

# GREENOVATE BOSTON



# Agenda

1. Climate Action Plan Update Process
2. Residential Greenhouse Gas Emissions
3. Greenovate Boston & Community Engagement
4. Q&A
5. Group Discussion
  - What's working well?
  - New ideas?

# Neighborhood Strategy Committee Goals

Make climate action and sustainability relevant to all Bostonians.

Increase participation in City programs.

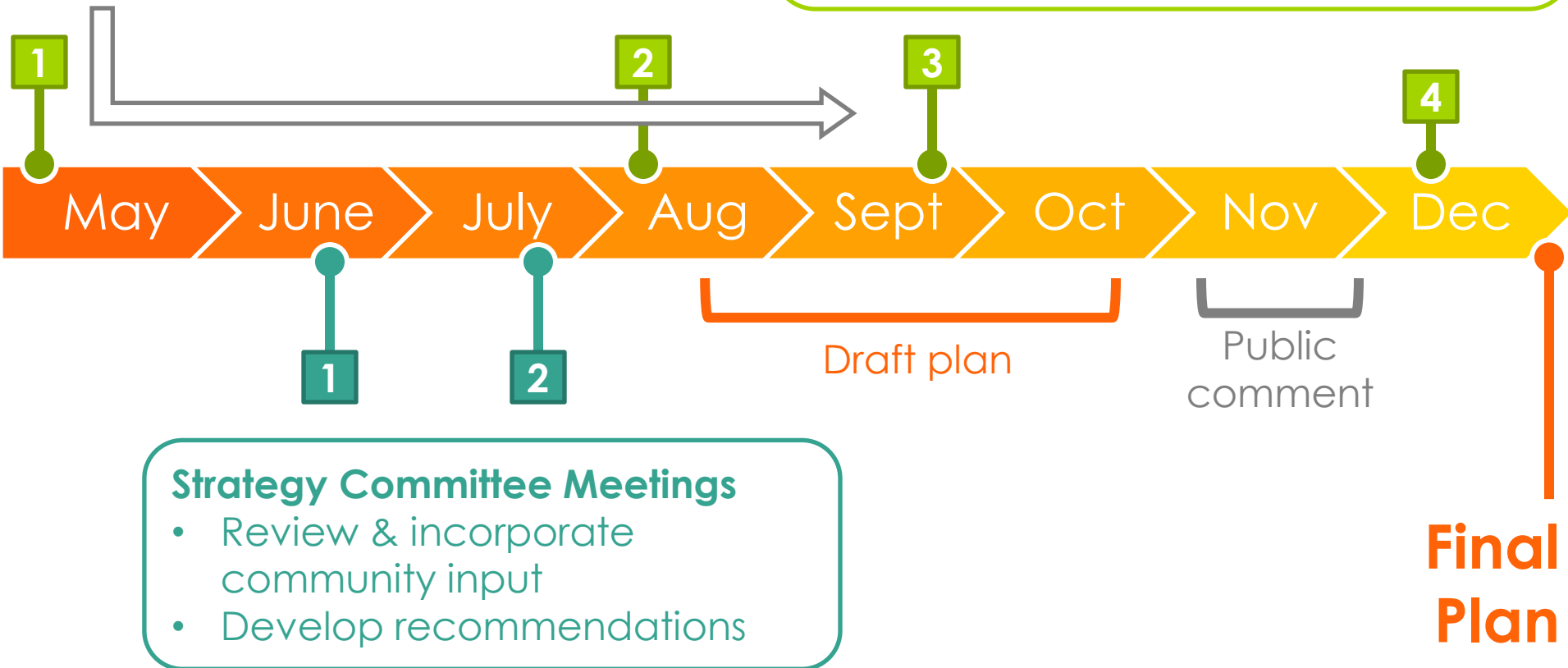
# CAP Update Timeline

## Community Input

- Engage.GreenovateBoston.org
- Summit
- Meet-Ups

## Steering Committee Meetings

1. Convene & select strategy committees
2. Review strategy recommendations
3. Review draft plan
4. Final review & approval



