in collaborating and being a part of the pilot program, please contact me directly.

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