

CAB Annual Meeting Monday, October 17, 2016

Pierce School Library

- Attendance:
 - David Damm-Luhr, David Pantalone, Werner Lohe, John Harris, Susan Martin, Bob Miller, Alan Leviton, Tom Kilday, Ed Loechler, Inga Damm-Luhr, Judy Mabel
 - Speaker: Nathaniel Stinnett
- Elections:
 - Those whose terms are up are:
 - Alan Leviton, Michael Berger, John Harris, Ed Loechler, Bob Miller and Don Weitzman – all have agreed to continue on the board for another term.
 - One new candidate – Jack Spence.
 - Unanimous vote to re-elect those continuing and to newly elect Jack Spence.
 - Carol Oldham will not continue on the board, due to moving away from Brookline.
 - Officers:
 - Alan Leviton was elected to serve as Treasurer for two more years.
 - John Harris was nominated and elected to serve as the new co-chair for two years.
 - John and Alan were elected unanimously.
- Review of the Year by David Pantalone
 - Financial statement:
 - Balance as of October 1, 2015 \$ 8,678.32
 - Balance as of September 30, 2016 \$ 10,916.51
 - Income (Donations) \$ 8,418.24
 - Expenses \$ 6,180.05
 - Climate Week Expenses \$ 4,987.46
 - CAB Activities
 - Monthly Meetings
 - - Speakers, discussions, etc
 - Climate Week
 - Campaigns - collaboration, partnership
 - - Mothers Out Front, MCAN, Mass Energy, MA Power Forward, etc
 - Political Activism
 - - Town
 - CAC/Selectmen - Aggregation, Runkle Solar,
 - Net Zero
 - Warrant Article - Net Metering
 - - Statehouse lobbying
 - Governor Act on Solar Policy (April 2016)
 - Omnibus Bill (June 2016)
- Brookline Green Electricity
 - Alan Leviton described the “community choice aggregation” effort in Brookline – i.e. bulk purchasing of electricity
 - Enrollment expected to begin December 2016
 - Users will have choice of renewable energy options – ranging from 25% additionality of renewables over what Eversource offers (this means a total of 50% renewable energy content) – this is the default. You can also choose

- “Brookline All Green” – this will have a 75% additionality, i.e. 100% renewable energy content. Can also choose “Brookline Basic” with no additionality.
 - There’s automatic enrollment for those currently buying their electricity from Eversource, but users can also choose to opt out.
- Speaker: Nathaniel Stinnett
 - Environmental Voter Project www.environmentalvoter.org
 - HQ is Boston, but is a national organization
 - Mission:
 - Find environmentalists who don’t vote
 - Try to get them vote
 - Is non-partisan and doesn’t endorse people
 - Nathaniel has a background in running campaigns
 - When you poll likely voters, environmental issues are close to the bottom of their interests/concerns
 - Campaigns usually target and poll only likely voters. If likely voters aren’t demanding environmental leaders, why would politicians focus on it.
 - BUT – it’s a high priority for all Americans
 - Environmentalists are terrible voters
 - They found 15.78 million environmentalists who didn’t vote in 2014 (that’s about $\frac{3}{4}$ of those who prioritize environmental issues over all)
 - These are people who are registered and who say that environmental issues are their top 1 or 2 concerns.
 - Must focus on turnout instead of persuasion – a big opportunity
 - They have identified 277,250 environmentalists in Massachusetts who did not vote but are already registered
 - In Brookline, 4,167 environmentalists did not vote in 2014
 - Turnout was 18,552
 - NOTE: Whether or not you vote is part of the public record
 - How does someone decide to vote?
 - Formerly, people thought that people will vote if the value of voting is greater than the costs of voting
 - But people aren’t really going through a rational weighting process in deciding whether to vote, because in reality one individual vote doesn’t make a difference.
 - The decision of whether to vote has much more to do with who you are and who you want to be. At some point you’ve decided to be a voter....
 - Messages like “Be a good voter” or “Everybody like you is voting” or “We know whether you vote!”
 - Telling people that “everyone is voting and so you should too”....increases the turnout
 - Most powerful persuader to get someone to vote is social pressure:
 - Get them to commit (sign something) and then remind them of the commitment.
 - Remind them that we know whether they vote and we’ll check back with them after the election to congratulate them for voting.
 - What can happen in Brookline?
 - They can work with us to get a call list identifying environmentalists who don’t vote – for us to canvas.
 - Can help:
 - Elect the ‘right’ people

- Build a case for elected officials that voters care about the environment

There were many questions and good discussion.

The meeting was adjourned at 9:10.