## Strategy Committee Meetings

- Review & incorporate community input
- Develop recommendations

**Final Plan**

# Steering Committee

Transportation

Large Buildings  
and Institutions


Neighborhoods

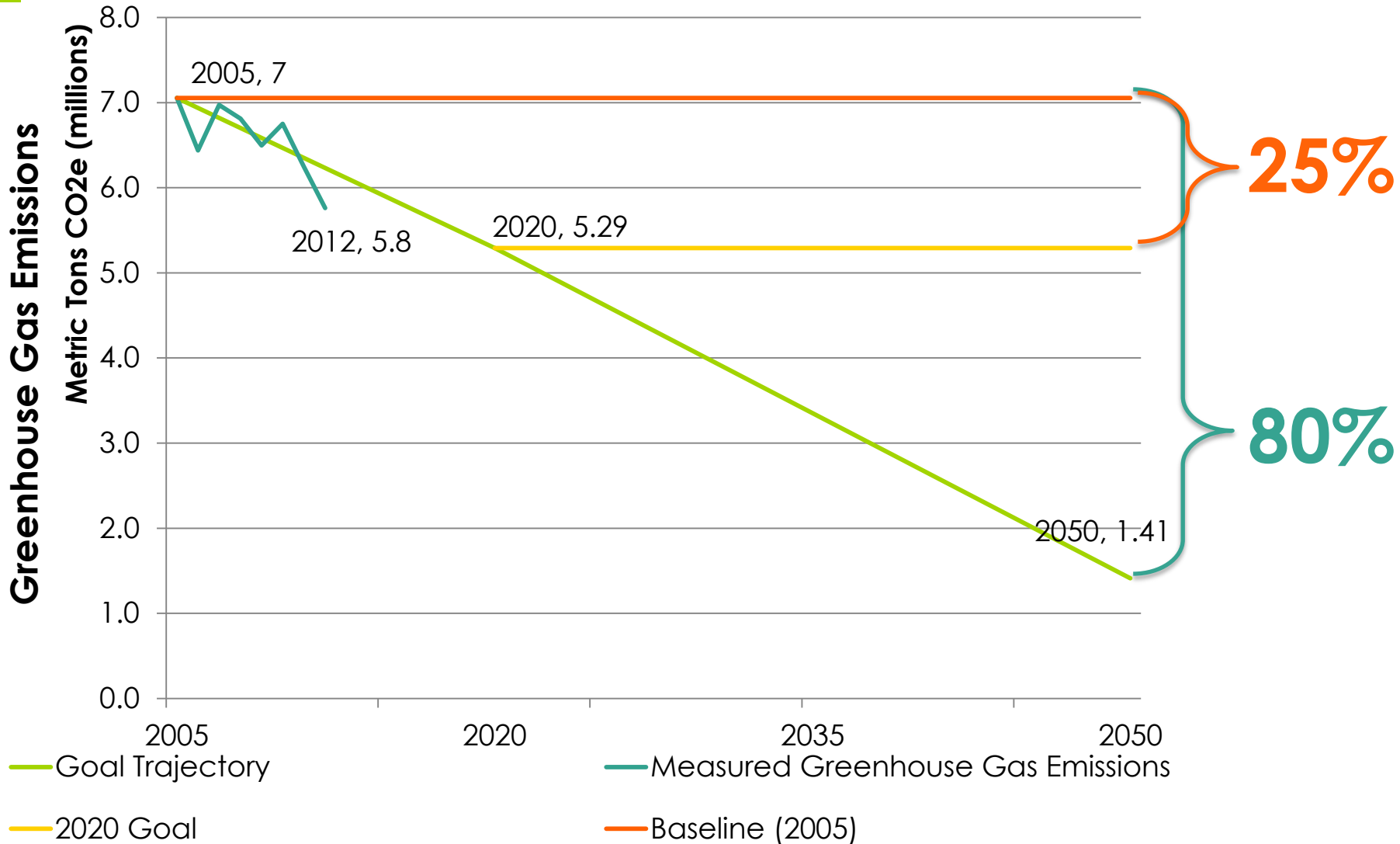
Climate  
Preparedness

80x50

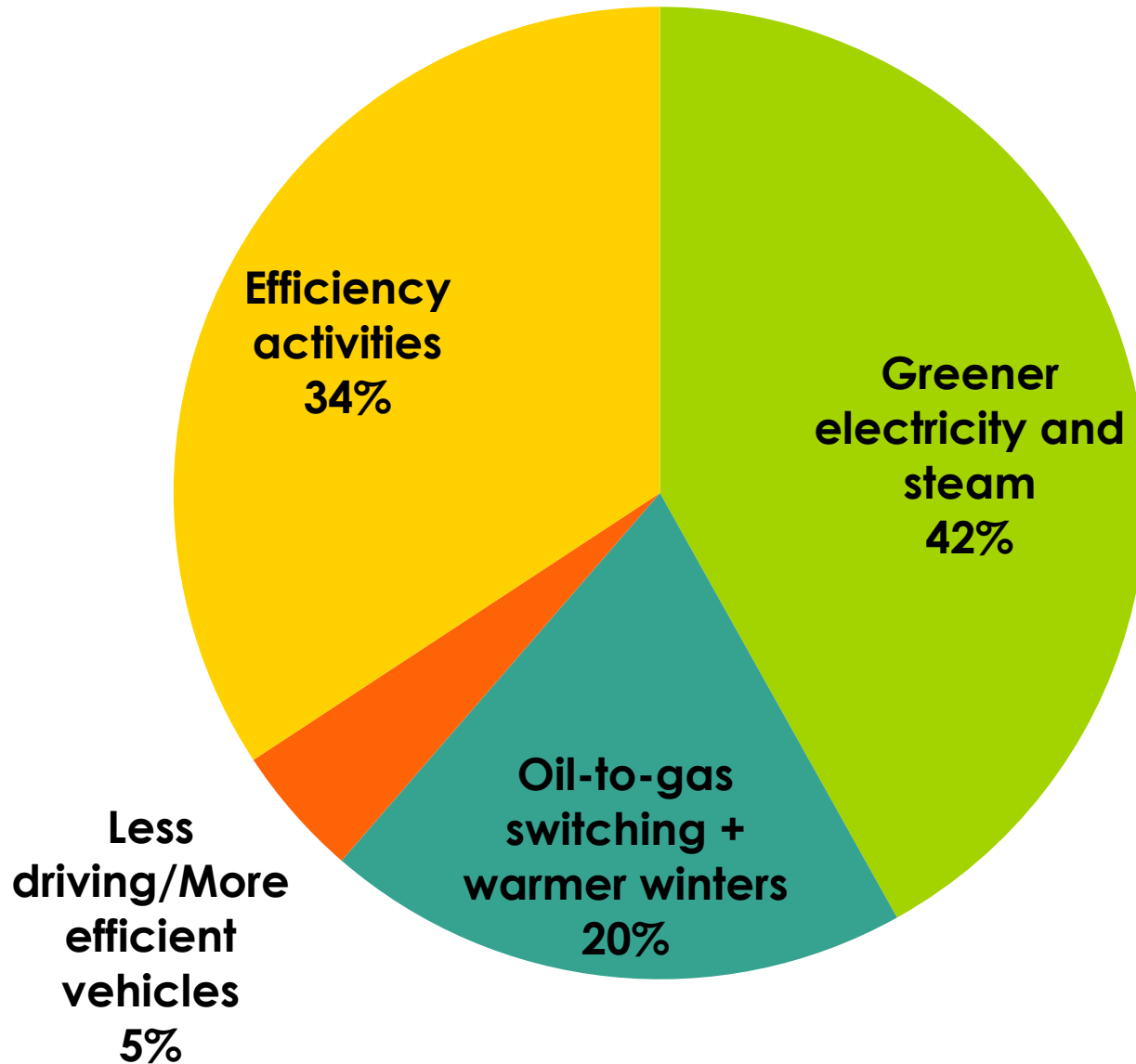
## Community Input

- Meet-ups
- Summit
- [Engage.GreenovateBoston.org](https://Engage.GreenovateBoston.org)

