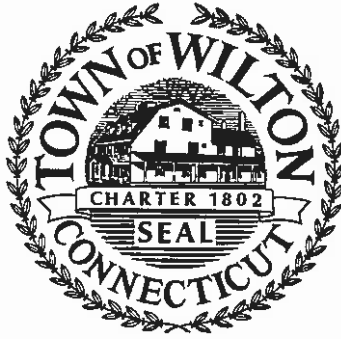


OFFICE OF THE
FIRST SELECTMAN

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William F. Brennan
First Selectman

Susan A. Bruschi
Second Selectman

Richard F. Creeth

Harold E. Clark

Ted W. Hoffstatter

TOWN HALL
238 Danbury Road
Wilton, CT 06897

**BOARD OF SELECTMEN
REGULAR MEETING
MONDAY, DECEMBER 20, 2010
MEETING ROOM B, WILTON TOWN HALL**

PRESENT: First Selectman William Brennan, Selectman Susan Bruschi, Selectman Richard Creeth, Selectman Ted Hoffstatter **ABSENT:** Selectman Hal Clark

GUESTS: Peter Lucia, John Savarese, Phil D'Amato, Robert Kelso, Bruce Hampson, Paula Byrdy, Becky Bunnell, Patrice Gillespie, approximately 5 members of public, Jan Andras

OTHERS: Joan Lownds (Bulletin), Kara O'Connor (Villager), T. J. Buzzeo (The Daily Wilton)

First Selectmen Brennan called the meeting to order at 7:35 p.m. Mr. Brennan, Ms. Bruschi and Mr. Creeth had just returned from a tour of town-owned buildings at 405 and 415 Danbury Road. These two historical buildings were in a state of disrepair. As part of a capital project, both houses have been restored and preserved and are now rentable properties. The two apartments in Marvin Tavern and the small house will soon be occupied and the income will begin recovering the investment.

A. Consent Agenda

Upon motion by Mr. Creeth, the consent agenda was approved as follows: (Ms. Bruschi abstained from approval of minutes as she was not present on 12/6/10)

Minutes

- Board of Selectmen Regular Meeting of December 6, 2010

Tax Refunds

- Motor Vehicle and Personal Property Taxes as per Tax Collector Memo dated 12/13/10
- Motor Vehicle Taxes as per Tax Collector's memo dated 12/14/10

Gifts

- Gift in the amount of \$25 from Adeline Sander to the Police Department Gift Fund
- Gift in the amount of \$800 from The Greens to the Senior Newsletter

These gifts are very much appreciated and these donors are thanked for their generosity.

B. Discussion and/or Action

1. Presentation by Go Green Committee on Educational Program for re-usable shopping bags – Ms. Becky Bunnell of the Go Green Committee gave a powerpoint slide presentation on a proposed educational program entitled "Bring Your Own Bag" – "BYOB" (copy attached to these minutes). The recommendation is for a six-month educational campaign that will encourage Wilton citizens to bring reusable bags on all or most of their shopping trips. Goal: Increase use of reusable shopping bags to 50% by retail measurement data.
2. Presentation on CRT Neighbor to Neighbor Energy Challenge – Ms. Paula Byrde of the Wilton Energy Commission reminded that they were given approval by the BOS to participate in a grant application to the Department of Energy. The State of CT was awarded \$4.1 million in funds. She then introduced Ms. Jessica Bergman of the Clean Water Fund. Ms. Bergman advised that there are 14 communities in the state who are participating in the Neighbor to Neighbor Energy Challenge. She will be the group leader for Wilton, Weston, Westport and Ridgefield. She gave a powerpoint presentation (copy attached to these minutes). The reduction goal of this program is \$9,361,309 in energy savings and 15,733 in MTCO2 reductions. Residents of Wilton will be encouraged to sign up for this program.

Selectman Hoffstatter left the meeting at this time.

