

Town of Wayland  
Climate Action Mobilization Plan (CAMP)  
Preliminary Working Draft  
December 2021

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# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Preface*

At Spring 2021 Town Meeting, the Town of Wayland voted a resolution to declare a climate emergency and a resolution to request that the Board of Selectmen develop a Climate Action Mobilization Plan (CAMP) to achieve a minimum 50% reduction in the Town’s aggregate greenhouse gas (GHG) emissions by 2030 with an ambition of a higher 75% reduction.

At the direction of the Board of Selectmen and the Town Administrator, the Energy and Climate Committee (EC&C), with input from several Town residents, has developed this first working draft of the CAMP. The E&CC reviewed numerous municipal climate plans, both from Massachusetts and other states, in developing this first draft. You can see these other climate plans via [THIS LINK](#).

This is our first rough draft, and we encourage feedback and comments from everyone in town. We will be working to develop a robust community engagement effort this winter to garner input, engage a wide and diverse set of town residents, engage municipal employees, and speak with local businesses.

A few words about the underlying principles and the plan organization. This draft proposes four categories of climate actions, actions for engaging the community in implementation, and an equity lens for viewing climate change and mobilization:

- Buildings
- Clean Energy Supply
- Transportation – Getting Around
- Adaptation, Resilience, and Nature-Based Actions
- Engagement
- Equity Lens

In each category, we identify recommended actions, describe the work to be done, identify likely implementers, discuss the equity impacts of the action, and provide a qualitative assessment of the likely greenhouse gas emission reductions. The committee is currently working to quantify Wayland’s 1990 baseline GHG emissions level from which the Town has committed to achieve a minimum 50% reduction in GHG emissions by 2030 with an ambition of a higher 75% reduction. We will include this baseline in subsequent drafts along with additional information on past energy and climate actions taken by Wayland. In identifying possible actions, E&CC members prioritized actions that:

- Are feasible by 2030.
- Substantially reduce GHG emissions OR mobilize/engage a substantial number of residents or local business to take climate actions OR supports resiliency/adaptation.

We also accept that climate change is socially unjust, and that climate action and activism have social justice implications. We therefore strive to make our climate mobilization:

- address the patterns of harm and oppression that have created and continue to create systemic inequality and underrepresentation for people inside local communities and beyond.
- prevent the burden of climate change and of climate action from falling on those who are less privileged, who cannot bear it, and who are not responsible.
- invite and grow the ability of disadvantaged communities in our town to also advise the mobilization and make changes for a better climate.
- support a just transition to a green economy.

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# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Buildings*

#### Proposed Actions Summary

1. Town shall mandate by 2024 that all new and substantial rehabilitations of existing municipal buildings use no fossil fuels, decarbonize, and incorporate climate sensitive design.
2. Town shall implement decarbonization strategies for all existing municipal buildings taking advantage of heating/cooling system replacements and other opportunities. By 2030 25% of buildings have implemented such strategies; by 2050 100% of buildings are decarbonized and no longer use onsite fossil fuel.
3. Decarbonize existing non municipal buildings - single family homes, multi-family properties, houses of worship, other non-profits, and commercial buildings. Beginning immediately, strongly encourage and support all new or replacement non-window AC equipment to be heat pump instead, sized whenever possible to achieve at least 75% non-fossil heating. And at the same time, to encourage thermal efficiency upgrades. By 2030, 50% of non-municipal buildings complete energy audits/thermal upgrades and at least 25% use heat pumps, and 100% of building owners take such actions by 2050.
4. Adopt decarbonization building standards and update the Town's zoning bylaws for new commercial and residential construction to eliminate site energy fossil fuel use and encourage onsite solar production, battery storage, and electric vehicle charging.
5. Advocate at the state level for significant renewable energy, decarbonization, and building energy efficiency standards and funding to support municipalities and residents in taking decarbonization efforts and achieve environmental justice goals.

