

Amherst, Massachusetts  
Energy & Climate Action Committee  
Phase One Outreach Report

18 November 2019



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# ECAC Outreach Executive Summary

ECAC members implemented an active outreach plan during September and October of 2019. Through conversations and outreach with a broad range of over 250 Amherst residents and other stakeholders, the committee exceeded its own expectations for the Phase 1 outreach effort. The committee gathered feedback by a variety of means, including tabling at four community events, holding two public forums, and conducting numerous individual and group interviews. The results shall serve as a useful basis for Phase 2 outreach moving ahead.

The outreach showed consistent support for setting ambitious, science-based goals and for climate action in general. The positive framing of our community visioning attracted minimal resistance, however it is unlikely that those voices in opposition would be captured in this initial outreach effort. We engaged a broad representation of town officials, committees and school staff by eliciting their deep understanding of the issues and proven records of accomplishment. They expressed a combination of support, interest, and requests for further inquiry. Property owners and business community representatives expressed a clear willingness to work together on climate action in the future. Renters at the apartment complexes demonstrated interest about the urgency of climate action during outreach at Butternut Farms, Olympia Oaks and the Boulders Fall Festival events. Whole families expressed interest at these events; children of parents not fluent in English served as their interpreters to express their parents' concerns.

Members of community organizations were interviewed for their opinions, again voicing overall support for the ECAC mission and goals. A group of residents at Applewood Retirement Community found it easy to understand how a culture shift relating to the urgency of climate change might happen because quite a few had experienced lifestyle changes to support the war effort during WWII. Many organizations have already begun to develop a dialogue with their constituents as well as taking specific action regarding climate change.

ECAC representatives inquired as to what perceived barriers to climate action might be. Quite a few suggested inaction or negative action on the federal level, at least under the current administration. One expressed concern that we do not clear cut forests to build solar, while another community member said the opposite. Several people mentioned the upfront cost of climate action and interests that might compete with climate action dollars as well as the potential burden of stricter regulations or perceived technological hurdles.

Phase II ECAC outreach will focus on specific goals. Outreach will continue to involve the Phase I stakeholders as well as a much broader constituency of town residents - ideally with the assistance of a consultant funded under a state Municipal Vulnerability Preparedness (MVP) grant.

It is notable that Sustainability Coordinator Stephanie Ciccarello has conducted a thorough outreach program in the context of the MVP program, which solicited resident feedback

about town vulnerabilities and proposed solutions to climate change. We have included this information because it contains community member responses and serves as a foundation that informs ECAC outreach in a number of areas.

The ECAC is enthusiastic about engaging the community on a deeper level during Phase II of its outreach and in the development of strategies that work towards a reduced carbon future to decrease the impacts of climate change in Amherst and beyond.

# Outreach Phase One

The ECAC Phase 1 outreach detailed below was completed to inform our initial broad climate mitigation goals and target date recommendations as required by Town Council order #: 01282019-6b2 (January 28, 2019). The input we will seek during Phase II will help shape our proposed specific targets and actions to achieve our broad targets.

## Demographics

Given the limited timeframe and budget, the Phase 1 outreach effort represents a selective sample. It is our strong recommendation that we invest additional effort to reach deeper into multiple town constituencies, especially our low income residents and renters. The ECAC is working with the town staff to include requests for funding for this effort through the Municipal Vulnerability Preparedness (MVP) grant process and will continue to prioritize inclusiveness in our outreach moving forward.

## BID Block Party and Digital Survey

The ECAC tabled at the September 19, 2019 BID block party. Members of the committee introduced themselves to the public, answered questions, and captured comments from townspeople. Additionally, we conducted a digital survey designed to hear from the town as well as introduce the topic of climate change. We estimate that approximately 100 connections were made during this event, 18 digital surveys were completed, and 35 people wrote comments on an open comment poster board.

## Community Visioning Forums

The ECAC Outreach Committee planned and provided two public visioning forums on October 2 and 5 with the goal of obtaining feedback from the community. The forums took place at the Bangs Center and Jones Library with the Saturday event pulling in twice as many participants for a total of over 40 people. Upon entering, participants were asked to respond to a number of open questions in writing, including:

- What Solutions to Climate change are Most Exciting For You?
- What Do You Most Want the Energy and Climate Action Committee to Know About You?
- What Will Be the Town's Greatest Challenges in Acting on Climate Change?
- What Sector Are You Most Eager to See the Town Take Action On?
- Blank Card Comments:

With an introductory statement, a representative of the Committee laid out background information and the rationale behind having science-based climate action goals for the town. The main activity involved dividing into breakout groups. Each group brainstormed what should be done in the energy sectors of transportation, building, electricity and agriculture

and when those actions should be completed - should the town take action now, within 5 years, within 10 years or within 30 years? Folks shared their grids with the whole group and the Committee collected all of the outreach data.

## Stakeholder Interviews

We designated which segments of the population were targets for Phase 1 outreach and each member signed on to interview some people from that segment:

<b>Segment of Town</b>	<b>Number of interviewees</b>
Community Groups	4, # participants = 27
Low-Moderate Income Renters	17
Business Community	3
Town staff/committees	7

We developed goals for the interviews and sample questions that committee members could choose from. Members were encouraged to cover the goals of the outreach interviews in their own way.

Goals for these interviews:

1. Introduce a diverse group of residents, businesses and town staff to the Energy and Climate Action Committee
2. Find out how knowledgeable the community is about the need for climate action generally
3. Understand the opportunities for transformative action that most excite our community members and the barriers facing them in making a just transition to a carbon neutral Amherst
4. Gauge how much support we need to build among residents and businesses of Amherst to adopt science-driven targets like reducing GHG emissions 50% by 2030 and 100% by 2050
5. Identify willing partners with helpful expertise and diverse perspectives to collaborate with.

## Appendices

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# Demographics

<p><b>Forums: 36</b></p> <p><u>Age range:</u>          15-20 (3)          20-30 (2)          30-50 (3)          50-60 (4)          60-70 (10)          70-80 (5)          80-85 (5)          No age given (4)</p> <p><u>Gender:</u>          Males: 13          Females: 22          Unidentified: 1</p> <p><u>Racial Identity:</u>          White (30)          Asian (2)          African-American (1)          None given (3)</p> <p><u>Housing:</u>          Renters (1)          Owners (30)          Campus Housing (1)          Youth (4)</p>	<p><b>Community Groups: 26</b></p> <p><u>Age range:</u>          40- 60 - 2          60-70 - 4          70-80 - 8          80-90 -7          90-100 -2          No info - 7</p> <p><u>Gender:</u>          M - 9          F - 17</p> <p><u>Racial Identity:</u>          White - 19          Unknown - 6</p> <p><u>Housing:</u>          Renters - 5          Owners - 11          "Other" - 4          Unknown - 5</p> <p><u>Income:</u>          20-30K - 2          30-40K -          40-50K          50-70K -8          Over 70K - 9          No answer -10</p>	<p><b>Fall Fest: 16</b></p> <p><u>Age range:</u>          20-70</p> <p><u>Gender:</u>          M - 10          W - 6</p> <p><u>Racial Identity:</u>          White - 3          Black - 3          Hispanic - 3          Asian - 7</p> <p><u>Housing:</u>          Renters - 16</p> <p><u>Income:</u>          low to moderate          -16</p>	<p><b>Individual Interviews: 10</b></p> <p>Town Employee/Committee - 7</p> <p>Renters - 1</p> <p>Business community - 2</p> <p>Non-profit - 1</p>
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## Block Party Written Responses

### **Waste: 3**

- Recycle
- reduce/recycle/reuse
- stop using plastic bags

### **Clean Energy: 2**

- Solar panels on big box stores
- Fund clean energy research

### **Voting: 4**

- Vote!
- become a climate change single issue voter!!
- Vote out Greed!
- Elect people (who care) to public offices

### **Activism: 6**

- Mobilize – the science is here, pay attention to it
- Strike on 9/27 @ Amherst College!
- Stop it now
- CRISIS!!!
- Stop emitting Green house gases!!!
- Political Will!!!

### **Transportation: 8**

- Electric Cars (child's feedback)
- Better Public transportation!
- Integrate bicycles into downtown parking plan
- take the bus
- walk or use public transport
- better bike routes
- High Density housing – more buildings in town to reduce transportation
- Stop using things that run on gas (Odin, 6 y.o.)

### **Behavior Change (non-transport): 4**

- Make individual lifestyle changes
- more meat-free food options! ( “yes” with an arrow pointing to this comment)
- Nurture community
- Go Green!!