3. Hooker & Holcombe Actuarial Fees and Contract approval

Mr. Peter Lucia of the Finance Department, on behalf of CFO Sandy Dennies, advised that she is pleased with the work that has been done by Hooker & Holcombe and recommends to continue contracting for their services. Mr. Brennan moved to approve the contract for services of Hooker & Holcombe. Motion seconded and unanimously carried.

4. Investment Committee recommendation for a portion of the Undesignated Fund Balance

Investment Committee Chairman Robert Kelso is recommending the investment of available funds for longer terms at 4 to 5 times the return we are seeing now. The only risk is if it becomes necessary to use the funds before the term ends. CFO Sandy Dennies has received proposal and engagement letter from Janney Montgomery Scott, LLC for investment services. Mr. Brennan advised that he has spoken with the CFO of Easton, who contracts with Janney, and received a very positive recommendation. The town has done due diligence on this firm and an increase in interest income is needed this year. Mr. Creeth would like to see additional information which Mr. Kelso will provide.

5. Miscellaneous Other Business

Annual Town Meeting – The Registrars are recommending the use of the Clune Center vs. Middlebrook School. The Selectmen all agreed.

Southwest Regional Mental Health Board – Before the next BOS meeting, an interview will be set up for a representative to this Board that promotes mental health and services for substance abuse.

Resignation – Ms. Alice Ayers has submitted her resignation as a member of the Planning & Zoning Commission, where she has served for ten years. She and her husband are moving from Town. She will be sorely missed on the P&Z Commission. Alice's service on the BOS and other town committees has been exceptional and most appreciated.

C. Public Comment: None noted

D. Reports

1. First Selectman's Report

Bus Barn Fuel Tank – Signage should be installed this week and the tank should be ready to go by the end of the week.

Rte. 7/33 Crossways – The northbound lane of Route 7 has been opened as promised. Progress is being made on the bridge.

Marvin Tavern – People have been parking on the newly seeded lawn of the building. Parking is for the residents of the building. The area is not school property and barriers will be installed to prevent further unauthorized parking.

VMG – We still need approximately \$5,000 in contributions. Soon the smaller “winter flag” will be put up, which is necessary due to higher winter winds. The larger flag will be returned in the spring.

2. Selectmen Reports

Mr. Creeth: Along with Sandy Dennies, attended the CCM Seminar – “Budgeting in Tough Times”. He was impressed with the quality of the seminar and sent out an e-mail to the other Selectmen with a summary of the main points.

Ms. Bruschi: No report

E. Adjournment – Having no further business, the meeting was adjourned at 8:45 p.m.

Jan Andras, Recording Secretary



WGG BYOB

Reusable Bags Proposal:

(Program Background and Objectives)

Objective of Program: Develop a 6 month educational campaign that will encourage a minimum of 50% of Wilton Households to bring reusable bags on all / most of their shopping trips

Hypothesis today: roughly 10 – 15% of trips currently using reusable bags

Current attitude and behavior hypothesis (To be confirmed through research) : Majority of wilton residents support the idea of using reusable bags but often either forget to bring them:

"I left them in my car and it's too much of a hassle to go back and get them",

"I forgot to put them in my car after the last shopping trip"

or consciously choose not to bring them that time as they want the plastic bags for other uses:

" use the plastic bags to line my trash can"

"I need those plastic bags to pick up dog poop".

There is also a sizable segment of the population who does not care about reusable bags and sees plastic or paper bags as a part of the service.

We plan to do research is to assess the size of these different segments



WGG BYOB

Reusable Bags Proposal :

(Program Overview)

January

- Heavy PR / Op Ed in local papers and e- papers letting Wilton residents know about the educational campaign, creating a sense of Home- town Pride in doing the sustainable thing.
- Step up signage in all local stores promoting reusable bags
- All store personnel to be trained to ask consumers out loud if they brought a reusable bag and if not, if they would be interested in purchasing one.

NC

February

- Conduct a design contest among all Wilton schools to create Wilton Inspired designs for reusable bags; creating a fun community event and getting broad awareness
- Showcase the winners at the Wilton Library , Town Hall and at the Y at the end of the month.