#### Proposed Actions Detail

1. *Town shall mandate by 2024 that all new and substantial rehabilitations of existing municipal buildings use no fossil fuels, decarbonize, and incorporate climate sensitive design.*
  - **Key Implementers** –
  - **Description** - Town adopts mandate that all new municipal buildings and substantial municipal renovation projects affecting heating/cooling and building envelopes shall meet aggressive decarbonization criteria. This means applying aggressive PassiveHouse or similar high performing energy design standards to reduce site energy use and enhance climate resiliency, installing no equipment that uses fossil fuels, incorporating highly efficient and cold climate heat pumps or ground source heat pumps, installing solar systems with battery backup (when appropriate) on all buildings unless orientation or tree prevent it, incorporating electric vehicle charging when occupants/users drive distances to regularly use the building or town vehicles require charging, and providing climate-sensitive and resilient site design. This is an opportunity for the town to lead by example, showcasing decarbonized high performing buildings.

- **Key Metrics of Success or Indicators** – Number of new buildings and square footage meeting these goals.
- **Equity Impacts** –No direct equity impacts. Reduced fossil fuel reduces air pollution that disproportionately affects environmental justice communities.
- **Relative Impact on Greenhouse Gas Emissions Reductions** --Low. This is high impact for our new municipal buildings. However, Wayland constructs very few buildings.
- **Relative Cost** – Medium. Some decarbonization strategies are cost neutral. Others may involve initial capital costs slightly higher than traditional fossil fuel-based systems. Incremental capital costs likely offset by lower operating costs over building lifetimes.
- **Relative Time Commitment/Difficulty** – Medium incremental time commitment to develop new standards; low incremental time commitment during implementation. The projects can be managed by facilities staff. There may be technical issues to work through with newer building technologies.
- **Approach to Implementation** –
  - BoS tasks appropriate Town Administrator to prepare list of applicable building projects.
  - BoS tasks Town Administrator and EC&C to prepare decarbonization mandate for approval at 2023 Town Meeting. Could be as an update to the climate resolution passed at 2018 Town Meeting.
  - Develop a clear decarbonization checklist for all applicable building projects in conjunction with Permanent Municipal Buildings Committee, Public Buildings Director, and Energy & Climate Committee. Review examples from other cities and towns.

2. *Town shall implement decarbonization strategies for all existing municipal buildings taking advantage of heating/cooling system replacements and other opportunities. By 2030 25% of buildings have implemented such strategies; by 2050 100% of buildings are decarbonized and no longer use onsite fossil fuel.*

- **Key Implementers** –
- **Description** - When heating/cooling systems are replaced, require at least 75% less on-site carbon use and plan to heat the balance with decarbonized fuels; replace air conditioning systems with cold climate heat pumps; install solar systems when cost effective and feasible on all new roofs, install batteries for solar systems when feasible, upgrade thermal envelopes to reduce energy use below X BTU/ft<sup>2</sup>, provide electric vehicle charging when building occupants drive from outside of Wayland for daily use, e.g., school teachers, town staff, and incorporate resiliency measures.
- **Key Metrics of Success or Indicators** – Number and percentage of municipal buildings with solar systems, solar batteries, EV charging, decarbonized heating/cooling, AC run with cold climate heat pumps, resiliency measures, thermal improvements resulting in energy use < [X] BTU/ft<sup>2</sup>, resiliency measures to prevent flooding and prepare for extreme weather.
- **Equity Impacts** –No direct equity impacts. Reduced fossil fuel reduces air pollution that disproportionately affects environmental justice communities. Subject to available state incentive programs, lower income households might have opportunities to purchase

discounted solar credits to reduce their electricity costs from the solar projects installed on municipal buildings.

- **Relative Impact on Greenhouse Gas Emissions Reductions** – Medium-Low. This is high impact for our municipal buildings, but these buildings represent less than 5%? Of Wayland GHGs
- **Relative Cost** – Low/Medium. Some decarbonization strategies are cost neutral. Others may involve initial capital costs higher than current systems. Most incremental capital costs are likely offset by lower operating costs over building lifetimes.
- **Relative Time Commitment/Difficulty** – Medium incremental time commitment to develop new standards; low incremental time commitment during implementation. These projects can be managed by facilities staff and the Permanent Municipal Buildings Committee. There may be technical issues to work through with newer building technologies.
- **Approach to Implementation** –
  - BoS tasks Town Administrator and EC&C to develop an inventory of all existing municipal buildings, identify likely timeframe for heating/cooling system replacements, roof replacements, solar potential, criteria for when EV charging is appropriate (many staff or users who drive distances to get to work e.g., schoolteachers), pursue state, utility and other funding for thermal and resiliency improvements. For solar, pursue Loker School project and continue to evaluate all existing buildings and town land for solar potential.
  - Include in Town’s criteria for selecting private developers for solar projects on municipal buildings that the projects enable lower income households to purchase significantly discounted solar credits from the projects, e.g., via one or more of the state’s incentive programs.

