

Sustainability Committee Meeting

12.12.18

Present: Emily Walton, Chuck Kabat, John Gorham, Deb Harrison, Leigh Hafrey, Virginia LeClair,
Environmental Coordinator

Guests: Kim Lundgren, KLA Associates, Kari Hewitt, VHB

Minutes Review

Minutes were reviewed. Motion to accept minutes made by Chuck Kabat. All in favor.

Presentation on Dedham Sustainability Branding By Kim Lundgren of KLA Associates

Kim Lundgren, KLA Associates spoke to the committee about branding. A brand is more than a logo she does this with clients because terms like climate change, resilience and sustainability are difficult words and terms. A logo helps to make connections with people through branding.

At the local level she recognizes that the resources to do branding do not exist like at a corporate level. For KLA this is part of the MVP program where they can create a consistent message that will incorporate all of the work that was done under this program to create a more resilient Dedham and put it under one brand.

C. Kabat liked pulling together disparate parts of sustainability, that we as a community have good intentions, but don't know what to do next and if we can change behavior through this by creating one brand or icon that would signify a source for next steps.

D. Harrison wondered what other communities branding may look like. Nashua, NH – Kim said wanted to find a better way to do a planning process and communicate success to the public. They created out of that a Livable Nashua initiative where the logo represents that brand.

K. Lundgren next posed a series of questions to help inform the logo.

Questions kim posed

- **What are we looking for as the takeaway feeling?** Behavioral change - living in a sustainable culture and community doesn't need to be overwhelming and not difficult to drive change. Not as far as obligation and responsibility. Its inclusive you get a feeling you want to be part of it and own it.

C. Kabat asked why would the brand be different from the Town symbol itself? What is that brand for the Town and what does it mean to be a resident of Town and part of Departments. Kim said that would be a goal to have social cohesion – Concord is emulating, it but still doing separate branding.

J. Gorham set the expectation that everyone would be involved and everyone's input is important.

Jessica Porter – what we know about climate change is people don't really care about it till it impacts them personally. She thinks about it as protecting Dedham – everyone wants to protect Dedham – what are core values that people would respond to? Core values would be invested in people, tradition in history, safe water – 19% of Dedham is water, protecting taxes.

J. Gorham said people are concerned with security of future generations.

Are there other core values that represent Dedham as a Community? When you describe your Town how do you describe Dedham? Some ideas from the committee - Progressive, open to new ideas. Smaller than you think, connected and loyal. Families matter.

Work as it relates to sustainability and climate change what is your vision of success? What is the end goal? We have an extensive list of goals – some are very visible, greening Rt 1, reducing the use of plastic, chuck's columns in the paper – all have an education component that should be ongoing and dynamic. Our recycling events are a great success – removing a lot from the landfill.

Longer term vision is to leave the community a better place for our children and much of that won't be able to be measured but felt. E. Walton said lets focus on being responsible for the things we can control – leave an impact on muni bldgs., streetlights, schools – lead by example from the Town.

L. Hafrey would like to better integrate with other operations – sustainability should be a piece of the conversation in every committee the Town has assembled.

D. Harrison would like to see more collaboration with the Environmental Department, as well as support for its initiatives.

John Gorham asked for a motion to adjourn the meeting. C. Kabat second. All in favor.

Public Listening Session

J. Gorham opened the public listening session portion of the meeting. This is a public meeting run by KLA and VHB, supported by the Committee to solicit feedback from the community on climate change in Dedham.

Students John Wilkonson of the Project Prep, a Team of the Middle and High School students working to make Dedham safer in the event of extreme weather presented briefly on their work. It's part of a competition with other schools and they meet a couple times a week to work their project of preparing emergency kits and information where storms strike the hardest. Weatherprep.org is a website they referred us too.

Kim Lundgren asked how many feel that there has been a change in climate or increase in extreme events? More tornados in W. Mass, torrential downpours every time it rains. Kim said our climate is changing and we are seeing it more and more.

Kim talked about how can we be more prepared and bounce forward. We can create real action at the local level. Kim reviewed MVP process – infrastructure, target populations (socio-economic), natural resources. Think of them as a strength and vulnerability. Challenges and solutions were discussed in depth at the workshops.

Kari Hewitt, VHB reviewed extreme events in MA – summer heat waves, 4 nor'easters in 3 weeks, flash floods these are lived changes across the state

Increase storms – increase frequency and severity as well as intense wind events, hurricanes

Heat waves – increased temperatures and increased number of days

Drought – a lot of water when we don't need water and not when we do, low stream flows, hot dry summer periods. Oct 16 52% of MA land was considered to be in exceptional drought

Flooding – related to extreme storms, flash flooding streams and rivers overtopping banks.

NE #1 experiencing intense storms Winter events could be more ice events with freezing and thawing.

We don't want these conditions to exacerbate already challenging issues – getting food, medicine, and taking transportation.

If we continue with business as usual we are locked into higher emission scenario and could trigger more extreme events.

The group broke out into a poster session where participants responded to questions by placing sticky notes on the boards. A full report will follow from the consultants.

Meeting adjourned.