NC

March

- Heavy PR showcasing the winning bags
- Produce 2000 – 3000 “ washable” bags of a heavy duty fabric and put them at Take one Bring one Kiosks at local stores
- Ribbon cutting ceremony with Bill B at each of three major food stores.

\$2000 +
\$150/ Kiosk

April

- Ongoing PR ; potentially a program at the library for younger children from the Garbage Museum

\$150

May

- Create a Kiosk and broad based awareness program for the Wilton Go Green Festival

NC

June

- Ongoing PR

NC

November – Do follow up research / Store audit to see how many shoppers are still using reusable bags

December - Decide whether to move forward with a Ban or charge for bags based on November store audits

Ongoing:

- Get recycling clubs to promote reusables at school
- Work with local civic organizations to promote reusables among their members
- Work with COC to promote reusables and showcase savings for business community
- Conduct Pre and Post wave research and present results to BOS

NC

NC

NC

\$500 – 6000



Bag Art Contest Details

The heart of the WGG program is to run a design contest in February among all ages of Wilton residents to create the design that best represents what they love about their town. This contest will create broad based awareness of the reusable bags issue and encourage everyone to use them on a regular basis.

- 4 contest age groups:
 1. Adult
 2. High school
 3. Middle school
 4. Elementary and Preschools
- Contest judged by art teachers (must take them selves out of judging for the age group they teach)
- Winning bags and all runner ups displayed at a show at the Library (Feb 27 – march 4th) and at the Y (march 4 – 8). Library would also show the work of “ IN THE BAG” a creative range of reusable bag and bag art/ sculptures showcasing efforts to ban reusable bags around the world
- Sally G is working with Liz Milwe to coordinate her show during the Feb 27 – march 4th show
- We can also have a show of the Winning designs at Town Hall



Bag and Kiosk outline:

1. Produce 4 different designs for bags from Art contest
2. Produce 250 each design for sale (\$1.00 each)
3. And 1000 – 2000 Wilton 1 color bags that would be free

1. Set up Kiosks in

Village Market

Caraluzzis

Stop and Shop

CVS - TBC

Outdoor sports – TBC

Gap – TBC

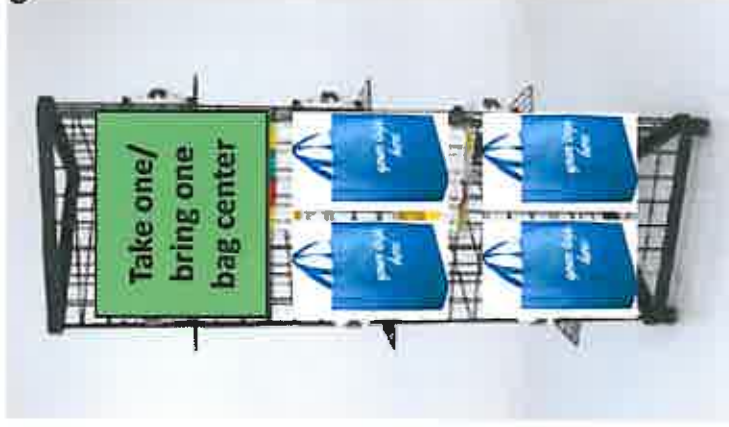
Others - TBC

4. Consumers bring in their bags to donate - Put in Bin – OR take a bag if they forgot theirs

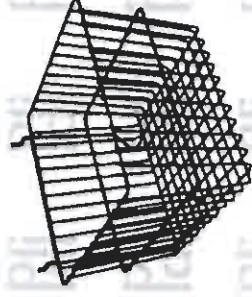
5. Donated Bags washed each week

Take one/Bring one

Kiosk option 1
Kiosk option 2
2 bins , one for clean and one for re-used bags



Wire baskets on back sides of Kiosk to take reused bags



Est cost - \$149 plus signage



Est cost - \$99 each X2 plus signage

Possible Bag:

Made of 5 oz 100% natural cotton fabric. Self-fabric handles. 100% ecological-friendly.