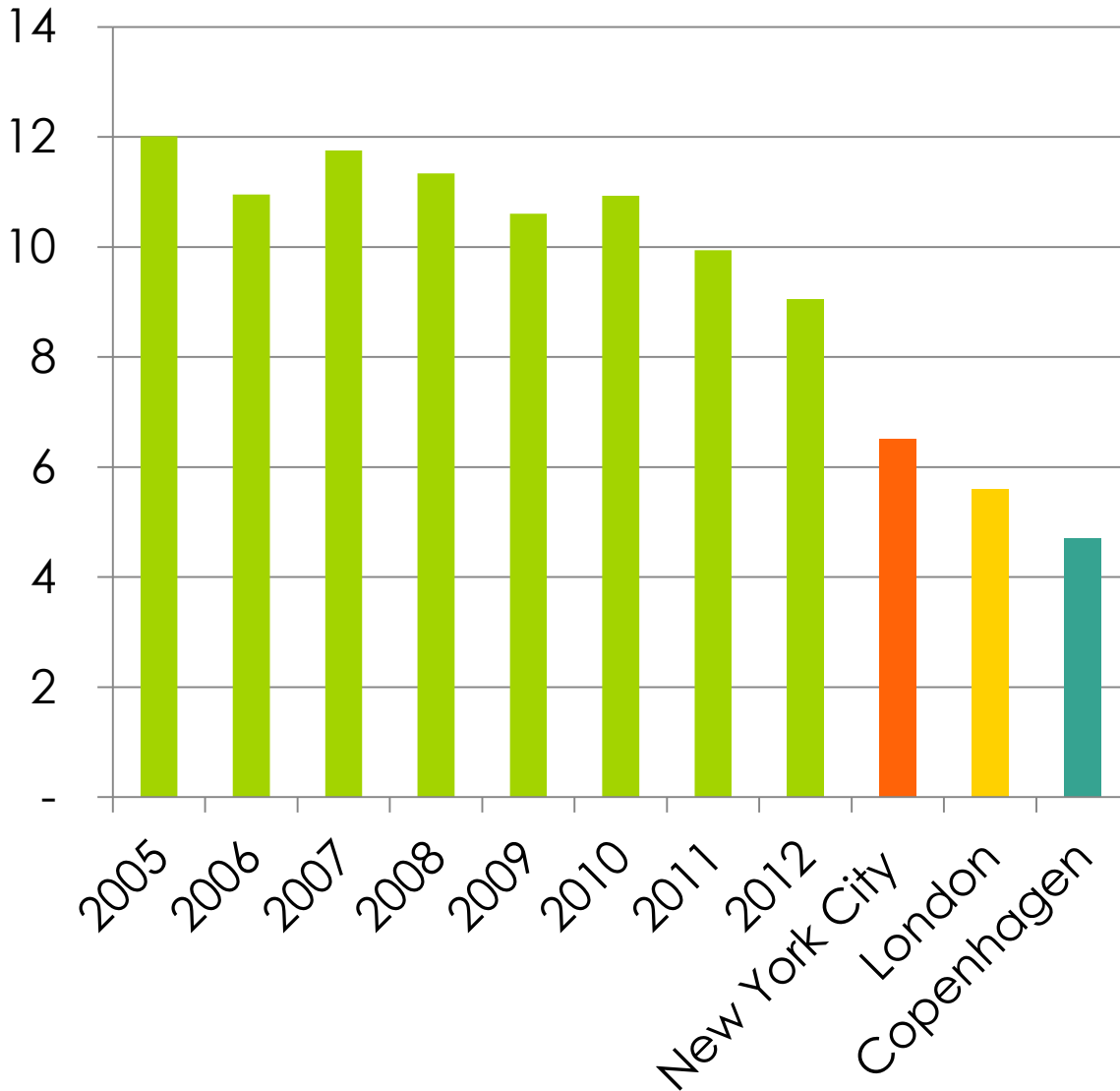
Emissions are  ~15% since 2005



# Where have our carbon reductions come from?



# Boston Emissions per Capita Compared to Other Cities



**50%**  
At Work



**30%**  
In Transit



**20%**  
At home



# Residential Drivers

## Deeper Actions

- Weatherization
- Appliances
- Boilers
- Solar



Free (“no-cost”) energy audit

*From 8,000 to 12,000 per year*

**Increase most categories by more than 50%**

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**Broad participation, impressions, engagement, mailings**





# WHAT IS GREENOVATE BOSTON?

Greenovate Boston is a movement – a way for everyone in the City to work together to improve our planet, communities, businesses, and daily lives. Stemming from the City’s plan to reduce Boston’s greenhouse gas emissions 25% by 2020 and 80% by 2050, Greenovate Boston will enable people to take simple steps that will make the City a better, greener place to live and work.

What are your big ideas for the city? Engage with Greenovate Boston now

## Resources

[MAYOR’S CARBON CUP](#)

[TECHNOLOGY FOR UNDERSTANDING BUILDING...](#)

[COMMERCIAL COMPOST AND RECYCLING ASSISTANCE](#)

## People



## News

[These teens don’t like what climate change is doing to our oceans](#)  
In honor of World Oceans Day this Sunday, June 8, we invited the New England Aquarium’s ClimaTEENS...

[Our Top 10 Favorite Moments from the 2014 Greenovate Boston Community Summit](#)  
Thanks to everyone who attended Greenovate Boston’s first Community Summit. The event was a huge...