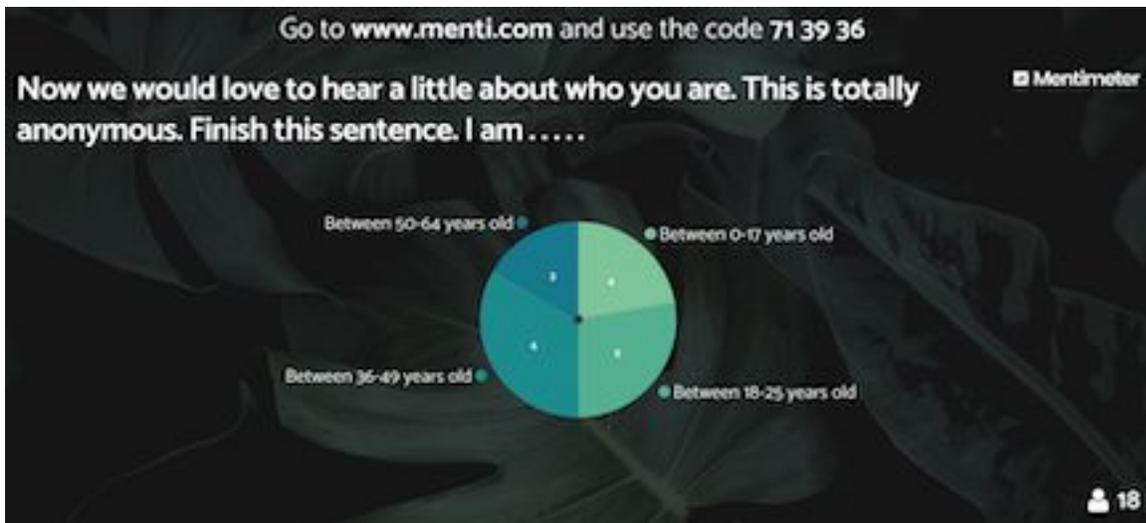
### **Agriculture/Land Use: 1**

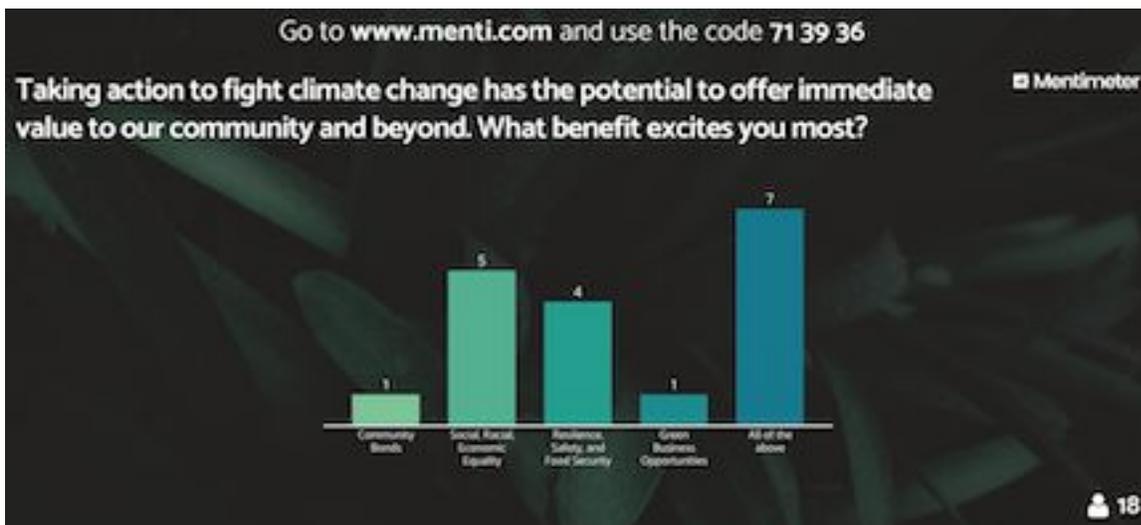
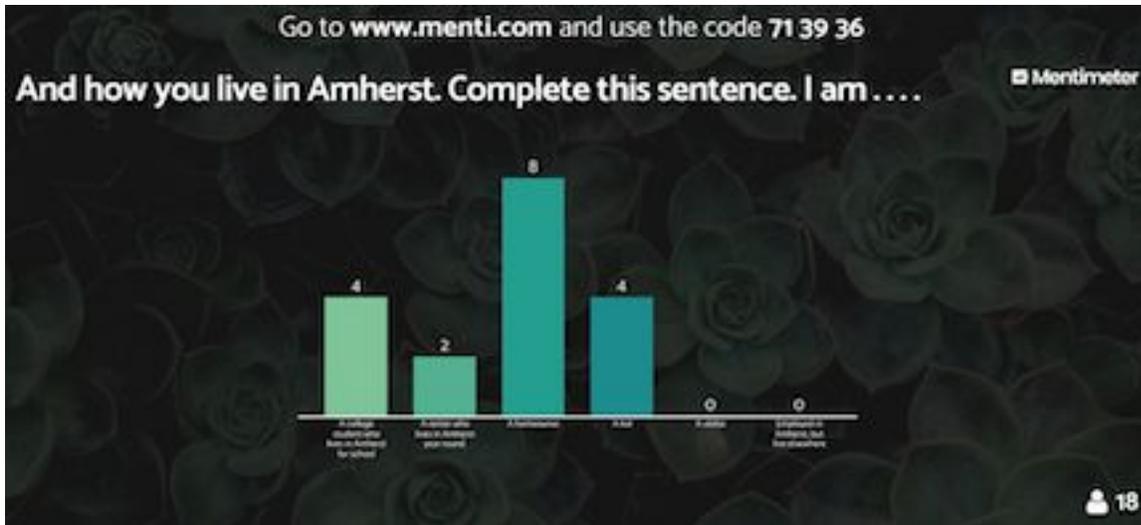
- parks

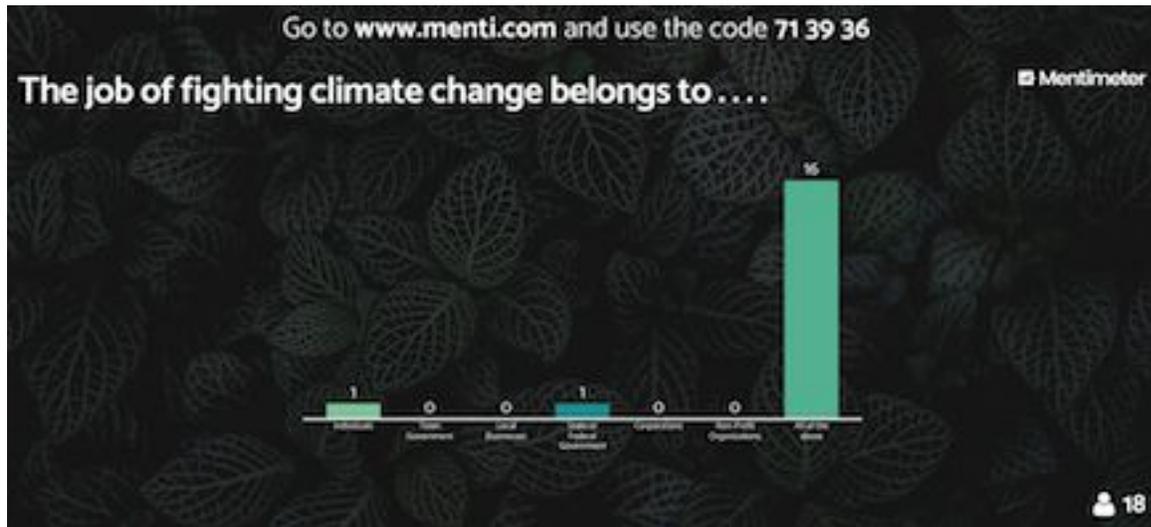
### **Other: 4**

- Realize structural causation systems cause climate change not individuals
- Call it “global warming”
- love and peace
- overthrow capitalism

# Block Party Digital Survey







Go to [www.menti.com](http://www.menti.com) and use the code 71 39 36

### Imagine a world where we are winning the fight against climate change. What does it look like?

A world not burning	Lively and beneficial to all citizens	Clean air for all
Economic and social equality, energy security, food security.	A green oasis	Engaged citizens, with renewable energy producing food and energy for and by the town, so that all have access to resources
Green and friendly	Clean and fresh and green	Less wealth disparity. Good work and

Pause scroll

Mentimeter

16

## Community Visioning Forum Flyer

(distributed via town media list, social media, town website, schools' facebook pages, employee list, boards & committees, physical posters, community groups, community calendar, flyers and posters at block party, ECAC media interview, & word of mouth)

# WHAT DOES CLIMATE CHANGE MEAN TO YOU?

### **EVENT DETAILS:**

**October 2nd, 2019**  
**Large Activity Room**  
**Bangs Community Center**  
**70 Boltwood Walk**  
**7:00 PM—8:30 PM**

**October 5th, 2019**  
**Woodbury Room**  
**Jones Library**  
**43 Amity Street**  
**10 AM—Noon**

## **COMMUNITY VISIONING**

**WE NEED YOUR  
VOICE. SHARE  
YOUR IDEAS,  
THOUGHTS AND  
CONCERNS**

**LED BY  
MEMBERS OF  
THE ENERGY AND  
CLIMATE ACTION  
COMMITTEE**

**ALL WELCOME!  
CHILDCARE  
PROVIDED**

**FOR MORE  
INFORMATION CONTACT:  
CICCARELLOS@  
AMHERSTMA.GOV  
(413) 259-3149**

# Community Visioning Forum Matrix Responses

## Notes From Group Sharing

- Water not included on chart - pay attention on how to treat it
- Transportation shift to bikes, walking, scooters
- Amherst should be leading & taking action
- High school - more experiential learning/lab based classes around climate change

	Now	5 years (2025)	10 years (2030)	30 years (2050)
<b>Agriculture &amp; Land Use</b>	In-fill development multi-family	Encourage carbon sequestration farming	Town can help w/ training & land assistance to new farmers, Trolley High trail	
	Banning spruzol	No greens just fields commons, Backyard & public gardens	For 50% change national network or land change lifestyle drastically	
	Thee planning projects including trees vertical & indoor farming	Empower & trust experts to have land management confidence town	Produce as much food as we consume 100%	
	No solar on trees don't remove land/trees - work with planning board	Waste= food, compost goes to local farms,	My granddaughter will be 32, give her a reason to stay in Amherst!	
	ECAC get in there early on new building	Order people who can no longer garden - match w/ kids in younger renters to grow food-regenerative		
	No pesticides from lawns to street, incentives to use less pesticides	Nature no longer can do it alone conservation land us .ag		
	Control run off from farms, Local schools buy as much food from local farmers, Municipal composting 100% home & restaurants & schools	Using universities schools to grow local food for families - maybe a farm created for educational purposes for students, but purpose for students but produce benefits community		
	Nonprofit, private, business, public schools, colleges - how can they contribute			
	Density lawn shift, Ag= carbon negative decentralized bio-digestion, Forbid use of pesticides & herbicides			
	Farm-nature balance, Umass #3 Ag school all global high tech, Pesticide ban, Inven by Amherst farm and develop garden culture support small farm entrepreneurs Tim Holcomb Be aggressive w/compost, need neighborhood pickup, Encourage land preservation for carbon sequestration			
Umass ranked #3 in Ag, but most is the centralized ag, not regenerative, Programs to make local farm affordable				

