

Brunswick Recycling & Sustainability Committee
Tuesday, Aug 23, 2022 – 4:30 pm – 6:00 pm
IN PERSON – TOWN HALL COUNCIL CHAMBERS

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| 1. Call to Order / Intros | 4:30 PM |
| 2. Administrative | 4:35 |
| • Approval July 26 th Minutes | |
| • Update on Town Council Initiative around Town Committees | |
| 3. Solid Waste Updates – Jay A | 4:40 |
| • Ecomaine/Casella Agreement tracking | |
| • Website | |
| • Other updates | |
| 4. Planning Department Initiatives – Bina Skordas | 4:50 |
| • Comprehensive Plan Update | |
| • Climate Resilience Grant Opportunity | |
| • Town Sustainability Website | |
| 5. Organics Initiative, Execution Update - Steve Wood | 5:30 |
| 6. Education Subcommittee Report – Harry H | 5:35 |
| 7. Energy & Sustainability Subcommittee Report – Steve Weems | 5:45 |
| 8. Public Comment ** | 5:55 |
| 9. Adjournment | 6:00 PM |

** Public Comment can be given at this point in the meeting via the Zoom dial in number provided during the televised meeting. Alternatively, written comments in advance of the meeting can be sent to jastle@brunswickme.org and they will be read aloud at the appropriate point in the meeting.

MINUTES
TOWN OF BRUNSWICK RECYCLING & SUSTAINABILITY COMMITTEE
Council Chambers - Brunswick Town Hall
26 July 2022

Meeting called to order by Harry Hopcroft at 4:32 PM.

Members present: Rep. Poppy Arford, David Costello, Jamie Ecker (Chair), Jennifer Hicks (Secretary), Harry Hopcroft, Thomas Rumpf, Stephen Wood,

Town personnel present: Jay Astle (Public Works Director), Eliza Blood (Organics Recycling Coordinator), Kathy Wilson (Town Council Liason)

Public present: Bill Good

Introductions of Committee Members and Town Personnel: Personal introduction provided by each person in attendance.

Meeting Minutes from June 28, 2022: Motion to approve: Tom Rumpf, 2nd Stephen Wood. Unanimously approved.

Chair/Vice Chair Convening:

Jamie reports that the Town council has notified chair/vice chairs of Town Committees of an August 10th meeting to discuss matters related to the role of Committee and increasing support and effectiveness.

Solid Waste Updates - Jay Astle

Casella/ecomaine contracts have been signed as of Monday July 25 retroactive to July 1.

- This is a trash/recycling “swap” so Brunswick material stays in Casella system but materials from other sources will go to ecomaine in Brunswick’s name
- Jay stated there are no surprises with contract:
 - Option to transition from swap to direct haul after year 1
 - Option to withdraw from arrangement after 5 years.

Jamie reports that he, Stephen Wood, and Harry developed a simple explanation document about the swap arrangement to have on hand on the Committee’s Google Drive for future reference. Harry’s column from a few weeks back is also a good source of information, and will also be saved to the Google Drive.

Ecomaine Community Outreach & Education Offerings – Nate Cronauer

Nate Cronauer of ecomaine presented information about ecomaine and what it means to be part of ecomaine community:

- Three facilities: recycling, waste-to-energy, ash fill
- Dozens of Towns are part of ecomaine community
- Primary part of mission is to educate and build positive relationships with residents
- Goal is to reduce contamination and increase waste diversion
- Education and outreach programs
 - School/Community events
 - Curbside inspection/tagging

- Master recycler program
- Outreach and tabling
- Follows the Maine waste hierarchy
- Has already presented to students at Brunswick Junior High and received a very positive response

Suggested next steps for Committee to work with ecomaine: hold a Kick off day:

- An event with several ecomaine staff members and several elements (kid and adult engagements)
- Give bins away (100)

Regarding tagging program:

- Committee should contact communications director Michele Ratley who has information about the tagging program and Nate will make the connection for us.
- It's up to the Town who does the tagging (whether its a Town volunteer or ecomaine interns)
- Ecomaine provides Town with results of tagging assessments

Regarding recycling do's and don't lists:

- Webpage, magnets, posters
- Recyclepedia: an app that can be use as a reference for what can be recycled
- Information about prep of materials is part of the education

Specific services available for Brunswick community: Blue recycling bins (pick up in Portland, PW office) Town has access to ecomaine educators for outreach opportunities, YouTube videos.

Jamie reminded the Committee that ecomaine was chosen as Town's solid waste management provider because of not just long-term cost-effectiveness in waste diversion, but also for their exceptional public education program.

Action: The Education Subcommittee will meet with Nate to start developing a public education strategy and to assist in planning the kick off event.

Organics Initiative, Execution Update - Eliza Blood

Outreach activities:

- Social media has been the most effective approach to communicate with residents and spread the word.
- Have also conducted public presentations, tabling: farmers market, art walk, movies in the park - gave out brochures and surveys. These have resulting in good conversations with visitors.
- In person presentations during summer are not well attended, so we should target more in the winter, as well as tabling events that are well attended (e.g. Art Walk).
- Community survey (both online and printed),
- Public Works webpage has been updated with relevant organics information

Grant progress:

- 169 new Gardens to Garden subscribers, 65 composters sold. The 2nd drop off site is very active. Almost 1000 households are now participating in some sort of organics recycling option since the campaign started in earnest this past Spring.
- Survey responses: 132

Next steps: continue to attend public events, posting social media, continue promoting the 3-prong approach to organics recycling in Town.