[#YardSaleBos: host a yard sale, search other yard sales, meet neighbors, & have fun!](#) [ow.ly/xPTbj](#) [#ReduceReuseRecycle](#)  
Yesterday at 4:30 pm  
Join Boston’s 1st citywide Community Yard Sale 6/28-29. Register your yard sale today: [ow.ly/xPQwO](#) [#YardSaleBos](#)  
June 10, 2014 8:20 pm  
Help young trees thrive in Boston. Join the Young Tree Care Workshop 6/14. Learn more at [ow.ly/xPMVz](#) [@BNAN\\_Boston](#)  
June 10, 2014 6:05 pm

## Tweets

[#YardSaleBos: host a yard sale, search other yard sales, meet neighbors, & have fun!](#) [ow.ly/xPTbj](#) [#ReduceReuseRecycle](#)  
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# What we've done so far

- Launched website
- Ad campaign
- Pilot programs
- Public Art
- Carbon Challenge
- Greenovate Ambassadors
- Meet-ups
- Social media
- Engage.Greenovate Boston.org
- Community Summit
- New website and performance measures



# 10 Meet-Ups Between Feb. + May

West Roxbury  
Saves Energy



Community Solar



Over **5,000** Bostonians  
briefed on climate  
change



## Boston's Trees and Climate Change:

**Tuesday, May 6  
6:00-7:00 p.m.**  
Boston Public Library, Main Branch  
700 Boylston Street, Boston  
Orientation Room

**Come learn** about the value of Boston's trees, recent research on Boston's urban forest and changing climate, neighborhood tree efforts, the impacts of urban infrastructure, and what steps the city and community can take to grow a healthy city and prepare for climate change.

