

## ENVIRONMENT AND ENERGY COMMISSION

### Meeting Minutes November 9, 2021

#### Conducted Remotely

Commission Members Present: Laura Derks (Chair), Mark Goldberg, Lisa Boone, Liz Lukehart, Stephen Morales, Cassandra West, Darryl Baker.

Commission Members Absent: Colin Taylor

Commission Member Resignation: Crystal Hodges (currently one member opening)

Staff Liaisons Present: Mindy Agnew, Sustainability Coordinator

Guest Presenter Present: Peter Gray, Aileron Marketing Consultant

1. **Call to Order:** The meeting was called to order by Chairperson Derks at 5:30p.m.
2. **Approval of Agenda:** A Motion was made to approve the agenda and it was unanimously approved with no revisions.
3. **Approval of Minutes:** A Motion was made to approve previous meeting minutes with suggested revisions and it was unanimously approved with none opposed.
4. **Public Comment:** No public comment.
5. **Agenda Items:**
  - **Staff Liaison Report:**
    - Mindy Agnew shares information about the community effort and public event for the Year of the Butterfly/Illinois Monarch Project. The Public Works bioswale was funded by a grant from MWRD and included native nectar plants. It was recently registered as a monarch waystation.
    - This meeting's package included a memo from VOP Sustainability Coordinator Marcella Bondie-Keenan about the monthly S/CARP progress update. EEC commissioners are invited to sign up for a 15-minute slot at the Climate Action Day at Village Hall on 11/16 to meet the GRAEF team and provide input on the planning process.
  - **"Better Homes, Better Planet" campaign – Marketing consultant Aileron: review of the campaign and community promotional kit:**
    - Energy Efficiency program guidelines have been approved by the Board and are on the Village website.
    - This marketing campaign will be a monthly update item to the Board and the EEC.

- Aileron Marketing Consultant Peter Gray begins to share a quick overview and current status of the campaign:
  - Aileron was brought on this summer to help the Village raise awareness and drive more participation in energy efficiency and home energy programs (i.e. community solar and rooftop solar).
  - The “Better Homes, Better Planet” campaign was developed to provide clarity and make it easier for residents to engage in energy efficiency programs.
  - Peter Gray opens the sustainoakpark.com website and walks through how residents navigate to find the programs that are available for them and sign up to get started. Mindy Agnew and the sustainability team receive the forms and follow up with residents.
  - Peter Gray shows the supporting materials (i.e. template tools, posters, fact sheets, presentations). Utility language has been simplified to make it easier for residents to engage and take action on climate change and lower their utility bills.
  - Timeline - The site was approved and launched on October 15, 2021. To date there have been 610 visitors, 60-70 program requests, and 4 applications from residents. Further outreach steps include mention of the campaign in the Oak Park FYI, a postcard mailer to Village residents, and more hands-on outreach in collaboration with the S/CARP consultant (GRAEF).
  - This will be a tool that the sustainability department can grow and continue to use as they expand programs and outreach efforts.
  - Lisa Boone mentions that she will share on the Zero-Waste Oak Park website.
  - Darryl Baker, Chairperson Derks, and Stephen Morales provide some feedback on the website.
  - Lisa Boone shares that her home energy assessment through the utility company was unsatisfactory and suggests a place for resident feedback on the entire process. Mindy Agnew agrees and responds that there is a feedback form on the website and that the Village will convey the feedback to the utility companies.
  - Liz Lukehart asks if any of the inquiries so far are income eligible? Mindy responds yes, 3 out of the 4 current applications are income eligible.
  - Discussion ensues about utilizing Oak Park Facebook groups to reach residents, Mindy Agnew offers to provide the outreach kit and any additional information for sending to these groups.
  
- **2021 Accomplishments & 2022 EEC workplan – Finalize the 2022 workplan for Board approval:**
  - Stephen Morales shares the 2022 Work Plan draft for discussion.
  - Lisa Boone suggests the addition of Styrofoam to the “Community Outreach on Single-use Plastics Reduction” project. Mindy Agnew agrees and Stephen Morales adds it to the Work Plan draft.

- Liz Lukehart further expands on her Sustainable Agriculture item on the “Promote Green Infrastructure and Community Outreach” project and Stephen Morales adds a goal for resilient/regenerative food sources.
  - Darryl Baker asks about the possibility of reaching out/partnering with nearby communities and sister organizations. Chairperson Derks states that it is a PlanIt goal for next year. Stephen Morales adds it to the “Public Education” project.
  - Chairperson Derks begins a discussion about the commission’s involvement in Green Block Parties. Cassandra West asks how exactly the commission plans to promote these types of events and measure the work being done. Liz Lukehart agrees and suggests using simple metrics to prove that the commission is moving the needle. Stephen Morales elaborates in the “Public Events” and “Public Information Outreach and Education” projects.
  - Chairperson Derks leaves and Stephen Morales begins facilitating the remainder of the meeting.
  - Stephen Morales begins assigning ownership for each project. Owners will fill out the timeframe and costs with help from Mindy Agnew.
- **2021 Green Awards Nominations:**
    - The awards will be virtual.
    - Mindy Agnew gives a brief description of the 8 nominees.
    - Awardees need to be decided by the end of the month.
    - Mindy Agnew will send a follow up email with more information and next steps.
  - **New Business:**
    - No new business.
6. **Adjourn:** At 7:00 p.m. a motion was made, seconded and approved to adjourn the meeting.

**The next EEC meeting is planned for December 7th at 5:30pm.**