

Meeting of the Norwich Energy Committee Tuesday, 9/22/20, 7 pm, via Zoom

Attending: Linda Gray, Aaron Lamperti, Suzanne Leiter, Norm Levy, Charlie Lindner, Erich Rentz

Guests: Dean Berg (Path to a Green Home), Linda Cook, Rob Gere, Eva Rosenbloom, Pam Smith, Doug Wilberding

Linda Gray gave the statement of Act 92 compliance.

Dean Berg, developer of a mobile app to encourage residents to cut their emissions, gave a presentation (attached). The app, Path to a Green Home, is designed to educate and engage residents and get them to change their behaviors in heating, electricity and water use, consumption of food/goods/services, and transportation. Berg is hoping to do a pilot program in the Upper Valley in 2021; he's speaking with reps from Vital Communities, Hanover, Lebanon, Woodstock, and Norwich. Towns and businesses would sponsor the app; it would be free to residents. Towns would get (anonymized) data on residents' emissions-related behavior changes; businesses would get advertising and customers, through the discount points awarded to app users. Berg plans to organize a steering group; the committee asked to be kept informed.

The 8/25 and 9/1 meeting minutes and the 9/22 agenda were approved by consensus. There were no public comments.

The e-bike conversion workshop is awaiting a date for video recording the conversion; to be set jointly by Karl Kemnitzer (bike whiz) and Chico Eastridge (CATV). Linda Gray will check in with them; once the recording is done, an online workshop can be scheduled and publicized. The library director is considering whether the completed bike could be added to the library collection (most likely on a trial basis); Linda will inquire. Linda reported that 15% (6 of 40) of 2020 loan program borrowers have now gotten e-bikes, and 2 others from 2019.

Linda reported that there have been around 30 requests for solar site visits/proposals. Rooftop partner installers, Integrity and ReVision, are both booked for installations by 12/31/20, and taking customers for 2021; Solaflect can complete installations this fall; Norwich Solar Tech has community projects that they expect to be permitted for 2021 construction. The federal tax credit goes to 22% in 2021, then to 0% in 2022, so there was consensus to promote solar earlier in 2021, perhaps throughout the year as part of "Electrify Everything."

Aaron Lamperti and Charlie Lindner reported on initiatives relating to Town fleet emissions. They are expecting to get detailed data next week from Town staff on per-vehicle mileage and fuel use; they are researching a state grant opportunity (funded by VW mitigation monies) that could replace diesel trucks with electric equipment (85% grant, 15% Town); Charlie got helpful information and insights from Hanover's fleet manager, Don Foster.

Linda reported that Button Up Vermont is focused this year on online outreach and virtual interactions. Efficiency VT is presenting weekly webinars and has just opened sign-up for free virtual home energy visits (in January and February). Linda will publicize on the list serv these opportunities.

Norm Levy reported on the Energy Savings outreach collaboration with Vital Communities, which focuses on improving energy efficiency for mobile homes. From the Town's online property database, there's about 20+ properties classified as mobile homes; Norm has converted that list to spreadsheet format. Norm will be the committee contact for this program.

Linda asked for committee feedback on proposing a Town vote to stabilize municipal taxes on alternate-energy generating plants, pursuant to 24 V.S.A. § 2741 (details are in the 8/25 meeting minutes <http://norwich.vt.us/wp-content/uploads/2020/08/NEC-minutes-082520.pdf>). The goal is to ensure that both residential and commercial solar installations are exempt from town taxes on the equipment, as a policy to support renewable energy generation in Norwich. There was consensus in support, and agreement to seek confirmation that the mechanism in 24 VSA 2741 does provide the appropriate route toward this policy, before making a recommendation to the Selectboard about a Town vote. Linda will pursue.

Other business, announcements: Aaron proposed asking the Town Manager to consider incorporating into the FY 21-22 budget the lighting and digital controls work for the DPW garage and fire apparatus bay; there was consensus for him to raise this with the Town Manager.

The next regular meeting will be Tuesday, October 27, 7 pm, via Zoom.

submitted by Linda Gray



Path to a Green Home

*Turning existing homes into **green** homes*

Mobile App design concept
September 2020

Confidential Property of Path to a Green Home

Agenda

- Purpose / Design of Mobile App
- UV Pilot Scope
- Feedback / Q&A





Mobile App design

Why a mobile app?

- The residential sector accounts for 60-85% of GHG emissions in the town/city (roughly 30% Housing, 30% Transportation, 20% Food, 10% Goods, 10% Services)
- Towns/Cities will need to tackle this majority contributor with a combination of the carrot and the stick (individual action AND policy)
- Individuals require 7+ 'touches' to make a behavior change
- Most effective tool for frequent 'touches'? Mobile App
- App is tool town/city can use to 1) garner support on the policy side, and 2) motivate residents to reduce their GHG emissions with behavior changes / habitual changes / individual actions (up to 30% reduction simply with lifestyle changes)

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

1.