Bag Size: Width x Height x Gusset = 13" x 13.5" x 8", size tolerance: +/-1"

Handle size: length around 23.5", width around 1.2".

Quantity Discount (based on natural color):

1~19 dozen: \$14.00 per dozen(\$1.17 per piece)

20~39 dozens: \$13.00 per dozen(\$1.09 per piece)

40~59 dozens: \$12.00 per dozen(\$1.00 per piece)

60~79 dozens: \$11.00 per dozen(\$0.92 per piece)

80 dozens or more: \$10.00 per dozen(\$0.84 per piece)



WGG BYOB

Reusable Bags Proposal

(Program Budget)

<u>ITEM</u>	<u>2011 LOW</u>	<u>2011 IDEAL</u>	<u>REMARKS</u>
<u>REVENUES:</u>			
Grants/ Town funding	TBC	2,500	Best estimate to date
Exhibitor Fees	0	0	IN THE BAG exhibit -- free
Sponsorships	0	500	Assumes 3 businesses sponsor Kiosks
Donations	0	500	Assumes 500 in personal/ residents donations
Sales	250	250	Assumes 250 bags sold - conservative estimate
In-Kind Donations	0	0	TBC
Other	0	0	TBC
<u>TOTAL:</u>	250	3,750	
<u>EXPENSES:</u>			
2000 " free" bags	790	1580	Assumes .79 per bag: 1000 for low budget scenario
1000 " art " bags	1,190	1,190	Assumes .84 per bag and .35 @ for printing - EST.
Kiosks	447	894	Assumes peg board with begs and baskets - 6 total
signage	460	670	Assumes posters (400), kiosk signage (150), kiosk plaques (120)
Other	0	1,320	Research - Optional (600 for questionnaire), student auditors (\$10/hr X 72 hours)
	30	300	Garbage museum (150), shipping (120), misc (30)
<u>TOTAL:</u>	2,127	4,374	
<u>NET:</u>	-1,877	-624	



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Neighbor to Neighbor Energy Challenge
Update on Residential Outreach



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

About Neighbor to Neighbor



An innovative community program funded by a \$4.17 million grant from the Department of Energy



Our goal is to reduce energy usage by 20%.



We're supported by a coalition of experts that will help your town achieve its goals and earn valuable rewards, like free solar.





Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Progress Report

Savings: \$2,250

Costs: \$12,575

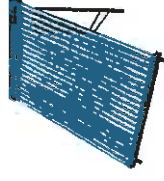
Value: \$26,000



5% over the goal

The Road from Start to Finish

Commit to the Energy Challenge	Neighborhood Energy Workshops	Energy Savings Lighting Program	Home Energy Solutions	Home Retrofit Weatherization	Home Retrofit HVAC	Solar Thermal System
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START

FINISH

CONGRATULATIONS!!

