

## **Sustainable Kensington meeting: February 7th, 2023. Town Hall**

Attending Members: Nate, Amy, Kate, Ben, Daphne, Olwen, Ken, Penny, Ann  
Observers/Guests: Christine and Mike Armstrong

### Timeline

- No questions - we remain on track

### Survey Feedback

- Add definition of sustainability at the beginning
- Add Greenhouse Gas Emissions and Carbon Footprint, Watershed definitions [people don't want to read all of that]
- Can share definition that Kate provided for Town Journal article

### Option 1:

- Pulled background materials, tailored to areas that we had talked about
- It is kind of long
- Question about demographics included - do we want to keep? Depends on if we can realistically use them for anything tangible

### Option 2:

- Karen took sample from website and adapted that to Kensington - could adjust some of the things you would rank or answer underneath

### Discussion

- Option #2 would be more fun to fill out
- We can do digital survey through Town's Constant Contact account, can isolate Town residents, businesses, landlords, and apartment dwellers
- Could print some put them out at the Town Hall, also create a QR Code
- Spanish translation
- Add TOK logo to the survey

Which ones are more likely to get the answers we need? And more interesting to fill out?

**Agreement that Option 2 is the most popular.**

What needs to be added in/adjust in Option 2:

- Watershed management, stormwater management (add to question #2)
- Renewable energy for Town assets (buildings, vehicles)
- Could add an open question first - what does sustainability mean to you before we ask them - pick their unfiltered idea of what sustainability might be to them
- Like the open question at the end
- Add Intro/Conclusion -

- Demographic data question – some concern about collecting this data, don't want to project that we are fielding a survey that will have statistically valid sampling of data (when it will not). Could be useful for understanding who we need to engage and how to engage from DEI perspective - but that presumes we'll be able to do some cross-tabulation by demographics. This is intended to be a "pulse survey" - expressions of interest
- Get as much data as we can without claiming to be methodologically "representative"
- See what analytical/reports/tools Constant Contact has. **Ann and Nate to discuss what is possible with Alex next week.**
- Has the listserv been used to send out surveys - pedestrian bike survey
- Take intro from Option 1 and add to Option 2
- Add in demographic data - homeowner, renter, business representative, etc.
- Bullet the explanation of Sustainable Maryland
- Take out "bronze status" mention
- Shorten introduction

#### Kate's Town Journal and E Blast:

- Could use Kate's article as the intro, introduce SK, have a big BLOCK embedded in article to click on link for survey
- If we had a QR Code - likely want to go just to the survey, not the article
- QR code take them straight to survey, with link to article (other way around than having the article featured with the survey link embedded).
- **Agreement that the distribution of the survey and article should be linked.**
- Cross check Kate's article with survey intro
- Figure out how we will get it to people at Kensington House, Silver Creek, Modena (need paper, QR code)
- **Ken, Daphne, and Karen to finalize survey so we have a version to include Town Council meeting materials on Friday 2/11.**

#### Inventory Update

- Olwen - presented [spreadsheet](#)
- First sheet we've listed every one of the 90 actions on the lefthand column, description of implementation, documentation for what you have to submit
- Town is already registered to submit to Sustainable Maryland
- Second sheet - summary of actions, probable points, red ones are mandatory, green ones are priority need to do at least two of the eight
- If you decide to take on an action area - would need to look at SM site (not just our summary), work on documentation according to their protocols
- For green priority ones - if there are any, we think we could get done by May for submission, then we should prioritize those.
- Request already pending with SM to get a UMD student to do the GHG audit/carbon footprint
- Could get Sustainable Maryland or MML to provide sample green purchasing policies

- Greenscape committee - planning to create online resource (could count as sustainability resource center)
- **Agreement to circulate updated Inventory sheet and instructions on Feb 8 and give everyone until Wednesday, February 15th to select 2 (or more) action areas to lead in terms of readying it for submission. [Please prioritize the yellow actions on the “SM Points” tab, but if there are others you are very keen to do in the mid- to long-term timeframe, feel free to select these too.]**

### Next Steps

- Kate will report on business waste reduction and recycling seminar Feb 9 at next meeting (Michel H. also attending)
- Survey content finalized by Ken, Daphne, and Karen by Feb 10, for approval by Town Council. Kate’s article finalized by Feb 10, and combined with survey for distribution by Feb 17.
- Ann and Nate to work with Alex to figure out survey distribution logistics - week of February 13.
- Inventory - Olwen will clean up, make a copy (to save offline), add a column to add names for signing up, and make available online by Feb 8.
- All members to select at least two actions you would like to work on to ready for submission by Feb 15.
- Green Purchasing Policy - Ann and Nate to check with SM or MML.
- Monday March 6th will be next meeting – 7:30pm to 8:45pm at Town Hall.