Town/City:

Focus on reducing GHG emissions in residential sector
Direct Engagement channel with residents
Data on carbon reduction and what's working

Roll out to residents

2.



Residents:

Get 'points' for sustainable actions

3.



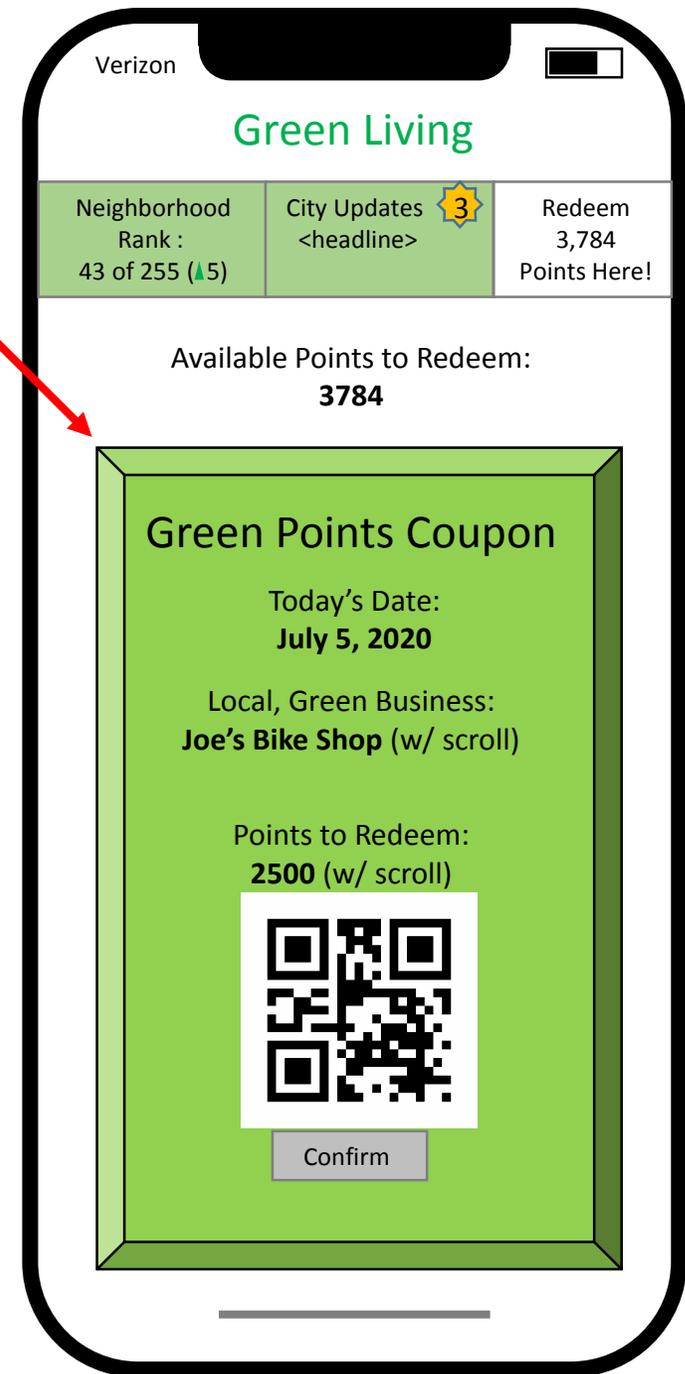
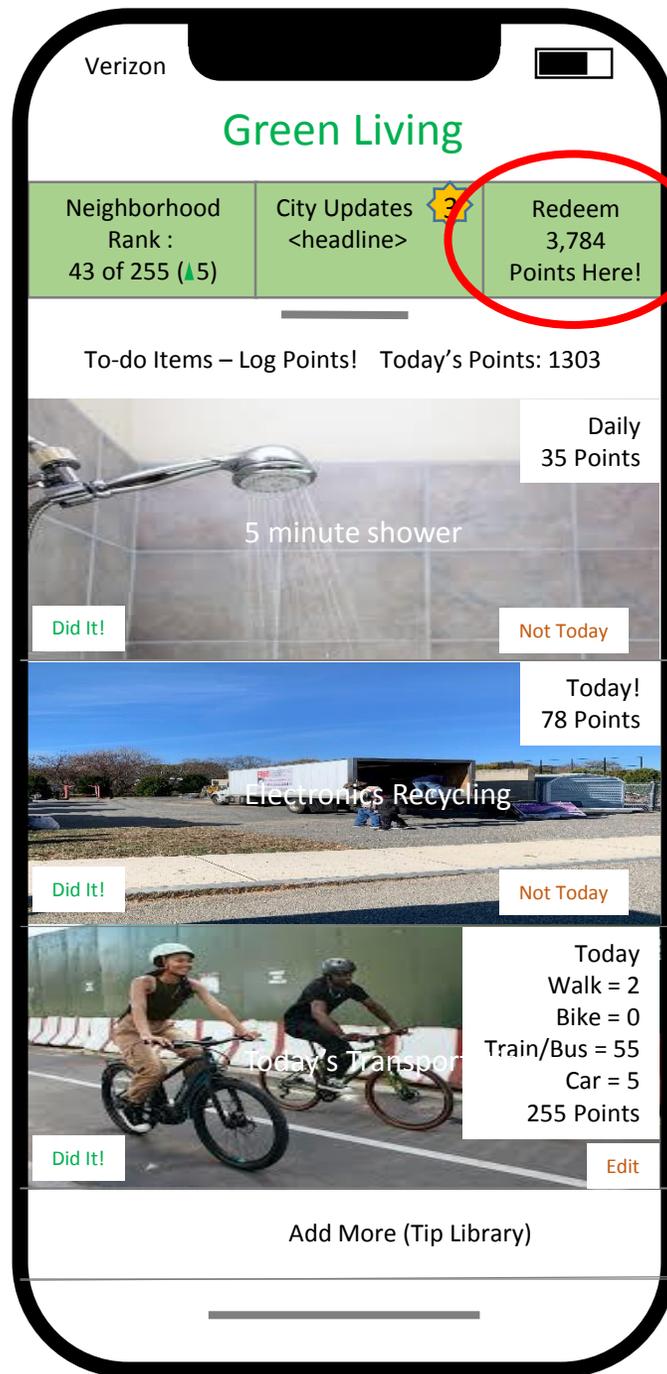
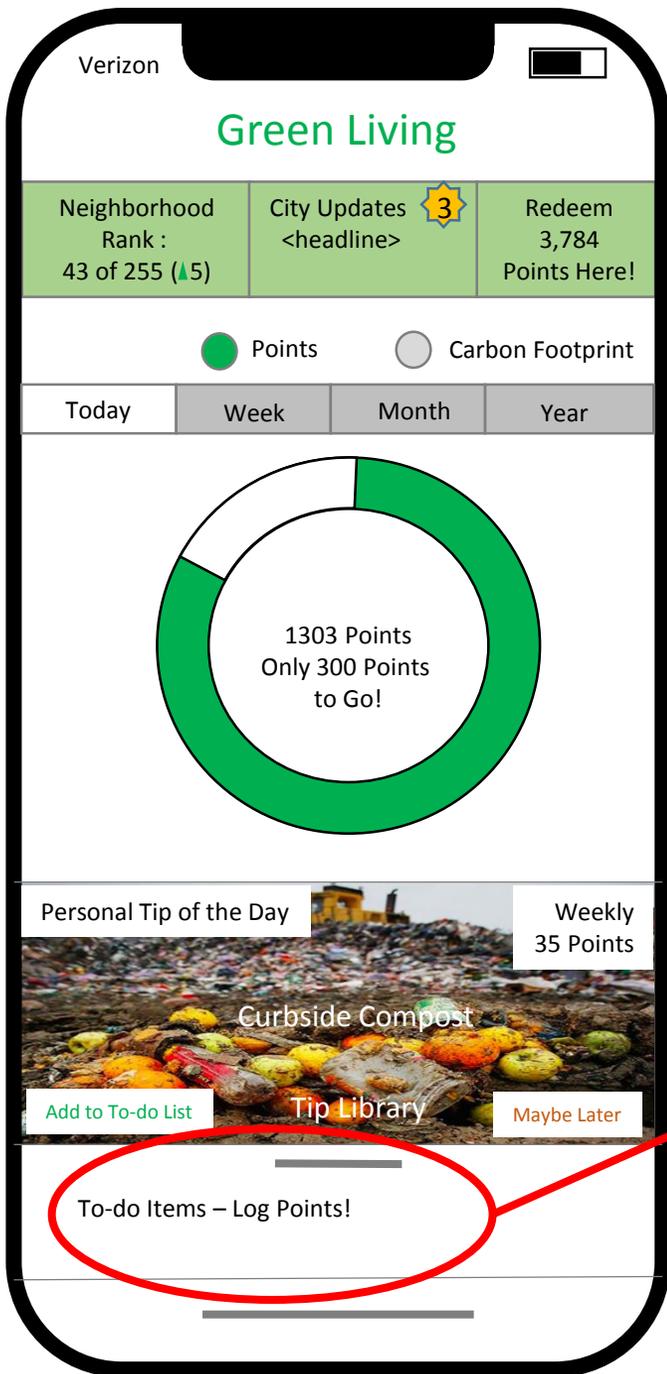
Local, Green Businesses:

Visibility / Recognition
Get more 'like minded' customers

Redeem 'points' for discounts

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







UV Pilot Scope

Pilot Summary

A 3 month Pilot Program to test the effectiveness of using a:

- software platform / mobile app, and a
- marketing program

to motivate sustainable habits and behavioral change within our residential community.

- Ideal Communities: Hanover, Hartford, Lebanon, Norwich, Woodstock
- Involvement from Vital Communities
- ~200 residents & 10 businesses
- Start in Spring 2021



The END