	Now	5 years (2025)	10 years (2030)	30 years (2050)
<b>Transportation</b>	Make driving downtown more difficult and better buses, electric buses	Tiered transit,	Hydrogen powered vehicles	Driver-less buses,
	Dutch model live service	"little villages"	Smaller buses when not needing large ones	Light rail
	Electric hybrid buses increases bus service "uber-drive" inspired	Negotiate school bus contracts renewable energy	Buses getting more full how do we keep congestion down?	
	electric school buses to replace old buses	Municipal fleet go electric need formula rethinking ICE veh? (not sure what this says)	Work with JCPC to do in less than 10 years	
	Embrace no idling find outlets	Charging stations - need plan & implement	Bike & transit infrastructure walking complete	
	Find ways to communicate	Common trash recycling pick up instead of different companies to serve the same place	No cars in downtown! Instead periphery parking lots with frequent shuttle vans to downtown	
	Seniors getting rides for low cost - get rid of cars - Partner with Lyft	67% will only bike on separated paths same for walking		
	Fewer vehicles on road more public transportation	Bikes & scooters infrastructure,		
	Electricity all new buses PVPA, Replace fossil ones with electric	Example portland bike city transition, Ask people how they think about food? Food security @ us for victory gardens		
	No truck idling, no bus idling	Comprehensive safe bike paths		
	Hybrid bus PVTA, A day for no driving in middle of town	Complete coverage public transportation (frequency & routes)		
	Schedule periodic no car days, Begin immediately to acquire only electric vehicles for the town			

	Now	5 years (2025)	10 years (2030)	30 years (2050)
<b>Buildings</b>	Support for landlords, net zero or stronger building codes	Landlords - require EE and conserve action and prevent passing on costs to tenants	All new buildings zero net energy	
	Identify the authorization opportunities for properties	Target home energy programs to households with as many studies show remarkable decreases in as many other home improvements	Adapt buildings codes adapt to solar in mind require solar	
	Rentals to be included in CCA, support carbon pricing	Energy efficiency in buildings - insulation, lighting, etc., All new public & commercial buildings net zero	Change materials, asphalt shingles, grass drive ways?	
	Make revisions for zoning guidelines	Benchmark - high school, All new buildings net zero & major renovation, Hybrid buses school & PVTAs, bikes, shuttles buses,	Construction embedded carbon on restore here for buildings	
	Every plan for private building comes to ECAC	Start with immediate requirements for new buildings commercial, residential, etc., Electric buses, electric cars, incentives subsidies other methods		
	Bike lane side walks reduce	Renovations of all town existing buildings to reach net zero		
	All municipal buildings that are renovated must switch to non fossil fuels, incentives to renovate all buildings to net zero	Schools, - new building elementary schools?, when school roofs are replaced, add solar panels/solar canopies on parking lots		
	Ground source heat pumps, How to get more households to insulate & air seal? - town wide program similar to "insulate community", tax incentive			
Policy for net zero for all new construction (state stretch code), New buildings have solar panels, Require all newly constructed buildings & homes to have solar panels now				
Repurpose buildings rather than demolish (municipal), home directly require energy new commercial buildings proposal to include a plan for net zero by 2035				
New buildings (private) not net zero, library building not planned for net zero, Survey load reduction low hanging fruit				
Budget challenge - educate on net zero - if possible, Reduce the energy load in housing stock - energy audit/insulate public/private partnership				

	Now	5 years (2025)	10 years (2030)	30 years (2050)
<b>Electricity</b>	Solar canopies over parking	State government impose better regs on utilities to expedite solar/renewable	Department based on solarization	
	CCA 3.0	All new parking lots new cost solar on roofs	Smart grid, local more renewable energy	
	Solar on all municipal roofs	Planning to prevent solar from taking up solar forestland		
	Policy on solar siting on black top not green	CCA		
	CCA			
	Increase solar use, Parking lots w/solar canopies			
	CCA			
	Turn off light in Parks			
	Community aggregation CCA using clean energy			
	Solar panels on parking lots & buildings - not on agricultural or forestland			
Charging stations for electric vehicles in town lots				

	Now	5 years (2025)	10 years (2030)	30 years (2050)
<b>Other</b>	ECAC work with town departments	Green and town departments	Municipal composting or private composting, municipal waste	Culture shift, How to respond to changing educational institutions.
	Voces of LGITG & marginalized POC brought to conversation	Job training, Waste education spiritually change	Zero waste	
	Waste: Pay per bag program, waste to opt zero waste pba	Waste: Campaign to buy local food not processed	Zero carbon by 2030	
	Board of health could buy organic from in state, Use media to let people know about ECAC work	Local food bags	Make other consciousness change over time - concrete local climate changes	
	Fill all the state to do it & agree on how & that we have to do it	Fast more trees-plant when they go carefully	Change in consciousness - residents, develop is will say "of course" click	
	Be a leader, Coordinate alignment with colleges, high school & high level financial	ECA climate impacts elements,	Educational tools - carbon footprint calculator	
	Have a place at the table at WPCF - participate budgeting conversation	Use friendly competition with energy/finance departments in municipalities	Green ideas discussion to be more energy efficient	
	Incentive loans for solar on rental properties, zoning, Top 5 colleges for leadership & research	Electricity (scope - Ash - States)	2050 but soon enough for carbon neutral	
	Direct town \$ for fossil fuels - es Dept director, local school curriculum switch from test to practical skills oriented	Equity includes same old democracy climate justice	Carbon sequestration	
	Waste: compost paper, (pba) - get busy,	Review & upgrade incentives to "go green" at individual, business, town levels	Carbon negative as a town, Carbon neutral by 2040	
	Target schools for reduction - invest in the pool for upgrades (rate of return), carbon footprint calc, line stream, take risks, change your investment on early energy use	School curriculum centered around climate change - real people not just a student	Use the direction - to reduce waste use and the energy that goes into processing waste (Green in state in table box)	
	Openly say that it doesn't affect us	Schools have zero school - integrate kids into the system of energy, waste, operations work, etc.	More smart cars, electric cars of buses	
	School curriculum include carbon literacy, be an example for other schools - integrate learning about ZEE buildings	Doing just reading, climate impact reports required for all proposed expenditures and decisions by any municipal body or official	Turning point (2030-2050) !!	
	"Education is extremely important like all town & not school in the state, challenges from town	Eco-centric culture (US, home-centric)		
	Seize the energy ALA WWII, Reduce energy consumption	"Need dramatic support that town is supporting"		
	Simplify, Reduce carbon embedded carbon in products town buys	Ensure that low income residents benefit from and have access to all transition benefits		
	Affected it should be known/known in the town carbon footprint, Design/avoidance contribution for -12	Carbon footprint literacy, Use in newsletters and colleges to help with research & feedback		
	Get out to communities impacted by environmental degradation; just issues, Carbon neutral as a town	Feedback loops on education		
	Do a little better than IPCC guidelines zero by 2020, Develop our "climate laws"			
	Budget to minimize policies, building permit requirements, try to bring education at community level, and at youth level			
Energy literacy - a wide spread & experiential learning in energy tech & infrastructure				
Am he is kind lead, if indegitable staff (pba) bags in stores) receipts - compost for towns,				
Need ECAC to have climate literacy				
Food skills line and opt composting: Food - towns				

# Community Visioning Forum Questions and Written Responses

Oct 2 & Oct 5

## What Solutions to Climate change are Most Exciting For You?

- 1) "A Green budget for all town departments – with targets in line with natural/international climate change goals."
- 2) "100% renewable energy for Amherst by 2030. Electrify/decarbonize municipal fleet/better mass transit. Make Amherst more pedestrian and bike friendly"
- 3) "Community solar/wind that residents opt-in to"
- 4) "Encourage in-filling development."
- 5) "Increase our use of renewable energy and becoming more self-sustainable"
- 6) "Zero Waste"
- 7) Urine diversion to reduce loading on Town sewer processing (Brattleboro Rich Earth Institute)
- 8) Net Zero for ALL new buildings ("Ditto" – with arrow)
- 9) Compliance with 100% Renewables Resolution
- 10) Reconnecting to outside environment
- 11) Becoming carbon neutral (preferably carbon negative) with whatever combination of strategies gets us there
- 12) Green New Deal
- 13) Knowing the future of our world won't be a litter box
- 14) Transportation mode shift to non-private motor vehicles i.e. bike, ped, transit (& soon scooters)
- 15) Build diverse inclusive neighborhood economics w/micro-farms, stores, affordable housing, backyard habitat....
- 16) Changing school curriculum from preparing for test to preparing for future (Go Greta!)

## What Do You Most Want the Energy and Climate Action Committee to Know About You?

- 1) "I am knowledgeable in the areas of solar, heating/cooling, insulating, saving energy"
- 2) "I believe that we can prevent what now seems like inevitable apocalypse"
- 3) A plan! Sooner than later!
- 4) Grandparent: give their generation a chance!
- 5) Eager to help take action!
- 6) I've been a sustainable energy professional for thirty years. My colleagues have known for decades that we need to take action – Please: let's do everything we can NOW
- 7) All communities are impacted by climate change
- 8) I'm 16 yrs old and I know that we can't waste any more time. My generation's future is at stake
- 9) I'm discouraged to see that lack of small scale habits (e.g. recycling at town's restaurants)
- 10) Grandparent, parent, human – we need to be carbon neutral NOW

- 11) I'm on the Amherst TAC & we cannot adequately advance a transportation mode shift w/out wider community effort to advance this goal.
- 12) Sunrise Amherst Mailing List: [bit.ly/Amherst-sunrise-signup](http://bit.ly/Amherst-sunrise-signup)

### What Will Be the Town's Greatest Challenges in Acting on Climate Change?

- 1) Budgets and fear of increasing taxes
- 2) Increasing the amount of homes with solar may affect building codes
- 3) Budget/acting solo/inactivity of other area municipalities, state slowing legislative action, perceptions that local action 'drop in the climate action bucket'
- 4) Lifestyles of unbridled consumption
- 5) Inertia
- 6) Shortsightedness
- 7) Not realizing how urgent this is – how quickly we need to act
- 8) Avoiding! always listening/voting in favor of support of development and the money!
- 9) Getting citizens to get behind all efforts – educate
- 10) Defining climate change from a real lay person's perspective when they deal daily with economic and health disparities
- 11) Budget issues
- 12) Political will
- 13) Reaching agreements
- 14) Budget priorities – need to consider climate crisis an emergency
- 15) Allowing taxes to increase to save us!