3. *Decarbonize existing non municipal buildings - single family homes, multi-family properties, houses of worship, other non-profits, and commercial buildings. Beginning immediately, strongly encourage and support all new or replacement non-window AC equipment to be heat pump instead, sized whenever possible to achieve at least 75% non-fossil heating. And at the same time, to encourage thermal efficiency upgrades. By 2030, 50% of non-municipal buildings complete energy audits/thermal upgrades and at least 25% use heat pumps, and 100% of building owners take such actions by 2050.*

- **Key Implementers** –
- **Description** - Heating and cooling of non-municipal buildings is one of our largest sources of GHGs. While many (add # - we know it’s more than 400 based on EnergizeWayland data) households have completed a MassSave energy audit, many have yet to take this step. The new Mass Save Program, beginning 2022, will provide homes up to \$10,000 in incentives to install Air-Source Heat Pumps, and much larger state+Mass Save incentives for ground-source heat pumps. Additional Federal incentives are likely. Many Wayland homes will either need to replace their central AC equipment at end-of-life, or will consider buying non-window AC for the first time by 2030 (central or ductless mini-splits). We will support and encourage all Wayland residents to make the choice of a heat pump instead, which will typically cost nothing more than the AC would have, and also reduce heating costs, while reducing site carbon emissions up to

75%. We will support and encourage consumers making an air conditioning decision to also arrange for Mass Save thermal efficiency improvements at the same time, to improve heat pump performance and reduce the size system requirements. A typical heating system has a 30 year life; in the 29 years from 2021 to 2050 all existing HVAC systems will likely be replaced. The goal is to ensure that all such replacements electrify and install heat pumps, to decarbonize these systems at least 75%. All such air conditioning system should be replaced with cold climate heat pumps. The town will pursue multiple strategies to assist private building owners in meeting these bold goals: First, work with Town departments that have regular interactions with property owners (e.g., Planning, Health, Building Inspector, Tax Assessor, Council on Aging, Conservation) to encourage owners to include decarbonization into the design of significant building projects or HVAC replacements (energy audit and energy upgrades; all replacement heating/cooling systems move to heat pumps; all air conditioning units replaced with cold climate heat pumps; all new roofs consider solar installations; all renovation projects pursue decarbonization and electrical systems that can handle EVs). Second, explore and implement local regulatory actions, e.g., electrification ordinance, state and federal financial incentives. Third, work with SMOC, the Council on Aging, and others serving lower income households to ensure they are aware of all existing incentives and programs. Fourth, support coaching and campaigns to demystify and support decarbonization, drawing upon lessons learned from Solarize and HeatSmart efforts. Fifth, develop an approach to recommend qualified vendors and contractors consistent with town procurement rules. Across all efforts, we will prioritize and focus efforts on supporting residents who have already decided to purchase an air conditioning or heating system or are undertaking a renovation or replacing a system (particularly fuel oil). Sixth, we will encourage the town's electric suppliers, including CCA's, to provide rates that are as supportive as possible to achieving this electrification goal.

