



ACTION

Encourage alternatives for energy use and provide education around existing regulations



DESCRIPTION OF ACTION

Launch a public education campaign to inform Weston residents about the potential to reduce their energy use and the current alternative energy regulations and policies.



CHAMPIONS

Sustainability Committee, Facilities Department, Sustainable Weston Action Group

PLANNING CONSIDERATIONS

IMPLEMENTATION STEPS	TIMEFRAME	KEY PARTNERS	FUNDING RESOURCES
<p>1 Develop a community engagement strategy to identify target audiences and most effective tactics to engage them.</p>	<p>3-4 WEEKS</p>	<ul style="list-style-type: none"> Select Board Town Manager/Public Information Officer 	<ul style="list-style-type: none"> MVP Action Grant Volunteer time
<p>2 Create a complete list of existing programs, incentives, rebates, and resources available to residents to help reduce energy use through energy conservation and the use of renewable energy.</p>	<p>1-2 MONTHS</p>	<ul style="list-style-type: none"> Sustainability Committee SWAG MassSave Eversource National Grid DOER 	<ul style="list-style-type: none"> MVP Action Grant Volunteer time
<p>3 Design communication materials (e.g. webpage, one-pager printout, newsletter blurbs) that include the compiled list of alternative energy and energy conservation resources.</p>	<p>1-2 MONTHS</p>	<ul style="list-style-type: none"> Town Manager/Public Information Officer Information Systems Sustainability Committee SWAG 	<ul style="list-style-type: none"> MVP Action Grant Volunteer time
<p>4 Partner with community organizations to host/attend events to educate a diverse range of residents about ways to reduce their energy use.</p>	<p>6 MONTHS</p>	<ul style="list-style-type: none"> Schools Library Council on Aging Housing managers Houses of worship Town orgs (WCCA, WCL, etc.) 	<ul style="list-style-type: none"> MVP Action Grant Volunteer time
<p>5 Continue outreach through attendance at events, social media posts, town communications systems, etc.</p>	<p>ONGOING</p>	<ul style="list-style-type: none"> Town Manager/Public Information Officer Information Systems Sustainability Committee SWAG 	<ul style="list-style-type: none"> MVP Action Grant Volunteer time



WESTON AHEAD
Creating our Sustainable Future

WESTON AHEAD MVP BLUEPRINT



LINKS TO OTHER PLANS & ACTIONS

- ✓ Expand the use of alternative energy
- ✓ Encourage efficiency upgrades
- ✓ Develop a strategy to transition facilities from fossil fuels to renewable energy
- ✓ Promote heat pumps to minimize the consumption of natural gas
- ✓ Promote Community Choice Aggregation



EQUITY CONSIDERATIONS

- ✓ Advocate for programs and rebates that are accessible to low-income residents
- ✓ Translate communication materials into multiple languages
- ✓ Host/attend events in spaces accessible and welcoming to all members of the community



MEASURING SUCCESS

- OUTPUTS:**
- ✦ # of residential rooftop solar arrays
 - ✦ # of enrollments in the Community Choice Aggregation program
 - ✦ # of residents switching from gas to electric systems (existing and new)
- OUTCOMES:**
- ↑ % reduction of community greenhouse gas emissions in buildings



ENGAGING THE COMMUNITY

- ✓ Partner with community organizations to expand outreach beyond residents typically engaged in sustainability initiatives
- ✓ Tap into partner organizations communication channels (i.e., social media channels, email blasts)
- ✓ Partner with young people to promote the transition to renewables