### What Sector Are You Most Eager to See the Town Take Action On?

Agriculture & Land – 5  
 Electricity – 9  
 Transportation – 11  
 Buildings – 12  
 Other – 5

### Blank Card Comments:

1. Be a leader to majorly increase the number of buildings with solar
2. \*Reinforcing idea of what an adapting exciting urban future might look like here – a reason to move here – and ready to be an anchor as (?) evolve/maybe get (?) on the coast
3. 2050 isn't soon enough for carbon neutral – Let's push forward as quickly as possible! Amherst can set an example and influence other towns – MAKE THIS AN IMPERATIVE!!!
4. Lightly touched upon...but Transportation: bikes, more access, buses (scooters?). I live in S. Amherst so buses aren't 100% accessible 24/7, so I'm forced to use a car...Also plastic packaging in stores...and produce bags
5. Take % of marijuana tax for energy & climate investment in regenerative agriculture
6. Climate curriculum in schools and requirement at University
7. Electric equipment for town maintenance for all new purchases

8. 'Require landlords as part of rental permit to demonstrate energy efficiency compliance and increase their fee to be a landlord
9. Shift CPA funds to include climate/energy related projects: 2%= traditional CPA & 1%=energy/climate CPA
10. ECAC please shift the dialogue in town to the importance of being carbon neutral much earlier than 2050.
11. Amherst workers & provide a shuttle service instead of parking permits in town for only \$25/year!
12. Re: Jones Library Plan to demolish 40% of building (built 19930 & add 35,000 sq. ft. of new construction with fossil fuel HVAC: 1) withdraw application to Mass Board of Library Commissioners for \$13.8 million construction grant 2) retain library space consultant to make optimum use of library's existing 51,000 sq. ft. 3) heat/cool library with geothermal/ground source heat pumps. See 2010 estimate to Library Trustees from Dragon Geothermal. 21 wells ; about %22k per well(confirmed orally in 2018) instead of a new fossil fuel HVAC at more than \$800k. Also, insulate library's roof!

# Stakeholder Interview Guidelines

These interviews are just the beginning of our outreach. These interviews are to

- Introduce the ECAC
- Learn about the climate knowledge, vision, motivation, and concerns of our community
- Get feedback on our draft goals/targets

Our goals for the interviews shaped the information we chose to include and the questions we ask. You can ask the questions your own way as long as you can summarize the answers on the following pages. Once you get talking, you may not need to ask certain questions because your conversation might cover them naturally.

Important: Take a lot of notes - capture some quotes for use in our report to the Town Council.

## Guidelines

- Emphasize that ECAC is just getting started
- Show your enthusiasm for our work and goals
- Listen to understand (not to find weak points in the interviewee's logic)
- Leave space for them to think - this might be their first conversation about climate change
- Don't argue
- Make no promises that we haven't agreed to as a committee
- Don't talk at them if they aren't talkative
- Steer them to local issues if they are talkative about national/global level solutions

Goals for these interviews:

1. Introduce a diverse group of residents, businesses and town staff to the Energy and Climate Action Committee
2. Find out how knowledgeable the community is about the need for climate action generally
3. Understand the opportunities for transformative action that most excite our community members and the barriers facing them in making a just transition to a carbon neutral Amherst
4. Gauge how much support we need to build among residents and businesses of Amherst to adopt science-driven targets like reducing GHG emissions 50% by 2030 and 100% by 2050
5. Identify willing partners with helpful expertise and diverse perspectives to collaborate with.

The following interview pages include these goals followed by specific information and questions to get at each, with room to write notes on each topic. Take time to absorb the intention of each page and come up with your own way to accomplish the goals.

## Stakeholder Interview Guidelines p. 2

1. Introduce a diverse group of residents, businesses and town staff to the Energy and Climate Action Committee
  - Introductions to you and this interview:
    - Tell about yourself and why you joined the ECAC
    - In these interviews, we're asking for initial help in shaping our broad targets.
      - We want to have two-way communication because we can't get there without the input and support of the many segments of the town.
  - ECAC:
    - Give them the one pager Introduction to the Energy and Climate Action Committee.
    - ECAC is tasked with recommending the climate goals for Amherst, covering municipal, residential and business Greenhouse Gas emissions
      - We're just starting to work on setting our targets and need your help
      - Amherst already decided to go 100% renewable but didn't set a target date or set a path to get there
  - Ask for demographic info
    - How should we represent you in our report to Council?
    - Everyone we interview will be anonymous (unless they want to be identified) but we want to be able to identify who we talked to by gender, race, age, income, rent/owner, town role/job, other relevant info, for the report
2. Find out how knowledgeable the community is about the need for climate action generally
  - Knowledge:
    - Climate change is pretty abstract, so the first thing we want to find out is how much education our committee needs to do.
      - Do you think your colleagues/neighbors/other \_\_\_\_\_s know the basics of the science?
      - Do they need information on the science of climate change?
    - Other questions to get at knowledge:
      - What do you think when you think about climate change?
      - What do you want/need to know more about?
      - How is climate already affecting your \_\_\_\_\_s?
      - Are you doing anything differently or do you plan to do anything differently because of climate change?
        - eg. making long-term plans to reduce your (your business's, school's, department's) carbon footprint?

## Stakeholder Interview Guidelines p. 3

- Science, if they ask or it would help to get at knowledge question (will have fact sheet or visual in folder)
  - The scientists are telling us that by 2030 we have to be about halfway toward a carbon neutral world in order to avoid the worst effects of climate change
  - The longer we wait, the more it will cost
  - Climate change is already affecting many parts of the U.S. economy and society
  
- Where Amherst can focus (key data from GHG inventory included in folder)
  - Town government has already reduced its emissions in buildings, etc
  - Most of the energy we use and emissions we produce in Amherst are in the heating and cooling of our homes and businesses, and in our use of transportation and electricity.
  - Energy efficiency and conservation of course affect how much energy we use.
  - Agriculture and conservation areas can help sequester some of our emissions.
  
- 3. Understand the opportunities for transformative action that most excite our community members and the barriers facing them in making a just transition to a carbon neutral Amherst
  - We want to build support and excitement for actions and goals
    - What economic opportunities do you see that also help achieve climate goals?
    - What kinds of solutions are you excited by or would like to see Amherst promote?
      - For example, solutions that - create new job opportunities - make energy local - fairly distribute the benefits of the green economy - make Amherst an eco tourism hub and /or green research hub.
      - If they draw a blank you could give them 3 ideas to choose:
        1. CCA - where the town is in charge of the electricity rates,
        2. solar canopies on parking lots like they have at UMass,
        3. more electric bikes and EV charging stations and electric buses
    - What do you know about other communities successes?
      - Show Environment MA projects undertaken by other towns
  - Questions to get at barriers:
    - What barriers do you see for individuals, businesses, or town government in achieving ambitious GHG reductions?

## Stakeholder Interview Guidelines p. 4

- going carbon neutral?
  - Reaching 100% renewable electricity?
  - Electrifying heating and transportation?
4. Gauge how much support we need to build among residents and businesses of Amherst to adopt science-driven targets like reducing GHG emissions 50% by 2030 and 100% by 2050
- A recent study by the UN says that we will need to cut emissions in half by 2030 to avoid the worst effects of climate change
  - Current state law calls for an 80% reduction below 1990 GHG emissions by 2050.
    - Several bills are moving through the State House to update to more ambitious goals like renewable electricity by 2035 in the 100% Renewable Energy Bill
  - The Energy and Climate Action Committee wants to recommend ambitious goals in line with climate science.
    - We are drafting bold targets because Amherst is looked to as a leader in the state, and we hope to model ambitious climate action for other towns
  - Here's some examples:
    - 40-60% emissions reductions by 2030
    - 100% renewable electricity by 2035
    - carbon neutrality by 2045
    - Achieve widespread support in the community over the next year
  - Do you think you could support ambitious goals? Why/why not?
    - To the response, "it depends on what it will cost"
      - Explore without talking at them: "Could you say more about that?"
      - This is a key issue and the more we can learn about specific concerns the better
5. Identify willing partners with helpful expertise and diverse perspectives to collaborate with
- Would you sign up to be on our mailing list so we can keep you informed and ask for your feedback?
  - Would you be willing for us to call you to be a sounding board for ideas as they develop?
  - There will be other outreach opportunities we will invite you to participate in over the next year (mention forum dates, Block Party on Thursday Sept 19th), and we want to continue engagement in the future.
  - Please let me know if you have any new thoughts after today. Or you can make anonymous comments in the suggestions box on our webpage.

## Stakeholder Interview Handout - Introduction to ECAC

The Amherst Energy and Climate Action Committee was formed last Spring and has been meeting regularly since June. We are a committee of seven residents and two Town Councilors with diverse experience. We are charged with recommending climate solutions and a timeline for Amherst to achieve them. Our immediate task is to involve residents, businesses and institutions in planning bold climate action.

We are science-based in our approach. We are guided by the reports that came out in the past year showing the need for a commitment to bring down emissions levels globally over the next 10 years. Our work this year will be planning with stakeholders while also taking action steps in selected sectors. We want Amherst to model innovative solutions that other towns could adopt to be carbon neutral on an ambitious timeline.

We are seeking creative and bold ideas for reducing carbon emissions on the local level in a swift and just way. All parts of our economy will play a role so we want input from diverse stakeholders. We want all residents and businesses to share the benefits of a renewable energy shift. We believe it is particularly important that we actively seek input from residents of color, lower income and elderly residents, and renters, to ensure the plans we recommend reduce health risks of climate change and the burden of energy costs on these populations.