- **Key Metrics of Success or Indicators** – [#] households and properties completing energy audits, insulation, installing heating pumps and other heating/cooling system upgrades, installing solar systems and EV charging equipment. (Data from MassSave, utilities, MassCEC, other state data, and EnergizeWayland)
- **Equity Impacts** – Lower income households typically pay more for energy as a percentage of income than their neighbors. Heat pumps can be more expensive than gas systems or retaining oil systems. Efforts to decarbonize will reduce air pollution, reducing respiratory risks like asthma that disproportionately affect lower income households. Town and private energy coaching programs can help households take full advantage of rebates and incentives available through the state and utilities, including utility weatherization programs that offer grant funded audits and energy upgrades and significant subsidies for heat pumps. The Town and private energy coaching programs should provide dedicated support for low-income households, seniors and those living on fixed incomes. The programs should seek input in designing the coaching services from diverse community members, both homeowners and renters, and include coaches of diverse backgrounds.
- **Relative Impact on Greenhouse Gas Emissions Reductions** - High. A substantial share of Wayland's GHG come from non-municipal buildings.
- **Relative Cost** – Modest cost to the town to support coaching and outreach. Costs vary for property owners based on what is done.

- **Relative Time Commitment/Difficulty** – Energy coaching programs may take substantial time and effort to establish to be effective. Engaging key municipal departments will require education and time of these entities. The actions may take substantial time and effort from property owners, as some of these decisions involve substantial investments and can be new and confusing.
  - **Approach to Implementation:**
    - Work with town departments to identify touch points with property owners to promote decarbonization (e.g., planning department approvals, Title 5 septic reviews, assessor mailings, conservation committee, schools). Develop a plan and approach to identify and target property owners with oil heat to prioritize heat pump installation for such owners.
    - Engage key populations. Work with SMOC to promote Weatherization and heat pumps to lower income households. Work with the Council on Aging to reach out to seniors.
    - Meet with Wayland Housing Authority Executive Director to develop a decarbonization plan.
    - Pursue strategies to identify recommended vendors for decarbonization work – insulation, heat pumps, solar, deep energy retrofit assessments. Work with MAPC and Natick and several other towns that have started this effort. Pursue bulk discounts for different technologies.
    - Create local coaching support for decarbonization pathways. Explore hiring or collaboration with a third party (e.g., Abode Energy); Abode is currently running this type of program in Acton and Cambridge as well as towns with Municipal Light Plants. Identify and apply for funding to support coaching. Encourage state and utilities resources to fund coaching, which has been successful in past Solarize efforts. Review materials developed by Newton, Sherborn, Heat Smart Alliance and others. Promote planning tool to help owners estimate costs and opportunities for decarbonization, building upon MassCEC decarbonization efforts and related efforts.
    - Evaluate feasibility and impact of a local regulatory actions (e.g., electrification ordinance, require HERS ratings for buildings >2, HERS rating disclosures).
    - Develop in conjunction with EnergizeWayland a website with key information about how and why to decarbonize, electrify, and make a home or business energy efficient, with case studies from residents, faith-based groups, and small businesses.
    - Engage with contractors and vendors ensure consistent decarbonization messages and to pursue bulk discounts for prioritized equipment and services.
4. *Adopt decarbonization building standards and update the Town’s zoning bylaws for new commercial and residential construction to eliminate site energy fossil fuel use and encourage onsite solar production, battery storage, and electric vehicle charging.*
- **Key Implementers**
  - **Description** – Wayland should be among the early adopters of state decarbonization, energy stretch or net zero codes, and regulations that encourage on site solar production, battery storages, and electric vehicle charging.
  - **Key Metrics of Success** – Town ordinances or codes adopted.
  - **Equity Impacts** – (TBD)



- **Relative Impact on Greenhouse Gas Emissions Reductions** – Modest. While setting new standard will impact the relatively small number of new buildings constructed, over time these new building standards will help ensure we meet our goals.
- **Relative Cost** – Lower cost to the town. Staff time to evaluate and implement.
- **Relative Time Commitment/Difficulty** – Moderate time commitment as some of these actions may require Town Meeting votes.
- **Approach to Implementation:**
  - Identify potential standards and zoning by-laws. Work with MAPC, Massachusetts Climate Action Network, Rocky Mountain Institute and MassEnergize
  - Energy and Climate Committee with Town Administrator to engage Planning Department, Public Buildings Director, Building Department to develop a plan for priority actions.