Survey was primarily completed by people who do compost. Would be important to hear from people who don't compost

Action: Eliza will send out results of the survey to Committee members.

Action: Education subcommittee to incorporate composting outreach efforts with ecomaine public education strategy (Steve Wood/Jamie)

Action: Solid Waste Management subcommittee will develop a simple strategy for promotion of the three prong approach to be enacted over the next year (final year of the grant).

Action: Jamie will send Nate Cronauer information on the Town's composting grant from DEP.

Education Subcommittee Report – Harry Hopcroft

No report

Public Comment:

Bill Good: congratulations on finalizing the contract with ecomaine and continue good work.

Motion: Tom Rumpf moves to adjourn, Steve Wood seconds. Unanimously voted in favor

Adjournment - 5:54 PM

Brunswick Climate Action Plan

Scope of Work Proposal

Project dates TBD – Late fall/winter 2022/2023

Timeline: 10-12 months

Project purpose

Provide support and guidance in developing a Climate Action Plan in accordance with the GPCOG Municipal Climate Action Planning Process and aligned with the State of Maine’s “Maine Won’t Wait” Climate Action Plan.

Activities

Phase 1: Data collection and analysis – 3 months – GPCOG will guide Brunswick in the data collection process and will lead analysis of emissions and vulnerability data. GHG emission inventories require a range of data that will be sourced from utilities, municipal staff, and other key stakeholders. GPCOG will create a data collection plan with clear responsibilities. Brunswick will be responsible for outreach to internal staff for data collection and GPCOG will support outreach to utilities and external stakeholders to collect data on emissions.

Output: Data collection plan and a package of data for town.

Phase 2: Baseline assessments: Develop baseline assessments for Brunswick that details town wide GHG emissions (a GHG inventory) and at-risk infrastructure, ecosystems, and communities (a vulnerability assessment.)

- **Emission Reduction Target Setting** – Using ICLEI planning tools, identify 2 scenarios for emission reduction targets. Develop a presentation that details the two scenarios and the high-level actions needed in each sector to meet the targets. GPCOG can present these findings at two meetings – one with municipal staff and/or committee, and to the town council or board.

Output: Presentation of the draft inventory report detailing emission reduction scenarios and the necessary actions needed to achieve them to staff, interested committees, and the council as requested.

- **Vulnerability Assessment** – Brunswick will partner with Eileen Johnson and Bowdoin College to complete a Vulnerability Assessment identifying climate hazards and impacts to assets, communities, and ecosystems at risk in Brunswick. GPCOG will support Brunswick and their partners in the development of the Vulnerability Assessment by contributing regional data, analysis of data using specialized tools and input to draft writing and editing.

Output: Vulnerability Assessment Report produced through joint coordination between Bowdoin College and GPCOG

Phase 3: Action Planning – 3-4 months– GPCOG will provide research support, sharing of best practices, a prioritization framework, and case studies to Brunswick to facilitate planning of near and long-term climate actions that can help achieve climate targets. This phase will include a public

meeting that GPCOG will help plan and facilitate to gather input on potential climate actions. GPCOG will draft an initial list of actions based on input from municipal staff, the public, and committees, and council.

Output: List of climate actions with basic descriptions

During all four phases GPCOG will hold regular monthly or bi-weekly meetings with municipal staff to keep them updated on progress and address issues.

Report drafting and finalizing: Drafting of the climate action plan report will be conducted throughout the process. The final report will include the following:

- Introduction
- GHG Emissions Inventory
- Future emissions scenarios and targets
- Vulnerability Assessment
- Actions: Mitigation and Adaptation action descriptions
- Implementation plan and timeline

First drafts of the Vulnerability Assessment will be completed by Brunswick and Bowdoin College. GPCOG will review and incorporate with the rest of the plan. GPCOG will be responsible for first drafts of the remaining sections and Brunswick will edit and complete drafts. GPCOG will provide graphic support for finalization of drafts.

Community Engagement – Community engagement and outreach is key to a successful climate action plan. GPCOG will work with Brunswick to create a Community Engagement Plan at the outset of the project that will identify a schedule of workshops, educational events and outreach that will continue throughout the project.

Output: Community Engagement Plan - Brunswick will lead execution of the Plan with support from GPCOG.

GPCOG Project Team

Kelly Rehberg, Sustainability Coordinator, GPCOG
Jon Gagne, Sustainability Associate, GPCOG
Sara Mills-Knapp, Director of Sustainability, GPCOG
Resilience Corps Fellow, GPCOG

Budget Estimate

Budgeted hours and a total are estimated below, this does include a host site fee for the AmeriCorps program that supports assigning a Fellow to this project for 30% of their time. The GPCOG team will manage staff hours in accordance with the tasks and activities identified above.

Staff	Estimated Hours
Director	130

Coordinator	150
Associate	100
Resilience Fellow	500

Total Cost to Brunswick – 35,000

Staff time: 33,500

Resilience Fellow Host Fee: \$1,500