We are seeking community input in two phases. During Phase I, the feedback we receive will influence our recommendation of broad climate mitigation targets to the Town Council in November. The input we will seek during Phase II will help shape our proposed specific targets and actions to achieve our broad targets.

# Stakeholder Interview Summary List

## Community groups

1. League of Women Voters of Amherst members concerned about climate, energy, and environmental issues who were speaking as individuals
2. Mothers Out Front
3. Kestrel Trust
4. Applewood Retirement Community. speaking as individuals

## Low to Moderate Income Renters

1. Fall Fest Participants
2. Eva Fairchild

## Business Community

1. Gabrielle Gould, Director, BID
2. Chamber of Commerce
3. Mixed-use developer

## Town Staff and Committees

1. Guilford Mooring, DPW Superintendent
2. Scott Livingstone, Police Chief
3. Rob Morra, Building Commissioner
4. Michael Morris, Superintendent of Schools
5. Aaron Hayden, Chair, Transportation Advisory Committee
6. 6th grade science teacher

# Stakeholder Interviews

## Community Group Interview #1

Interviewer	Darcy DuMont
Interviewee	LWVA members concerned about climate, energy, and environmental issues who were speaking as individuals
Date	10/01/2019
Contact Info for further engagement	Nancy DiMattio

### QUESTION 1 – Demographic Data

Age: 80-90 -2

70-80 - 3

60-70- 1

50-60 - 1

Gender:

M - 1

F - 6

Renters - 0

Owners - 6

“Other” - 1

Income:

50-60K -1

80 – 90K - 1

90 -100K -1

100-110K – 1

120-130K – 1

No answer -2

How they want to be described: as an interested sample of members of the organization, which is non-partisan and focus on educating voters on climate and other issues, researching issues.

### QUESTION 2 – Knowledge of Issue

This organization has 195 members locally. The level of knowledge about climate change is high to moderate. Awareness of the problem is high but not everyone has a handle on all of the science. Most are committed to addressing. This organization has standing in the community. It takes climate change very seriously. MA recently declared a climate emergency. The National org recently come out with an 8 page position paper including actions that should be taken.

Local impacts they have noticed: Agriculture having a tough time with extreme variability. See a change in our gardens, in number of times we use AC, in no more ice skating, in numbers of pollinators, insect population, bird population (though some of this is caused by insecticides/pesticides, etc.

### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

#### 3a - Opportunities

Shaving the peak on peak energy days - We can really contribute there.

Conservation - We need tax incentives for energy efficiency, vehicles, use MassSave for insulation

Could save  $\frac{1}{3}$  of energy if just conserve.

Use solar.

One person said: Participation has to be voluntary in any program.

Need staff dedicated to grant writing. Could use retirees that are well versed in this.

Transportation:

Add more bus service.

Move to electric vehicles.

Stop ordering stuff from UPS and Fed Express.

Building standards:

Look at rental properties and could we provide incentive for landlords, tax reduction, to provide energy efficiency retrofits. For participating businesses- put a sign in window "I participate..."

Electricity:

People hadn't heard about Community Choice Energy so I sent them information after the meeting.

Clotheslines program. Get grant to buy 1000 clotheslines. Becomes politically incorrect NOT to use one.

Do things you can see and experience.

Lawn signs to promote campaigns, signs in windows of businesses - will encourage people to shop at participating businesses.

Get youth involved in motivational outreach.

Create a green calendar for the town.

Promote eco tourism.

Tramways for public transit.

Zero waste program

5 college UMass convenors of action

Make bike lanes better.

More opportunities for education and leadership. Forums, movies. Show people “this is what other towns, people are doing”

3b - Barriers

People don't get that spending today can save tomorrow.

People don't like inconvenience, change, economizing

Don't want strangers in their house.

Env. impacts of renewable energy like hydro quebec or clear cutting forests for solar

Trump maneuvers (against offshore wind)

#### QUESTION 4 – Support for Ambitious Goals

Amherst should take the lead like Newton is doing/Emily Norton.

The group agreed that Amherst should take the lead with the caveat that they didn't want us to for example clear cut forests to do so. We need to educate about the huge advantages of taking climate action. A minority opinion in this group: One person said small modest actions would work best and that resiliency more important.

#### QUESTION 5 – Future Involvement

This group is willing to be an ongoing partner, suggested contributing grantwriting time. As the meeting ended, they agreed that they need to reactivate their energy committee and one person suggested calling it the Climate Emergency Committee. They were clearly energized to take action. The clothesline idea may become a project.

Community Group Interview #2

Interviewer	Darcy DuMont
Interviewee	Community Group – Mothers Out Front
Date	9/18/2019
Contact Info for further engagement	Felicia Mednick

<p>QUESTION 1 – Demographic Data</p> <p>Age- 40-50 - 1 60-70 - 3</p> <p>Owner/renter status owners-3 renter -1</p> <p>Income - 20-30K - 2 60K-70K - 2</p> <p>Gender F - 3 M - 1</p> <p>Race White - 4</p> <p>How to represent them: “Mostly mothers who are willing to put mothers out in front to speak for the next generation. Goal to stop GHG emissions, fight climate change, seek EJ. They are the local wing of a national organization</p>
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<p>QUESTION 2 – Knowledge of Issue</p> <p>Members have a very strong general knowledge, though are composed of experts and people new to the issue.</p> <p>Effects: Climate change is emotionally debilitating. We all suffer from asthma. Have lost power in big storms, trees dying, more ticks, impacts on farms, Puffers Pond algae like bloom, fires in LA, tree diseases and animals moving.</p>
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### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

Actions to Date:

What have they done?

Reduce flying, put insulation in homes, invest in solar panels, Use MassSave \$, Riding bikes, switched to hybrid. Carpooling, Advocacy and state and local level, EAt local food

3a Opportunities

New DPW should be net positive with energy for surrounding residents.

CCA will offer a green new deal - local sources of power with jobs like installing solar on parking lots and buildings.

We'll look for grants. CA has solar arrays all over parking lots and we should too.

Get more info out to people about energy options.

Work on getting info out through our education institutions.

Work on food and energy insecurity issues.

Do regen farming at Hampshire College.

Stop spraying lawns with pesticides - some of the biggest polluters

Work with Eversource to speed up solar hookups. Town should urge acceleration.

Support CCA, microgrids.

Can bond together, doing things locally.

Mothers can use leverage of children.

Can mount a campaign. Messages at Amherst Cinema.

Educate kids at school.

Games and fun activities related.

Idling campaigns.

Providing incentives

Billboards, lawn signs, commercials

Visual reminders that we're all doing this together

"Everything is connected. This is what we're doing."

Town can partner with churches and groups to convey themes, organize neighborhoods.

Create an Energy Sabbath - all devices off, turn off the power. "Lights out"

Start with CCA.

Create a 501c3 green foundation to fund projects.

Transportation:

Seek 100% electric buses

Stop with the diesel buses and trucks - asthma

Other towns ideas that they like:

Newton - CCA revenue goes to low income folks  
Cambridge - every building has to report energy use  
VA - electric buses on V2G program  
CA - CCA  
Concord - goals  
India - big education campaign for getting rid of trash

3b. Barriers:

Denial/refusal to address  
Capitalism

QUESTION 4 – Support for Ambitious Goals

They said they can support the goals we mentioned. “Yes”.

Meet or exceed IPCC report recommendations

Update goals every 3 years as things change because they will probably need to be strengthened. Unique opportunity for town to lead. Towns need to lead the way. Start with the low hanging fruit.

This is what we pay taxes for. (Newton residents pay 8-15 more per month for default green electricity.)

QUESTION 5 – Future Involvement

This group is a very willing partner.

### Community Group Interview #3

Interviewer	Jesse Selman
Interviewee	Kristin DeBoer – Executive director – Kestrel Land Trust
Date	10/8/19
Contact Info for further engagement	kristin@kestreltrust.org

#### QUESTION 1 – Demographic Data

*Caucasian  
Woman  
Non-Amherst Resident  
Age 45-50*

#### QUESTION 2 – Knowledge of Issue

*Very knowledgeable. Survey of Kestrel members listed climate change as a top priority along with wildlife and recreation*

#### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

##### 3a - Opportunities

*Natural Solutions for Climate change*

*See work by UMASS, Nature Conservancy, Forest & Farmland*

*Best solutions are mitigation and adaptation*

*Protect habitat for climate resilience – large contiguous parcels allow wildlife to migrate through changes of flood and drought and sequesters carbon*

*(SEE STATE GIS MAPPING)*

*Protect watersheds and sell carbon credits.*

*Eg. Holyoke, Springfield, Fitchburg*

##### 3b - Barriers

*Cost.*

*Mindset shift will tend to follow lower cost*

*Understanding the issues:*

*Working Forest vs Wild Forest*

*Mix of both likely need to maximize carbon sequestration in forests and forest products*

#### QUESTION 4 – Support for Ambitious Goals

*Land Trust Movement is currently adopting strong messaging for ambitious climate crises mitigation and adaptation*

*Challenge to implement energy efficiency in private sector.*

*Organization willing to pay higher rent if it meant net zero and thermally comfortable building*

*The key is to create integrated holistic solutions with shared values across sectors.  
Eg. Connect Solar to Land use, to Buildings*

*Example: bring a trail next to solar to celebrate it  
Methane digester at Bartow Farm  
PV to schools*

#### QUESTION 5 – Future Involvement

*Keep Kestrel in the loop.*

#### Additional Comments

*#1 Goal: NATURAL SOLUTIONS*

Community Group Interview #4

Interviewer	Darcy DuMont
Interviewee	Applewood Retirement Community – Sponsored by Climate Action Club. (15 residents speaking as individuals)
Date	10/14/2019
Contact Info for further engagement	Barbara Tinker

<b>QUESTION 1 – Demographic Data</b>
<p>Age:  70-80 – 5  80-90- 5  90-100 -2  No info – 3</p> <p>Gender:  M – 7  W – 8</p> <p>Race:  W – 15</p> <p>Renter/Owner/Other:  Renter - 5  Owner – 2  “Retirement Community” – 3  No info – 5</p> <p>Income:  50-60K – 3  60-70K – 1  70-80K - 1  100-110K – 1  200-210K – 1  No info – 8</p>

<b>QUESTION 2 – Knowledge of Issue</b>
<p>Very high level of knowledge. They came with reference to target dates, studies, book. Most had heard Ray Bradbury speak. Most knew about the IPCC report.</p> <p>Referred to the Watts Rising program; that had 215 new affordable homes, 10 new battery electric buses, carpooling program, over 4000 new trees, solar panels and EE</p>

in homes, 50 new mini farms, new cooling surfaces for schoolyards, new bikepaths and streetscapes, over 300 construction and permanent jobs, over 500 training opportunities.