5. *Disincentivize and/or Phase out Natural Gas use*

- **Key Implementers** –
- **Description** - This will entail three key actions. First, reduce methane leaks from existing gas infrastructure and reduce use of natural gas over time. The state and gas utilities have an existing program (the Gas System Enhancement Program (GSEP)) to replace leaking fossil gas infrastructure showing corrosion and cracking due to age. Wayland can encourage the utilities to identify existing significant leaks in the Town and fix those currently identified before 2025, with the largest leaks repaired immediately. Include all gas infrastructure, not just pipes, but focus just on significant leaks and those with safety risks. Second, pursue a Town Meeting or vote or other mechanism to ban new gas hook ups, in a way that is legal. Third, encourage residents and businesses currently using oil or propane for heat to not transition to natural gas; which does not appear to be in the consumer interest, but instead to reduce substantially their oil or propane use with heat pumps. Encourage residents to consider efficient electric dryers, cooking, and water heaters instead of natural gas at end-of-life, and provide support to make it easy, economic, and timely for the consumer that might be making an emergency purchase decision. Encourage the state and utilities to redirect any GSEP savings to foster municipal and private building decarbonization and electrification programs in actions #1, 2 and #3. Our goal is to end gas use for home and small commercial building use by 2050 and reduce any remaining use to negligible levels by 2050.
- **Key Metrics of Success or Indicators** – Number of leaks and percentage of total methane emissions remediated. Percentage of new all-electric homes and buildings built.
- **Equity Impacts** – If electricity costs are higher than gas, this action could increase household heating expenses.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Modest. There are relatively few new buildings constructed.
- **Relative Cost** – No incremental cost. GSEP program already funded by the gas utilities.
- **Relative Time Commitment/Difficulty** – Low time commitment – involves mostly advocacy by BoS and Town Administration and EC&C to refocus GSEP program priorities.
- **Approach to Implementation**
  - Join with existing private and state entities advocating GSEP program reform.

- Explore Town Meeting or other legal mechanism to ban new gas hook ups.
- Identify federal, state, and utility incentives to foster electrification of new building projects and major rehabilitation projects for incorporation into other building actions.

6. *Advocate at the state level for significant renewable energy, decarbonization, and building energy efficiency standards and funding to support municipalities and residents in taking decarbonization efforts and achieve environmental justice goals.*

- **Key Implementers** –
- **Description** - While Wayland can take local actions, state legislation, regulations and funding will be needed to achieve our bold goals.
- **Key Metrics of Success or Indicators** – Letters sent to key decision makers. Adoption of state legislation, issuance of state regulations, availability of state and utility funding to support Wayland actions.
- **Equity Impacts** – State actions can ensure funding, incentives and support is available for lower income households, diverse demographics, and environmental justice communities.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Substantial
- **Relative Cost** – Low cost. This will take a small amount of staff time. ,
- **Relative Time Commitment/Difficulty** – This will require limited staff time and time from the Board of Selectman.
- **Approach to Implementation**
  - Work with other towns to prioritize issues and actions where Wayland town support is impactful.
  - Sign on to regional advocacy efforts.

# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Clean Energy Supply*

#### Proposed Actions Summary

1. Boost Town of Wayland purchases of electricity or credits generated from renewable power projects to the equivalent of 100% of municipal load by 2030.
2. Encourage private Wayland ratepayers to purchase electricity or credits generated from renewable power projects. Implement Community Choice Aggregation by 2023.
3. Encourage private Wayland ratepayers to purchase community solar credits. Special outreach to renters, LMI residents, houses of worship, non-profit entities.
4. Boost climate resiliency by including battery storage to solar projects serving critical municipal facilities and businesses.
5. Advocate a faster ramp-up of statewide utility renewable power purchase mandates.