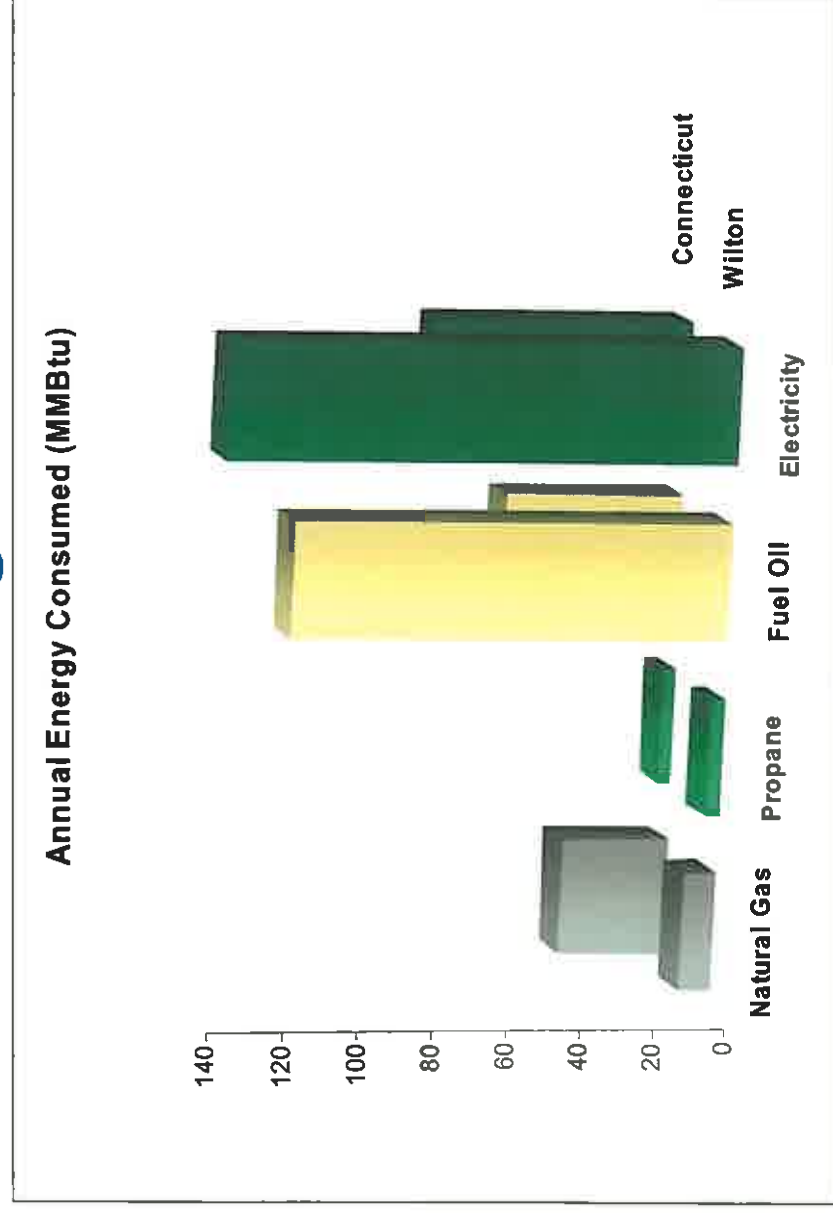


Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Heating Fuel %



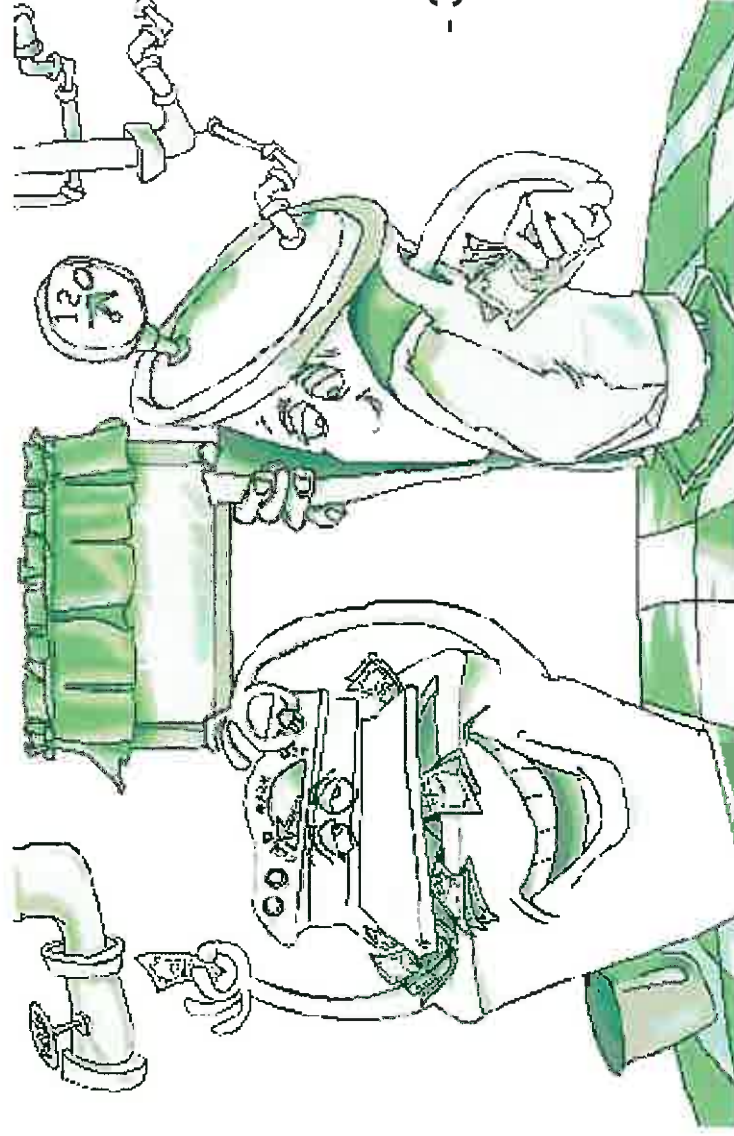


Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Lifetime of the Project: Big Impact in Wilton



Reduction goals:

- \$9,361,309 in energy savings
- 15,733 MTCO₂ reductions

Equivalent to:

- 3,008 passenger vehicles off the road
- 1,769,741 gallons of gas used
- energy usage of 1,339 homes



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Who's participating?



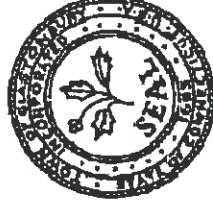
Bethany



Cheshire



East Haddam



Glastonbury



Mansfield



Portland



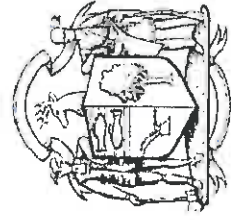
Lebanon



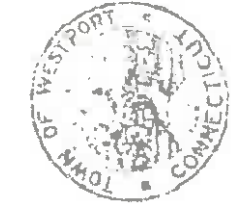
East Hampton



Ridgefield



Weston



Westport



Wethersfield



Wilton



Windham



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Help 616 homes in Wilton Reduce Energy Consumption by 20%

- **STEP 1:** Join the Challenge
- **STEP 2:** Home Energy Solutions (HES) Visit
- **STEP 3:** Move forward with HES recommendations





Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Our team of experts is here to help!



**CLEAN WATER
FUND**



**CONNECTICUT
ENERGY EFFICIENCY FUND**



Earth Markets
Save Money — Save the Planet!
One Community at a Time



**CONNECTICUT
CLEAN ENERGY FUND**



**Massachusetts
Institute of
Technology**



SmartPower
Let's Get Energy Smart.





Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Lessons Learned from Consumer Research

- Community and trusted sources are key.
- Use the right language and messages.
 - It's not the environment.
- Inspire; don't preach.
- People have busy lives. Make it simple.
- Rewards and recognition are important.



SOURCE: SmartPower



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Elements for Success

- Trusted sources like **YOU!**
- A team of inspired young people to help with outreach
- Marketing and communications support
- Rewards and incentives for achieving goals





Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Strategic Outreach / Key Partnerships

- Six-point solution:
 - Education
 - Faith-based groups
 - Seniors
 - Business community
 - Community groups
 - Media