### **QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date**

#### 3a - Opportunities

##### Transportation:

More electric buses, electric car charging stations, expanded and more frequent PVRTA routes. Look for more fed and state money for PVRTA. Add signs to inform when bus will come as with trains.

##### Buildings:

Paint roofs white

Add solar to new buildings. Make a penalty for businesses that leave rather than pay to retrofit. Give incentives and tax breaks.

##### Electricity:

They asked for information about Community Choice Aggregation.

#### 3b - Barriers

Charlie Baker not advancing mitigation.

Fed. Govt losing \$ for electric vehicle tax breaks.

White House/Trump going losing ground on environmental initiatives. EE appliances, etc.

Koch bros.

Enactment of Green New Deal doesn't feel likely at the moment.

### **QUESTION 4 – Support for Ambitious Goals**

"You would think we'd want to lead"

Several expressed concern that incentives and grants be provided for low income, elderly, immigrants etc. who may not be able to afford raised taxes etc to pay for climate action.

The group, a number of whom experienced the culture shift of the war effort during WWII, were motivated to discuss how Amherst could support such a culture shift here.

Suggested: Churches and Schools could have sister cities that are more directly affected, either on the other side of the world or in NJ or Florida.

Could add a tax on sales of real property, have a local carbon tax.

Habitat for humanity will retrofit homes.

### **QUESTION 5 – Future Involvement**

This group was very motivated to stay involved in the conversation In ECAC Outreach Phase II.

Low to Moderate Income Renters Interview #1

<b>Interviewer</b>	Darcy DuMont/Andra Rose
<b>Interviewee</b>	16 residents at Fall Festival, apartment complexes, Butternut Farms, Olympia Oaks and the Boulders
<b>Date</b>	10/19/2019
<b>Contact Info for further engagement</b>	See ECAC emails.

<b>QUESTION 1 - Demographic Data</b>
<p>Age: Unknown - a variety</p> <p>Gender- M - 10 W - 6</p> <p>Race: Black - 3 Hispanic - 3 Asian - 7 White - 3</p> <p>Renter/Homeowner/Other status: Renter - 16</p> <p>Income: low to moderate</p>

<b>QUESTION 2 - Knowledge of Issue</b>
<p>Neighbors participating had a high level of interest and a high level of knowledge regarding climate change. High level of interest in having their voices heard.</p>

<b>QUESTION 3 - Economic &amp; Other Opportunities &amp; Barriers &amp; Action to Date</b>
<p>3a - Opportunities</p> <p><b>Transportation:</b> Use more public transportation, convenient to shopping (2) and Valley Med. "Buses that go everywhere all the time." Need bus access on weekends.</p>

Advertise the bus service on TV and on banners in town. Slogan: "Make the sky blue. Ride the bus." (From a family from Beijing, where the sky is not blue.)  
Bus service when the students leave.(2) It's a ghost town in the summer. The PVTA forgets this community. Students are catered to.  
Better, more convenient van service.  
Free van service.  
Make regular bus service more accessible and convenient.  
Bus should drive through the complexes (Olympia Oaks) as it does at the Boulders to make it easier for people to ride.  
Need more convenient routes and times.

Use electric cars (3)  
Make EV's more affordable (2)  
Need more charging stations, especially for renters  
Bicycle and walk. (Walking is healthy and saves energy.)  
Carpool. Use apps to find others going to the same place (as in Nepal)  
Make more electric cars, phase out gas powered cars.

#### **Buildings:**

Use Green insulation.  
More energy efficiency.  
Economies of scale; Put solar panels and energy efficiency on apartment complexes.  
Every building starting in 2020 should be zero energy.  
Use building science. Make a tight building envelope with air exchange.  
Blow insulation in from the outside. Cheaper and more efficient for old buildings.  
Tax incentives to retrofit.  
Public education and training of workers.  
Can employ lots of workers.  
Get 90% of building stock up to high standard, then can do the rest.  
Not a lot that renters can do. Can program the thermostats in each room so its off when on one is using it.  
Landlords should have incentives to insulate.  
Can't turn heat down too low if its really cold.  
Ensure housing is affordable.

#### **Electricity:**

More solar panels (3)  
Get incentives for installing solar.  
Don't use so much hot water.  
Turn the heat down on the hot water.  
Turn off the lights. Have a sound to remind if you don't turn off.  
Turn off appliances.  
Block off rooms in winter. Use portable heaters rather than heating the whole house.  
Solar should be on individual buildings, not tied into the grid.

Improve battery storage.

Community Choice Aggregation.  
Incentives for landlords to stay opted into CCA.  
Clean energy and MassSave options for renters.  
Need a utility shut off emergency fund.  
Dyson sphere - around the sun/Mining asteroids.

**Agriculture/Land Use:**

Plant more trees.  
Don't burn the forests.  
Plant community gardens, esp in complexes. Can grow for own families and to give to others. Take care of each other.

**Waste:**

Change plastic milk containers to cardboard or glass.  
Stop with the juice boxes. Not recyclable.  
Social media campaign to reduce waste.  
Public campaign to pick up trash with celebration at the end.

**Other:**

Full time Community Participation Officer/coordinate with neighborhood captains.  
Better communication with apt complexes. Have paid team captains –  
To communicate climate alerts.  
Establish heating and cooling stations in South Amherst.  
Use component in asphalt to melt snow and avoid plowing.

3b - Barriers  
Trump/Fed. Gov't  
Concerns about cost of EV batteries.

**QUESTION 4 – Support for Ambitious Goals**

"Amherst is a great place to live."  
"We should lead because we are well-known and people look to us for leadership."

**QUESTION 5 – Future Involvement**

People were very interested. We obtained some of their emails for future involvement.

## Low to Moderate Income Renters Interview #2

Interviewer	Andra Rose
Interviewee	Eva Fairchild
Date	10/22/19
Contact Info for further engagement	evafairchild@gmail.com

### QUESTION 1 – Demographic Data

*Caucasian woman, age 30-40, income between \$20-30k, renter, Amherst native, parent of Crocker Farm student, artist, marketing businesswoman*

### QUESTION 2 – Knowledge of Issue

*Pretty knowledgeable. Daughter is very concerned about climate change. She's in a climate group with other 6<sup>th</sup> graders.*

### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

#### 3a - Opportunities

BID could get all the downtown restaurants to have only compostable take out containers like at the Taste. Can market it as businesses doing their part on climate change.

Have discussions about climate change at schools, monthly educational event on the Common or Kendrick Park

#### 3b - Barriers

Lack of understanding, political conservatism

### QUESTION 4 – Support for Ambitious Goals

Supportive of 50% emissions reduction in next 10 years. Wonders if Council would be ready to decide. "Maybe you have to ignite them. Light a fire under them. A little pressure isn't a bad thing."

#### QUESTION 5 – Future Involvement

Interested in being connected to what we do.

Has ideas for getting students of all ages together to talk to each other and Town Council.

#### Additional Comments

Eva knows everyone! She's a connector.

### Business Community Interview #1

Interviewer	Laura Draucker
Interviewee	Gabrielle Gould , Executive Director of Amherst BID
Date	10/16/19
Contact Info for further engagement	gabrielle@amherstdowntown.com

#### QUESTION 1 – Demographic Data

*Women, parent , homeowner , new to Amherst*

#### QUESTION 2 – Knowledge of Issue

#### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

##### 3a – Opportunities

- Planning parking that allows for current needs and growth into non - parking , more bike (example idea – put a parking structure behind CVS with charging stations and remove street parking, other lots to bike lots, convert boltwood to a park, etc. as we reduce car needs in town)

##### 3b – Barriers

- Cooking with gas (restaurant needs)
- Mass Save for business not as robust ( maybe an opportunity to expand, UMASS has someone who does “free” audits on big businesses - look into this, economic development conference of western mass is where she heard this person talk need to look up name)
- Challenges for businesses to meet very specific comfort standards (cultural changes)
- Small business language barriers

#### QUESTION 4 – Support for Ambitious Goals

You have to use energy to move: How do we get smart about how we use it: multi model transport, better infrastructure, more density

## QUESTION 5 – Future Involvement

BID is fully in support of sustainability and global protection on a small scale.

### Additional Comments

ED of BID

BIDs mission is to support downtown Amherst businesses

- Promote downtown Amherst through art and culture
- Create and build culture to make people come to Amherst, not just marketing what we already have

Parking conversations, every email ---- parking garage..... huge perception that there is a parking issue here , garage focus

Bike parking , we don't have it.

- Comes down to renewable electricity , electrification
- Plastic swag issues (small picture)
- Mass Save to businesses ? what options are available here

Interested in doing a BID stop the straw campaign

Education to help with initiatives to help with the “creatures of convivence” issues

Bike share station sponsorship ?