**Panelists:**  
**Peter del Tredici**, Associate Professor of Landscape Architecture, Harvard University and Arnold Arboretum  
*What can we do for the Trees?*  
**Lucy Hutyra**, Assistant Professor of Earth and Environment, Boston University  
*Trees in Boston's Urban Metabolism: Carbon sequestration, emissions control, where to plant in Boston*  
**Joel Wool**, Clean Water Action  
*Trees and the impact of utility gas leaks: tree planting in state energy efficiency efforts*  
**Susan Labandibar**, Founder of Southern Trees  
*What a neighborhood can do to invest in trees, engage residents, and work with developers to protect trees*  
**Christine Poff**, Boston Park Advocates and Franklin Park Coalition  
*The role of policy and advocacy in urban forestry: positive impacts of trees on public health and crime*

**Event is Free and Open to the Public**  
**Space is Limited, Register to Attend:** email [info@bostonnatural.org](mailto:info@bostonnatural.org) or call 617.542.7696

Panel presentation followed by a Q+A session. Attendees can submit comments on Boston's tree policies to the City's Climate Action Plan, being revised this summer.

**BOSTON NATURAL AREAS NETWORK**  
 Event organized by Boston Natural Areas Network's Urban Forest Program: [bostonnatural.org](http://bostonnatural.org)

Part of Engage Greenovate Boston's Meet-up Series on Boston's Climate Action Plan: [engage.greenovateboston.org](http://engage.greenovateboston.org)

