

BLUER Committee Meeting
April 4, 2008
Minutes

The meeting began at 1 pm with Dianne Herrin, Martin Indars, Tim Lutz, Courtney Marm, and Scott Tornek attending; David Ward was not able to attend.

Energy Star Update:

- Dianne announced the successful Energy Star training session held on 3/20 at WCU's Graduate Business Center. Attendees are receiving a survey to determine how valuable the workshops were for them.
- Martin informed us that Borough Council unanimously approved becoming an Energy Star partner; BLUER will create an action plan for the Borough that will include promoting Energy Star products.

Greenhouse gas reduction goal

After discussion it was agreed that BLUER's goal for greenhouse gas (GHG) reduction should be to reduce GHG emissions 10% below 2005 levels by 2015, recognizing that the reduction would be larger than 10% of the emissions projected for 2015 because of likely growth in emissions from increases in population and possible new construction (e.g., the Wyeth property).

BLUER will present the emissions inventory and goals to the PREP committee in May. **Action:** All BLUERs should try to attend.

Communicating the GHG inventory

Dianne led a discussion of various strategies and means for communicating the GHG inventory so as to make the magnitude of the Borough's and an average individual's emissions visible. Various possibilities were presented based on converting CO₂ gas into a visible form of carbon such as coal or trees. **Action:** a subgroup will meet next week to continue discussion.

Website development

- Courtney and Scott reported that BLUER not has its own URL— wtbluer.org – and that a sustainable hosting web site has been identified. Funding for the first year is being provided by Peggy Hartzell-Bennett's Henderson High School grant; the prototype site is being constructed by Sean Meadows. BLUER thanks them both.
- Martin is editing material for the website and will send to Dianne for further editing. **Action:** Send remaining materials to Martin as soon as possible.

WCU student research

WCU students gave updates on the research they are doing this semester for BLUER. They will present their results at our next meeting. Topics are:

- A commuter survey to gauge student interest in car-pooling or car-sharing.
- A survey of electricity use in owner-occupied vs rental property.
- The problems and possibilities of using energy efficient and renewable technologies in historic homes.
- Make-up of nergy consumption by Borough restaurants.

Funding Plan

- Dianne and Scott led discussion of a proposed solicitation letter to raise money for BLUER operations. It was decided to refine the presentation of the budget. Dianne and Scott will verify that contributions to BLUER are tax deductible and we will assign targets to BLUER members.

Follow-up

- Tim distributed the minutes of the March meeting; Dianne will distribute by email.
- BLUER noted the excellent *Daily Local News* story about our emissions inventory results and are appreciative of Anne Pickering's presence at our last meeting. Martin noted that some minor corrections had been made to the story.

OTHER/VISITOR AGENDA ITEMS

- Lisa Natalizio Booth told us about the Downtown Foundation's upcoming (Saturday, 6/7: 6:30-11:00) *Up on the Roof* Event. The theme is 'Greener, Cleaner West Chester.' We discussed ways for BLUER to participate and educate at the event. More detailed plans will be determined at our meeting in May.
- Tom O'Donnell and Jeff Woodman presented on the Global Emissions Exchange (GEX). (See www.globalemissionsexchange.com). The exchange can account for 'fractional' carbon emissions reductions—those too small to be sold directly on existing exchanges. They suggested that BLUER could use the GEX to help involve residents and students in reducing GHG emissions by providing a mechanism to quantify and aggregate reductions and to convert emissions reductions into a possible financial benefit for BLUER and the Borough.

Meeting ended at 3:30 pm.

NEXT BLUER MEETING May 2, 1 pm – 3 pm, ROOM 240