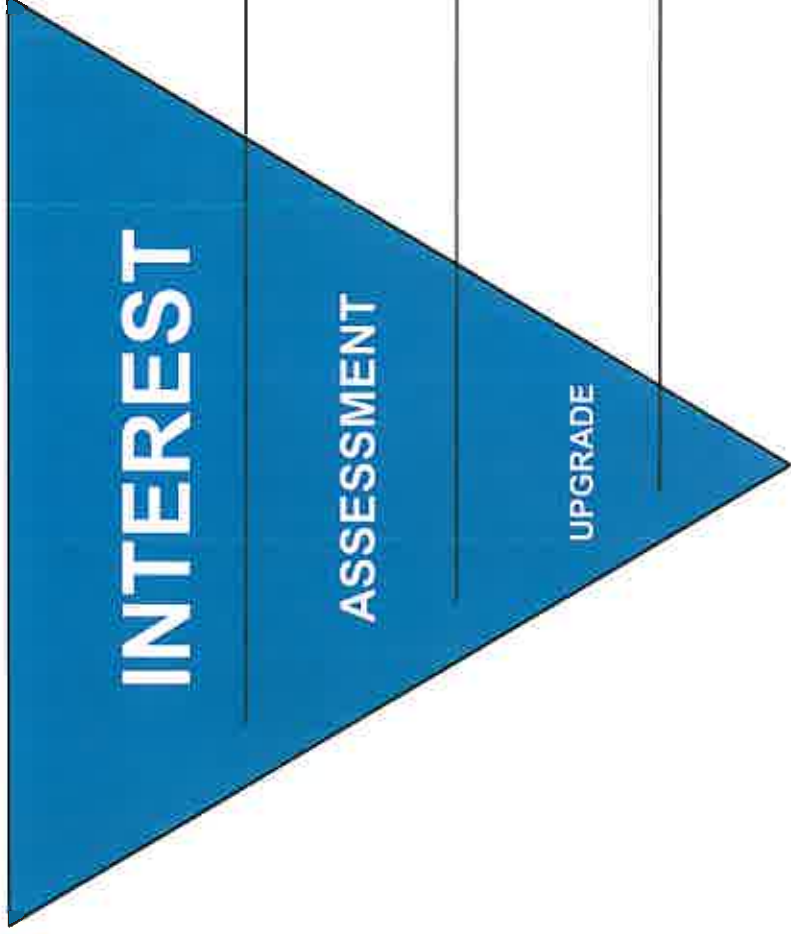




Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**



Generate pledges

Create HES customers

Support retrofits



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

■ **Already in place:**

- Campaign brand/theme
- Organizing and outreach teams
- Customized town Facebook pages
- Online pledge form
- Coordination with HES contractors
- Financing information
- Customized research

■ **Coming soon:**

- Energy Workshops
- Energy Savings Lighting Program
- Monitoring and tracking of communications and outreach strategies
- Interactive website
- Town launch





Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Strategy and Tactics

- **Awareness**
 - Community stakeholder meetings/sell N2N's value
 - Earned media
 - Visibility via outreach materials and tabling
 - Pledges
- **Interest**
 - Case studies from trusted sources/leaders
 - Presentations to community groups
 - Online tool kits
 - Ongoing email marketing and social media campaigns
- **Persuasion**
 - Volunteers/sign-ups
 - Energy 101 Workshops
 - Energy efficient lighting program
 - Engaging contractors
 - Recognition and rewards (town leaders)



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Program Rollout

PRE-LAUNCH	• Promote N2N benefits to town stakeholders • Develop outreach/communications tool kit for towns • Create outreach materials for N2N partners • Generate early sign-ups/develop traction • Adjust messages and materials as needed
LAUNCH	• Create media event to launch program across all towns • Develop rolling launches in individual towns • Manage press and media relations
POST-LAUNCH	• Sustain momentum from launch • Maintain visibility in every town • Implement energy efficient lighting program • Leverage sign-ups to attract new pledges • Promote success via case studies • Implement ongoing communications • Social media to expand program • Ongoing earned media
WHAT'S NEXT?	• Program evaluation • Tracking • Focus groups • Polling



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

What You Can Do

- Encourage residents of Wilton to sign up for Neighbor to Neighbor
- Review the Wilton Strategic Outreach Plan
- Weigh in on the current campaign plans with thoughts and suggestions
- Act as a liaison between N2N staff and local contacts
- Help promote a neighborhood energy workshop for Wilton



Neighbor to Neighbor

ENERGY CHALLENGE

Small Changes. **BIG RESULTS.**

Questions?

Key Contacts:

- Jessica Bergman, Clean Water Fund (860) 232-6232
- Kerry O'Neill, Earth Markets (203) 258-2550
- Bob Wall, CT Clean Energy Fund (860) 257-2354

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