#### Proposed Actions Detail

1. *Boost Town of Wayland purchases of electricity or credits generated from renewable power projects to the equivalent of 100% of municipal load by 2030.*
  - **Key Implementers** –
  - **Description** – The Town currently purchases solar credits generated by four solar arrays located on Town property and operated by a private solar project developer; these credits offset about 25% of the Town’s municipal electricity load. The Town has authorized the Board of Selectmen (BoS) to negotiate purchasing solar credits from a solar array to be added at Loker Elementary School. The Town should encourage private solar developers to explore the feasibility of solar projects on other municipal parcels by offering to purchase the solar power or credits from such projects. Potential sites include the Town’s closed landfills and future municipal building renovations and replacements. If purchases from power generated from projects on municipal sites are insufficient to meet 100% of the municipal load, the Town should offer to purchase renewable power or credits from solar projects located on privately-owned land in Wayland. If these are insufficient to meet Wayland’s municipal load, the Town should explore purchasing renewable power or credits from offshore wind, solar, or hydropower projects via aggregated procurements with neighboring towns like Natick, PowerOptions, and the Metropolitan Area Planning Council (MAPC).
  - **Key Metrics of Success or Indicators** – By 2030, the equivalent of 100% of Wayland’s municipal electricity consumption is met by electricity or credits from solar or other renewable power projects located in town and/or elsewhere in the Eversource service territory. Measure the Town’s load, and the percentage of that load met by electricity or credits generated by renewable power. Percentage of municipal operations supplied by electricity generated from on-site renewable power.
  - **Equity Impacts** – In assessing proposals, favor projects with proposed contracted rates that are below the Eversource Basic Service rate to reduce municipal electricity costs.

Long-term contracts at fixed rates or fixed percentage rate increases will shield Town taxpayers from electricity price volatility.

- **Relative Impact on Greenhouse Gas Emissions Reductions** – High.
- **Relative Cost** – None. Instead, contracts should save the Town money relative to Eversource Basic Service rate and feature multi-year fixed pricing.
- **Relative Time Commitment/Difficulty** – Medium time commitment by Town staff & EC&C during negotiation and construction phase of projects on municipal parcels; low thereafter. Low difficulty.
- **Approach to Implementation** – Assess Wayland’s current and projected municipal electricity use, and the percentages met by existing solar projects. Solicit proposals from solar contractors for installing solar on additional municipal parcels. Advise solar project developers of Town interest in purchasing electricity or credits from renewable power projects located on commercial parcels in Wayland or in neighboring towns. Review current zoning bylaws to encourage solar power projects on suitable commercial parcels in the Town. Collaborate with neighboring towns, PowerOptions and the MAPC to identify additional aggregated purchase opportunities of solar, offshore wind, and hydropower.

2. *Encourage private Wayland ratepayers to purchase electricity or credits generated from renewable power projects. Implement Community Choice Aggregation by 2023.*

- **Key Implementers** – Town Administrator and Energy & Climate Committee
- **Description** – Wayland can encourage its in-Town ratepayers (residents, houses of worship, and other non-profit entities, and businesses) to purchase electricity from renewable power sources. The quickest path is implementing the Community Choice Aggregation (CCA) electricity purchasing program. Spring 2021 Town Meeting authorized the BoS to evaluate creating a CCA program. Through the CCA program Wayland will select a vendor(s) to provide electricity supply in bulk for ratepayers currently enrolled in Eversource’s default Basic Service rate. Under the CCA, Town ratepayers will be offered the choice to buy electricity generated with a higher percentage of renewable sources, i.e., solar and wind, from a well vetted supplier above the minimum 18% level currently purchased by Eversource under a state mandate. Higher percentages will further reduce our collective greenhouse gas emissions and encourage additional renewable power projects. The CCA should aim for 100% renewable power as the default CCA program option by 2030. Prior to 2030, encourage Wayland ratepayers to opt-up earlier to the 100% renewable power option under the CCA program and/or to purchase credits from community solar projects (see action 3).
- **Key Metrics of Success or Indicators** – Track the number of households enrolled in CCA at the default Eversource service rate and at higher renewable power CCA program options. By 2024, 90% of Wayland non-municipal ratepayers purchase electricity generated with a higher percentage of renewable power than the basic state requirement. By 2030, set the default CCA program option at 100% renewable power.
- **Equity Impacts** – The CCA program is overseen by two state agencies (Department of Energy Resources (DOER) and the Department of Public Utilities (DPU)) to ensure ratepayers are well served. In addition, Wayland would design the CCA program to offer

a rate option at a cost lower than the Eversource Basic Service rate, while still meeting the state's minimum renewable energy requirement. Consider establishment of Town fund or other support to assist Wayland low-income ratepayers to opt up to 100% renewable power.

