

Minutes of Meeting Jan. 25, 2011
Climate Protection Committee

In attendance:

Judith McGuire, Chair
Debby Litt
Stephanie Lowet
Carol Rubin
David Lublin, Council Liaison
Stuart Sessions
Eric, Niiler
Julia Craighill

1. Judy mentioned that she had convened the communications subcommittee and local marketing and communications professionals to solicit suggestions for improving our communications. Judy, Carol, and Stephanie will continue to refine this and keep the CPC informed.
2. The Food Fest is on schedule to be a fully subscribed event. Committee members were encouraged to RSVP if they planned to attend and to volunteer their time if available.
3. Bike Day has been set for May 15 with cosponsorship by CCES, the PTA, and Griffing Cycle. Eric Niiler will be the organizer. WABA and Bikes for the World have agreed to come. Eric mentioned the need to improve bike access to Bethesda and David mentioned the Connecticut Ave. Corridor Committee, which has been convened to pressure for sensible development at Chevy Chase Lake along the Purple Line. The CACC could demand bike lanes alongside Connecticut Ave. Carol suggested that Bike Tour Companies might be invited and she has one recommendation. Eric suggested that local bike organizations will be back again to promote recreational biking. Griffin Cycle will bring a bike decked out for bike commuting and bike erranding. Since Bike to Work Day is the Friday following Bike Day, Judy inquired whether TOCC might want to organize a group to ride into DC (or Bethesda, Eric added). Stephanie suggested that the Bethesda Rotary might be interested in volunteering. Many volunteers will be needed, especially to pump up tires at the bike mechanic's station and to help prep bikes for Bikes for the World. Eric will keep the Committee updated.
4. Stuart presented his concepts for the midterm assessment. It will be a combination of available quantitative data, process indicators, and qualitative information. Eric suggested that he look into O Power for some data. Judy suggested that disseminating its results should be coordinated through the communications subcommittee for maximal impact.
5. Julia presented the latest thinking of the green homes subcommittee on ideas to promote more energy efficient homes in Town. She distributed at the meeting a "Proposal for a Home Energy Efficiency Recognition Program" which proposed

that the Town/CPC publically recognize homes that have achieved measurable results in energy efficiency. Applicants would fill out a questionnaire (to be developed) that would be verified and written up by student Climate Corps members over the summer. TOCC recognitions would be given out in the Fall. If there is third party verification (LEED, Energy Star, National Green Building Standard or Earthcraft), the certification would be submitted with the application. Two options were given for verification of other energy efficiency improvements: a) review of submitted material for completeness and accuracy or b) before and after utility bills (including water) compared to square foot analysis (similar to Energy Star's Portfolio Manager for commercial buildings). The discussion seemed to veer toward accepting homeowners at their word but still collecting utilities bills and developing compelling stories from these people to use to encourage others in town to follow their lead. A special effort might be made to reach out to real estate agents and spec home builders to provide encouragement to build certifiably greener houses. Julia was asked to review the LEED and Energy Star registries to see if she could identify homes in Town that are already certified.

6. The meeting adjourned at 8:50