

Outreach and Communications & Resources Subcommittee  
Kick-off Meeting Notes:  
February 19, 2008

Introduction of Outreach Subcommittee members: Tom O'Donnell (also C&R), Victoria Webb (also C&R), Vic Lauback, Mike Bullard, Molly Tsongas, Gerry Bricks, Bob Bryer, Sarah Caspar (also C&R), Patricia Horrocks, Christie Knapp, Catherine Swan,

Could not attend: Dianne Herrin, Joe Weidle, Melissa Walsh, Richard Whitford, Keith Harrington (C&R)

Victoria Webb: media experience, public broadcasting, political party experience, some web experience, sustainable lifestyle

Tom O'Donnell, background in water, environmental science, carbon management and trading

Vicky Laubac: West Vincent Township EAC, – familiar with clean energy communities, interested in county/township interactions

Mike Bullard: environmental chemist, residential alternative energy concerns; Information Resource Sub-Chair, (Mike pointed out that the I&R subcommittee wants the kind of information that MontCo has produced in the green house gas study.)

Gerry Bricks: Kennet Township, upper main line recycling association, Gore presenter, preparing a “solutions” presentation and starting to present that in county area

Robert Bryer: retired, broad interest

Patricia Horrocks: League of Women Voters, Treddyfrin/Easttown public TV experience,

Catherine Swan: GVA Exec. Dir., watershed, outreach and education specialty, suggested that leadership in the county needs to be visible and active, aware of mom's input and kids knowledge through her school involvement

Sarah Caspar: League of Women Voters, chemistry and biology teacher in H.S.; EPA worker; long term experience in getting the message out, influencing county to do something

Christine Knapp: PennFuture representative, part of its outreach team, promotes better legislative; good group of ChesCo members have helped with legislation

Molly Tsongas: Smart Power, markets and messages energy efficiency, messaging expert, coordinated CEC challenge in county: multi-county townships, Inconvenient Truth presentation, 20 townships capped for solar panel award with Clean Energy Community registration,, excellent marketing experience including survey to reform “sound bites” to keep consumer interested (see the Smart Power website)

## Administration Agenda

Meeting schedule for the next couple of months

Tuesdays 5:45-7:45, next March 4, March 18, April 1, April 15, then every 4<sup>th</sup> week for awhile until we decide to meet more frequently

Comments:

Additional comments at this point: GHG emissions during vehicle idling was discussed and Catherine mentioned Unitarian\_Universalist Church in St. David's for their active congregational green house program

Outreach and C&R discussion:

Shared our primary Mission as discussed with Steve Fromnick this afternoon: communicating task force actions, our responsibility to find out what the other subcommittees are doing so we know what is going on and communicate those to the public,

Our group has representatives on all of the sub-committees so we will have an efficient way of reporting back to the Outreach Subcommittee and the C&R

Agriculture: Vic Laubac, Mike Bullard

Transportation: Bob Bryer

Energy: Molly Tsongas and Bob Bryer

Waste : Christine Knapp, Catherine Swan, and Bob Bryer

Information: Mike Bullard (co-chair), Vic Laubac

Carbon; Gerry Bricks, Bob Bryer

Discussion of what are our objectives and tools should be:

1. first task is to announce to the public that task force is formed
2. lapse time for other sub-committee actions will be key influence on the next steps. We will learn of progress, time-lines established by other sub-committees or Task Force are so we can plan some of our program:
3. learn what resources are available: to us, for example handouts,
4. can we learn what other groups in county have scheduled to help us plan, for example watershed groups, other meetings, library summer programs, etc GVA for example has the Envirovest on March 3<sup>rd</sup>, which would be a great place to showcase the TF and our committee
5. Can we find out what Montco budgets were so we can relate to Commission issues for financial support?

6. Scouts have projects, which we might be able to combine with our Outreach needs, win-win for everyone
7. We could try to be a clearinghouse for outside groups that are looking for outreach opportunities, perhaps this could be an internal project for the C&R Subcommittee
8. How can we get the public involved and get them the knowledge to participate,
9. We could (should) try to present to every township and make sure they know how to get involved, this is a big assignment but shows leadership at the next level of government that may want to undertake an energy program. There are ways to economize on this sort of commitment; for example, seven northern townships meet under the umbrella of the Northern Federation; we could also explore ways to pull township officials together in a sub-regional way so we can cover more than one township per our presentation although this seemed complicated to accomplish, the idea of reaching out to township managers was discussed, it seems like we will have to interact with them to get on a township agenda anyway, no consensus about that idea developed among us because in the end we need to talk to the elected officials; we also talked about putting notices at the township buildings to announce our schedule presentation, the term presentation might sound more elaborate than what will happen, seems like we can expect 5-10 minutes on an agenda to describe where the TF is and how to stay in touch
10. EACs have a community days, these groups can be very helpful to messaging; PEC has list of EACs
11. Homeowners association, schools, etc, can be invited to each township meeting, ask townships to cosponsor our presentation and help get the word out
12. Lots of schools and watershed groups should be targeted for outreach
13. So it is popular among the group to look at the “community” surrounding the individual townships for our focus
14. We really need a data base of all organizations that we will or may contact, examples include all of the townships, EACs, schools, watershed groups, conservancies, associations, chambers, business organizations, transportation groups, trade associations, etc. many of these can be reached with a copy of a press release or more extensive written statement; we need to try to reach all sectors of the county to get the widest support
15. There is a “Goggle group” tool that we can use to : load up township contact information
16. We had a significant discussion about conducting a “Survey of interest” for later outreach activities and meetings, on-line survey was suggested as the best way to go along the lines of the recent Landscapes notecard handout/survey challenge; We can also capture information from people who come to meetings and become involved at our presentation,

17. We discussed the idea of a newsletter; probably electronic to save energy and cost; this idea seemed popular among the group and could be a communications activity
18. Chester Co managers meet quarterly, we could meet with them too, feedback would probably be strong and active, go to influential townships first if we have to pare down because of time,, meet and explain role of the TF and Outreach Subcommitt, . Maybe we can work with CC planning and hold a broader meetings: like they did with Landscapes - How did the county do this, in clusters
19. We could hold special meeting or events later on if it seemed important and effective
20. We need to identify news media that we can use and make contact for a release, It makes sense to have a press release before our “blast presentation” and after based on results and feedback
21. We should count attendance and conversations at all of our events, sort of like a measure of “impacts”
22. A press release needs to announce public access on our website and a way for the public to post comments, perhaps we will want a monthly press release following a with pattern/format
23. Stay with captive audiences for now, the second set of targets are other groups
24. The group felt that we needed a brand so we can communicate easier, “what is the bumper sticker going to say”; ask Steve Fromnick for suggestions on how to get to this; the CCGHGRTF is too long and not the type of name that draws in the most people

Tasks to be done now:  
help?

Who      will

- Website to capture public input,
- citizen survey plan and implementation (Landscapes style)
- press release before township talks
- township meeting schedule set up
- meet the county managers meeting set up
- template for presentation to township by each speaker group, consistency is important
- township presentations
- newsletter prepared and uploaded
- personalized letter or white-paper brief to supervisors as follow-up or leave behind
- database of contacts and other activities of county groups
- explore what resources we have, money, website help, monitoring and management,
- find out what the Montco budget was and how it was distributed?
- push for logo competition and branding but ask public to add in; new name that is easy
- template for collecting other information from subcommittees so we have complete, succinct, timely feedback for our planning

Tom O

- put this into a table so we can sign-up, maybe we can put this on the website