## Business Community Interview #2

Interviewer	Laura Draucker
Interviewee	Chamber of Commerce (John Page and Claudia Pazmany)
Date	10/17/19
Contact Info for further engagement	john@amherstarea.com claudia@amherstarea.com

### QUESTION 1 – Demographic Data

*The Chamber represents a range of businesses inside and surrounding Amherst*

### QUESTION 2 – Knowledge of Issue

### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

#### 3a – Opportunities

- Partner on events likes “Sustainable practices that can sustain your business “
- Infill development and marrying development/growth with sustainability
- Can we make it walkable and more attractive to the business owner (win win)?
- Town wide compostable ware for take away (purchasing power with the colleges ?)
- Potential to leverage purchasing power for electricity , maybe be part of the CCA of some sort ?
- Members that do HVAC/retrofits, etc. – is there a way we can create work stream while also reducing emissions
- Mass save for businesses there but not effective (potential for partnering with BID in downtown work)
- Small number of people own the majority of commercial property, so if we can get to them we could make a big difference

#### 3b – Barriers

- Without clear education and transparency projects get messy or slowed down

### QUESTION 4 – Support for Ambitious Goals

Whatever goals we set, the chamber would love to be engaged in thinking through how do we get there and what impacts it would be to businesses

### **QUESTION 5 – Future Involvement**

- Partnering on events
- Throw ideas out there and getting a bite... ( e.g., get commercial sector together with an expert on green leases to see what perceived and real barriers are there). Taking all potential opportunities to get a pulse of different issues ...guest speakers for example
- Email list serve (add them)

### **Additional Comments**

*Chamber Goals:*

- *Try hard to fight the image that businesses are anti-sustainability*
- *Commercial and residential property owners are a big*
- *80 % of the commercial owners is a small number of people*

Business Community Interview #3

<b>Interviewer</b>	Evan Ross
<b>Interviewee</b>	Mixed-use developer (name withheld)
<b>Date</b>	10/29/19
<b>Contact Info for further engagement</b>	NA

<b>QUESTION 1 – Demographic Data</b>
<b>QUESTION 2 – Knowledge of Issue</b>

<b>QUESTION 3 – Economic &amp; Other Opportunities &amp; Barriers &amp; Action to Date</b>
<p>3a - Opportunities</p> <ul style="list-style-type: none"> <li>· Economic opportunities for Town from large-scale solar on forest and farmlands that might otherwise be developed into subdivisions. Rooftop solar not enough to meet bold goals; need to utilize forest and farmland.</li> <li>· Increase density development. Planning Board should change large lot zoning to allow greater residential density. Build dense within village center boundaries and promote small development footprint.</li> <li>· Fund, similar to proposed parking fund, that can help fund climate goals if developers would incur a hardship if they have to comply with sustainability standards.</li> <li>· Opportunities for tax incentives to encourage climate goals.</li> </ul> <p>3b - Barriers</p> <ul style="list-style-type: none"> <li>· Some ideas may seem good on surface but can be too costly. Even a 2% increase in costs or taxes can really impact bottom line. Profit margin for developers is small so small cost increases can make a project unfeasible and prevent development.</li> <li>· Any extension of the net zero bylaw to private construction would make private construction not possible.</li> <li>· Rental housing is biggest industry in town. Anything that poses a burden on that would have negative economic impacts for Amherst. Efforts to improve rental efficiency and sustainability must protect landlords.</li> <li>· Landlords make on average \$10k on a rental house. If it needs a new roof or windows that profit becomes zero. Anything that imposes burden on these houses eliminates a very small profit margin for landlords.</li> <li>· Perception of business community is that activists are often disconnected from the people on the ground doing development who have the practical knowledge on impacts and implementation.</li> </ul>

**QUESTION 4 – Support for Ambitious Goals**

Unfamiliar with ideas of percent emissions reductions. More interested in talking about opportunities and barriers than specific goals.

Town Staff/Committee Interview #1

Interviewer	Steve Roof
Interviewee	Guildford Mooring, DPW
Date	10/4/19
Contact Info for further engagement	Mooring, Guilford <mooringg@amherstma.gov>

QUESTION 1 – Demographic Data

QUESTION 2 – Knowledge of Issue

*Mr. Mooring was knowledgeable about climate change in general, but displayed a skepticism of “zero-carbon” goals. He’s aware and generally supportive of efforts to increase efficiency, reduce carbon emissions, and increase resiliency, but also concerned that “there is only so much money and the services have to be provided”. Mr. Mooring and DPW have demonstrated willingness to try out new technology and explore ideas*

*Mr. Mooring was vaguely familiar with ECAC, but wasn’t clear on its goals and strategies, so we talked a little about the reasons Town Council established ECAC (i.e., I summarized the Town Council charge for ECAC).*

QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

**3a - Opportunities**

What DPW has done in terms of improving energy efficiency and resiliency:

- Replacing lights everywhere with higher efficiency lights – in buildings, street lights, traffic lights  
(they’ve discovered that LED traffic lights fail one pixel at a time – not sure when to make replacement)
- Installing VFD (variable frequency drives) in motors and pumps across town
- DPW had some hybrid vehicles, but have gotten rid of most of them – they were not much more fuel efficient than other vehicles and had more maintenance issues
- Have been using biodiesel (B20) without problems, at least in newer vehicles. He thinks it’s less readily available now. He recommended checking with town purchasing office to determine if biodiesel is still being purchased.

- They tried to use methane captured at landfill to generate power 10 years ago, but equipment was very expensive and the methane is “dirty” (sulfur, silica). The cost benefit wasn’t good. Now the methane production from the landfill is decreasing. They may have to go to intermittent flaring (i.e., turn collection system off for hours to allow methane to accumulate). Methane production will continue to decline.

**What DPW is exploring and considering:**

- Exploring whether traffic lights can be run on PV and batteries to keep them functioning during power outages
- Installing heat exchangers / heat pumps at sewage treatment plant. Use inflowing sewage as heat source/sink to heat/cool buildings at the facility. This is a pilot project coordinated by a Chinese company and UMass researchers
- Testing out electric mowers. They’ve got a couple of battery operated mowers and are actively evaluating practicality. Questions remain about having enough battery capacity and recharging ability to do an entire day’s work 7 days a week during mowing season.
- DPW could use woodchips (produced from routine continuous tree trimming around town) to heat their facilities. Woodchips otherwise compost and slowly rot away (emitting methane?)

**3b - Barriers**

Some technology is not ready for use, i.e., no one makes an electric snow plow trucks.

Need to consider cost effectiveness with purchases – balance upfront costs, operating costs, reliability

Everything has a useful lifespan –need to consider how often something will need to be replaced (e.g., 10-15 years for trucks, 50 years for buildings) when considering what to buy, how much to invest in long-term benefits, and how fast technology will evolve. For example, PVRTA has hybrid buses that cost 2x as much as regular buses. What’s the fuel efficiency and cost benefit?

**QUESTION 4 – Support for Ambitious Goals**

- *Mr. Mooring is genuinely interested in researching and testing new technology and adopting strategies to reduce energy use and carbon emissions. But testing needs to show that new approaches and/or new equipment are going to be reliable and cost effective.*

**QUESTION 5 – Future Involvement**

*Mr. Mooring welcomed further conversations. He is also happy to arrange tours of drinking water facilities, wastewater treatment plant, and transfer station if ECAC members want to see how these places use energy and the technology they've installed to improve efficiency.*

## Town Staff/Committee Interview #2

Interviewer	Dwayne Breger
Interviewee	Scott Livingstone, Chief of Police, Amherst Police Department
Date	October 2, 2019
Contact Info for further engagement	livingstones@amherstma.gov

### QUESTION 1 – Demographic Data

Town Police Department Head. Scott lives in Northampton.

### QUESTION 2 – Knowledge of Issue

Police Chief Livingstone (Scott) believes the climate situation is a crisis. He considers himself to be knowledgeable, but not an expert. He has two school-aged daughters and expresses that he is personally very concerned about climate and its impact on our world and future.

### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

#### 3a – Opportunities

Scott believes that our town is well educated on climate matters and that this challenge will not be difficult for the town or our committee.

He expressed some frustration in trying to move a few ideas forward for the police department building. He recognizes the PD building is still a new building in town, but uses the most energy (or nearly the most). He's tried to support measures to improve the energy management of the building, and has proposed using the roof for a solar installation. He does not control these decisions. He tracks advances in hybrid patrol vehicles, and is eager to adopt such vehicles which have recently become available with the capital plan allows.

Scott is engaged in emergency response planning for the town, though this activity is led through the Fire Department along with the DPW. The police department building serves as an emergency center with a common room that can accompany about 30-40 people. The department does have emergency power to maintain

critical services when power is out. Scott recognizes the need for emergency planning given climate induced storm events, but does not take this as the driving issue for the emergency response planning which is well developed. Amongst his peers, he notes that PD on the Cape and Islands are much more attuned to these issues for emergency planning purposes.

3b - Barriers  
*Insert text here*

#### QUESTION 4 – Support for Ambitious Goals

Scott understands Amherst to be a leader in these matters, and for that reason supports the town being aggressive in its approach to climate mitigation. He bases this on the fact that the town is well educated and concerned on this issue, and that it makes sense that Amherst would be as aggressive and robust in our actions as any town in the Commonwealth.

#### QUESTION 5 – Future Involvement

*Scott is pleased to be engaged with, and supportive of, these matters going forward.*

#### Additional Comments

Scott (and his patrol officers) have observed that bus ridership seems to be down, with buses often operating with few passengers. He believes that Uber/Lyft type services have impacted bus ridership, as students/others opt for these services that are now convenient and affordable.

Town Staff/Committee Interview #3

Interviewee	Rob Morra, Building Commissioner, joined by Dave Waskiewicz, Lead Building Inspector
Date	October 2, 2019
Contact Info for further engagement	morrar@amherstma.gov

QUESTION 1 – Demographic Data

Town Department – Building Commissioner

QUESTION 2 – Knowledge of Issue

Rob does not consider himself to be that knowledgeable on climate issues. He is aware and concerned on a personal level, but does not seem to follow the issues closely.

Rob explained the scope of his position, which intersects with planning, zoning, and inspection services. He works/supports design and construction reviews of municipal buildings, though his work concerns all buildings in town. He’s been engaged in helping to draft town by-laws on net zero buildings, and has been challenged and open to engaging new equipment and design approaches that do not yet have well-established codes. He mentioned the two Living Building Challenge buildings in town as prime examples.

QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

He recognizes that climate mitigation and zoning are not always compatible, e.g. the opportunity to site even a small solar array on land near a building may not meet zoning rules. In his work, energy technology is changing and he notes that there is always new devices and designs that he is asked to consider which are not adequately treated in existing codes or regulations to which he needs to abide. For example, air source heat pumps are still new and advancing, and need verification on performance in his mind.

While personally concerned about climate, Rob takes his job responsibility to be focused on assuring public safety and best interests, by assuring that buildings are designed, built and operated to applicable codes and regulations. He provides that his sense is that his counterparts across other Massachusetts towns are similarly non-enthusiastic for progressive climate mitigation measures and adoption of new energy technologies. They tend to be older and not embracing of change.

#### QUESTION 4 – Support for Ambitious Goals

Rob and Dave express that they believe Amherst should be bold and aggressive in meeting climate challenges, but that changes in building energy equipment or design need to demonstrate that they work. Further, incorporating these new technologies into codes and standards is critical to demonstrate a broader willingness to embrace these technologies as meeting public safety and performance claims.

#### QUESTION 5 – Future Involvement

Rob anticipates his continued engagement in these issues going forward as they impact his work as Building Commissioner.

#### Additional Comments

Rob offers that both education and incentives are critical needs to move energy and climate actions forward.

#### Town Staff/Committee Interview #4

Interviewer	Steve Roof
Interviewee	ARPS Superintendent Michael Morris
Date	10/4/19
Contact Info for further engagement	Sasha Figueroa <figueroas@arps.org>

#### QUESTION 1 – Demographic Data

#### QUESTION 2 – Knowledge of Issue

Dr. Morris was previously brief by Town Manager and was well prepared with responses to my questions (which I had sent to him in advance). Dr. Morris was well-informed about climate change and very knowledgeable about issues, programs, and possible future actions within the school system that are related to climate change and resilience.

He had no questions about ECAC and overall goals. He expressed no concerns about with possible climate action goals (2030, 2050, etc).

#### QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date

### 3a - Opportunities

Dr. Morris reported that the School district will be moving forward this fall and winter on planning for new buildings, particularly an elementary school. Dr. Morris indicated there could be a lot of debate at the outset about renovation versus new construction and the degree of net-zero that might be required for renovations. He would like clear, authoritative guidance to help focus the options so the community decision making can move forward efficiently. That is, help get the community aligned so planning process and architects can work with focused goals.

Dr. Morris also welcomed feedback on benefits of electric school buses. He was preparing to provide a briefing to state officials on the results of the 2017-2019 electric school bus trials.

### 3b - Barriers

Funding and public support. He's fine with getting greater allocations for electric buses for example, as long as the schools are not penalized in other areas of their budget (e.g., requests for roof repairs) and that the schools receive what they need to keep their operations working (for instance, electric buses cannot fully replace a diesel bus due to the limited range, so a purchase of an electric bus would likely need to be coupled with maintaining the same size diesel fleet and maintenance and upgrading the electrical grid at the Middle School to accommodate more chargers.

### 3c – Actions to Date

What ARPS has done already:

LED lighting, new high efficiency natural gas boilers, new high efficiency fuel oil boiler where natural gas not available

Exploring PV for school building roofs, but roofs need repair and structural improvements first

Elementary school curricular focus on composting and recycling

Vibrant activism in high school

Strong (mandated) 9<sup>th</sup> grade program in ecology and environmental science, AP env science courses offered

**QUESTION 4 – Support for Ambitious Goals**

My sense is Dr. Morris strongly supports ambitious goals, as long as there is public support for such goals and the goals benefit the mission of the school district.

**QUESTION 5 – Future Involvement**

Dr. Morris welcomes feedback and guidance. He recommended the following people could be contacted for future interactions with ECAC:

Contacts for future correspondence:

Rupert Roy-Clark, Facilities and Custodial Supervisor, (413) 362-1855,  
Roy-ClarkR@arps.org

Jennifer Reese, Science Coordinator, 413-362-1897, reesej@arps.org

Nat Woodruff, High School Science Department Head, 413-362-1540,  
woodruffn@arps.org

Kerrita Mayfield, Middle School Science Teacher, mayfieldk@arps.org (involved with Shelburne Farms Institute)

Town Staff/Committee Interview #5

Interviewer	Laura Draucker
Interviewee	Aaron Hayden, Transportation Advisory Committee Chair Hat
Date	10/15/19
Contact Info for further engagement	

**QUESTION 1 – Demographic Data**

*White Male Home Owner, Employed with Health insurance, 35 years in Amherst*

**QUESTION 2 – Knowledge of Issue**

*Lots of knowledge, have reduced own carbon footprint significantly and works to save energy and GHG emissions in his role as energy engineer at Amherst College*

**QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date**

3a – Opportunities

- *focus on reducing car use and increasing biking and walking ( opportunity for collaboration, win-win)*
- *Working to understand the non-automobile networks ( something we can partner on, learn from them)*
- *Helping to educate on others ways to commute ( not part of TAC)*
- *Planning and zoning connection to support reduced car use ( doing transportation studies but also energy consuming)*
- *State will fund projects that addresses a need and are improving the safety, then it gets funding*

3b – Barriers

- *Infrastructure built to support personal vehicle economy (some even pre-automobile or for other uses) and discourage walking and biking infrastructure*
- *Safety is built into that - e.g., if it is not perceived as safe people are not using it*
- *Connecting with our other communities (e.g., collective action)*
- *Competing needs /funding*

#### QUESTION 4 – Support for Ambitious Goals

You have to use energy to move: How do we get smart about how we use it: multi model transport, better infrastructure, more density

#### QUESTION 5 – Future Involvement

- *TAC could serve to advise us*
- *TAC could use our help get council approval for supporting ( funding) pedestrian and biking ( currently doing a study by PVPA on pedestrian networks are)*
- *-- consider a presentation to ECAC*

#### Additional Comments

- *TAC :*
- *- first goal is safety; how do we move safely from point A to B*
- *- Second is efficacy that the 5 networks work well together: pedestrian, bikes, autos, mass transit, commercial*
- *- Third leg of the stool is to work to get away from the car.... Their advice is colored by the understanding that the car is not "it" anymore....*
- *Working to understand the non-automobile networks*
- *Complete street policy that the council has seen and accepted.... Lays out these three goals*
- *Prioritizing where people live and where they want to go, can't force people to use*
- *Hard to change cultures around biking ( although it is changing)*

Town Staff/Committee Interview #6

Interviewer	Jesse Selman
Interviewee	Judah Hughes, Crocker Farm School. -6 <sup>th</sup> Grade Science Teacher
Date	10/11/19
Contact Info for further engagement	hughesj@arps.org

**QUESTION 1 – Demographic Data**

*Caucasian Male  
45-55  
Non-Amherst Resident  
Representing Amherst 6<sup>th</sup> grade students*

**QUESTION 2 – Knowledge of Issue**

*Climate change is not formally in the curriculum but has rapidly grown as a topic of study.  
Feels tangible and resonates with students  
Students connect to ways the issue can be affected by their actions and decisions (drive vs walk, disposable commerce)  
This is a very generative topic for the students that cuts above other issues  
They are concerned with how we treat the world  
Very successful unit for classroom participation  
Universal buy-in to the importance of communication – inspired community action and collaborative (non-competitive) activities – sign making, etc.*

**QUESTION 3 – Economic & Other Opportunities & Barriers & Action to Date**

*3a - Opportunities  
Not hopeless – focus on what we can do  
Kids are looking for a mindset shift to “keep fossil fuel in the ground”  
Engage youth in public discourse as newly engaged citizens unified by common cause*

*3b - Barriers  
Real world obstacles at school facility: processing of materials  
Eg. Individually wrapped apples, plastic utensils, etc.*

*However, Students are ready to help – how do we best mentor and provide opportunities?  
Matching learning styles to tasks?  
Action research idea: Collect all the plastic waste for a week and make a sculpture, weight it, calculate, estimate, cross disciplinary  
Service learning*

**QUESTION 4 – Support for Ambitious Goals**

*Yes – Other teachers also seem likely to collaborate*

**QUESTION 5 – Future Involvement**

*Yes*

*Spring Science Expo*

**Additional Comments**

*Student at high school is developing Climate Change Curriculum with Community Youth Action Club*

# Municipal Vulnerability Preparedness - Community Gatherings Responses

*[Topics of discussion focused on climate effects and adaptation as previously identified in workshops with representatives from town government and Community Groups.]*

JUNE 2019, AMHERST COMMUNITY RESILIENCE BUILDING WORKSHOP - SUMMARY OF FINDINGS, pages 28-29

Attendees:

Approximately 55-60 community members attended two Community Gathering Sessions, including families and individuals representing a diversity of income, race, and languages. Interpretation, childcare and a meal were provided.

## **Extreme Weather:**

- Major wind
- Tree crashed onto a swing set at an apartment complex that could have been devastating had a child been there Increased
- Access to safe spaces (community shelters)
- Generators for apartment complexes
- Transportation to emergency locations

## **Precipitation:**

- Lots of rain – too much
- Flooding in houses/basements
- Mold concerns and leaking roofs/ceilings
- More comes at once, rains harder, affects the soil for farmers (erosion)
- Road damage
- Sewer/septic systems back up
- Rain is not when we need it

## **Increased Heat:**

- Diseased crops
- Maple trees will not be able to survive
- More pollen/allergies/asthma
- More ticks/mosquitoes and disease
- People working/playing outside in danger of overheating/heat stroke
- No air conditioning
- Limited ability to be outdoors
- Poisonous plants

## **Drought:**

- Food shortage
- Dust
- Increasing cost of food – what happens in the rest of country impacts us
- Water shortage

- Lawns are vulnerable
- Suggest use of greywater to help water lawns

**Communications:**

- Seen as a strength, but the Town's emergency communication system isn't accessible to everyone – those with language barriers, challenges with literacy, no available technology
- How do we check in on people?
- How do we find out who lost heat in the winter?
- Community member's mother passed away in another community during the Halloween Storm because of no heat and loss of power (no phone) – no ability to communicate with family