# Engage.GreenovateBoston.org

650+ Participants

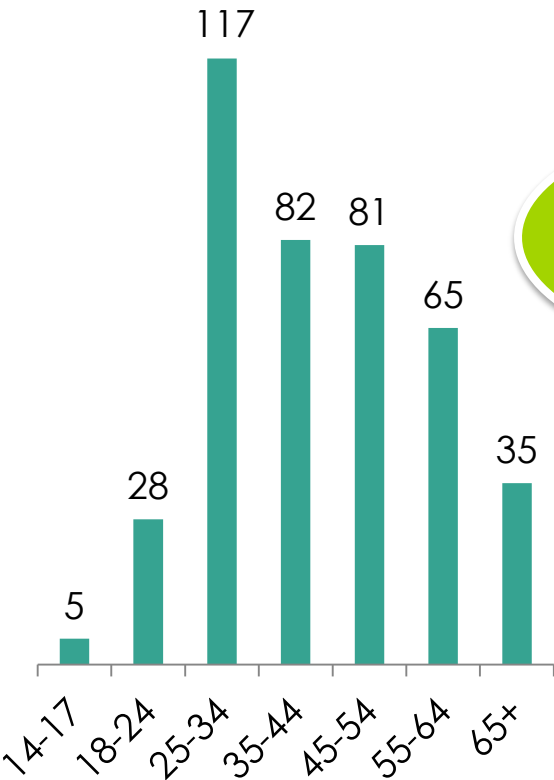
250+ Ideas

200+ Comments

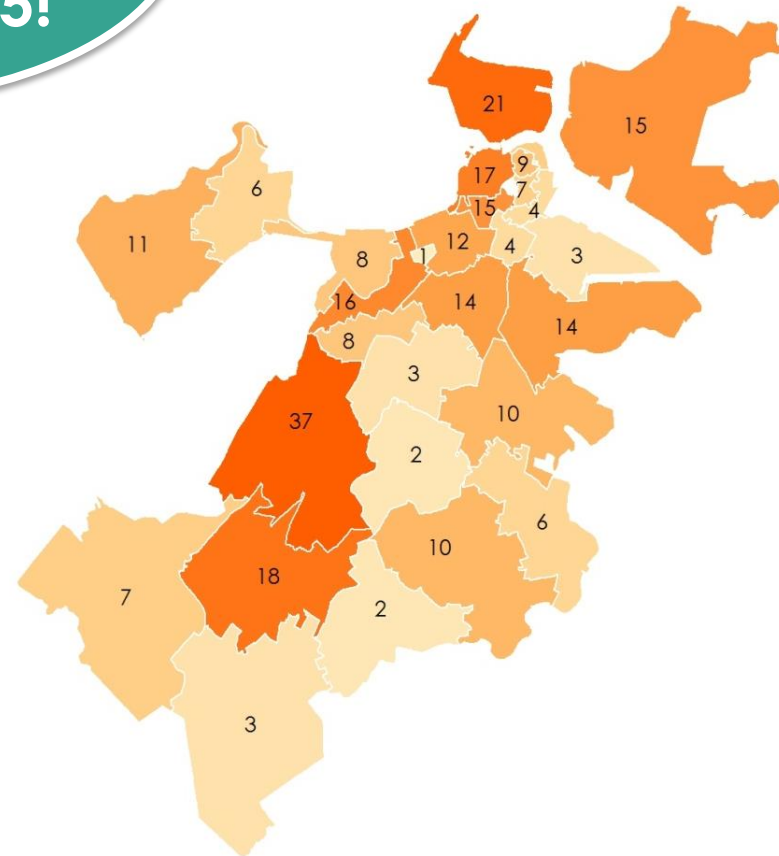
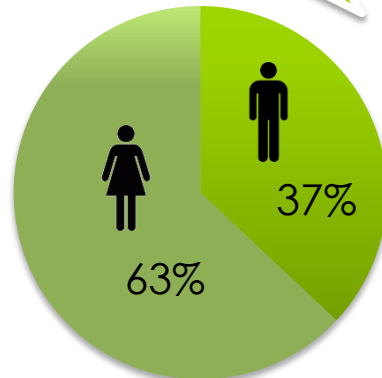
Average Age: **42**

More than half are over the age of 35!

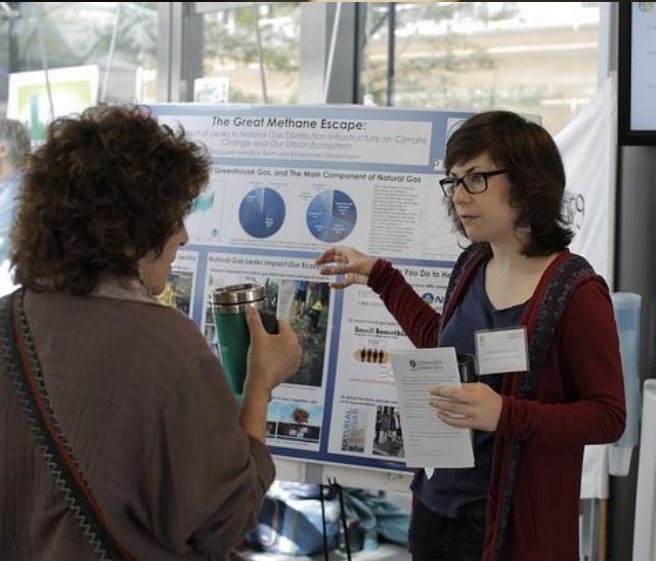
Participants per Zip Code



Most are women.







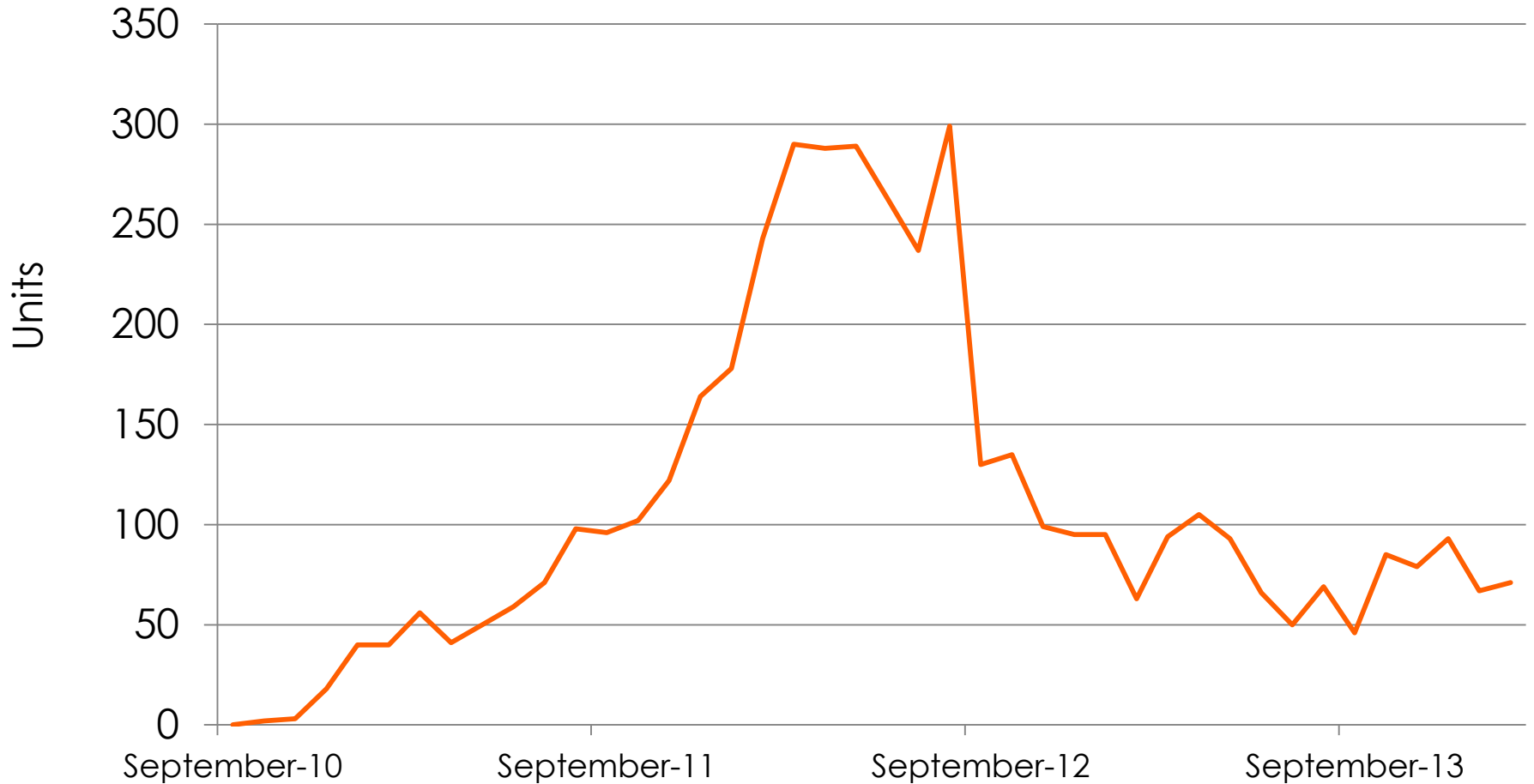
# 2014 Greenovate Boston Community Summit

# Challenges / Opportunities



# Challenges / Opportunities

## Home Weatherizations Have Plateaued





# Challenges / Opportunities

Our residency rate is increasing.

34%

2000



39%

2011



# Challenges / Opportunities

## From green jobs to green economy

### 2008 to 2013: **Green jobs** **+ Energy savings**

- Green projects: BHA
  - Largest efficiency project in nation
  - 600 union jobs
- Green skills training
  - LEED AP
  - Skillworks
  - Pathways out of Poverty
- Green jobs: Next Step Living
  - From 20 to > 800

**+60,000 jobs**



**+ billions of dollars**

### To 2020 and beyond: **Embed green into the economy...**

- Cultivate more demand for sustainable products
- Match skills with demand
- Sharing economy
- Standards for food + energy systems

# Key Questions

- Who are we reaching already? Who are we not reaching?
- What tactics and strategies are currently being used to engage large numbers of Bostonians?
- What new tactics can be used to engage large numbers of Bostonians?

# Next Steps

- Between now and next meeting
  - Detailed analysis of today's proposed options
  - Email with summary of community feedback so far
- Next meeting
  - Narrow down to three to five strategies