- **Relative Impact on Greenhouse Gas Emissions Reductions** – High.
- **Relative Cost** – No cost; administrative costs borne by the CCA program. The CCA program also should enable Town ratepayers also to save money relative to the Eversource Basic Service rate and boost electricity rate security via multi-year fixed pricing.
- **Relative Time Commitment/Difficulty** – Low time commitment by Town staff, medium time commitment by EC&C during establishment of CCA program; low thereafter. Low difficulty.
- **Approach to Implementation** – Issue RFP to engage consultant to assist Town in CCA evaluation. Assuming evaluation is positive, seek BoS approval to implement the CCA.

3. *Encourage private Wayland ratepayers to purchase community solar credits by 2030. Special outreach to renters, LMI residents, houses of worship, non-profit entities.*

- **Key Implementers** –
- **Description** – State solar incentives encourage community solar projects to extend solar savings to those not owning their own homes or buildings and those with buildings not suitable for solar. These can include renters, small businesses, houses of worship and other non-profit entities. Subscribers can apply the community solar credits to reduce their own electric utility bills. Subscribers buy the solar credits at a slight discount to the value of the credits, which creates immediate cash savings for the ratepayers. Subscriber purchase commitments enable private project developers to finance construction of the community solar projects. Community solar subscriptions can support renewable power prior to the Wayland CCA program being implemented and thereafter as a complement for ratepayers choosing lower renewable power rate options under the CCA program.
- **Key Metrics of Success or Indicators** – Subject to available information, track the number of Wayland subscribers enrolled in community solar projects and the aggregate amount of solar credits subscribed and corresponding solar production supported. Aim for 50% of Wayland non-profits and ratepayers on R2 rate (open only to LMI ratepayers) to purchase community solar credits by 2030.
- **Equity Impacts** – Community solar projects provide immediate cash savings to subscribers.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Low.
- **Relative Cost** – None.
- **Relative Time Commitment/Difficulty** – No time commitment by Town employees. Low time commitment by EC&C. Low difficulty.
- **Approach to Implementation** – In 2019, the EC&C helped Wayland Housing Authority residents to enroll in a community solar program to receive a portion of the energy savings generated by a solar array at Congregation Beth El in Acton. On an ongoing basis, [EnergizeWayland](#) and other private groups can boost awareness by Town ratepayers of community solar options in collaboration with third party information and service providers such as [EnergySage](#). The Town can ask developers of solar projects in

Town to consider offering a portion of the output to Town ratepayers as a community solar project. Explore creation of a backstop credit purchase facility to enable participation by Town residents not otherwise meeting credit quality thresholds set by community solar project developers.

4. *Boost climate resiliency by including battery storage to solar projects serving critical municipal facilities and businesses.*

- **Key Implementers** – Town Administrator, Public Buildings Director, and Energy & Climate Committee
- **Description** – Major weather events are increasing in frequency and severity. Wayland’s municipal vulnerability report identified several specific risks, including flooding. Grid outages will increase as well. Loss of electricity or key road access will affect Wayland’s public and private emergency infrastructure. Adding battery storage capacity and switching controls to existing and future solar projects located near critical municipal facilities will enable continued electricity supply during grid outages and other emergencies and thereby enhance community resiliency. Using a state grant, the Town installed resiliency controls at the Middle School linking the solar array and the emergency generator to the school to enhance its role as the Town’s emergency shelter; batteries still need to be added. The BoS has approved setting a resiliency framework for the planned solar project at Loker Elementary School.
- **Key Metrics of Success or Indicators** – Percentage of critical facilities with backup power capability.
- **Equity Impacts** – Climate electricity resiliency is important for Town residents that might suffer damage or loss of power in their own homes, as well as facilitating continued provision of Town emergency services, e.g., fire department and shelter services.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Low. Battery capacity will reduce emissions from on-grid power sources at peak times, and from use of emergency diesel fuel generators during grid outage events.
- **Relative Cost** – Low. Incremental one-time capital costs can be blended by savings from solar projects, with combined projects still enabling the Town to realize savings compared with current power prices. Existing and proposed federal and state financial incentives are improving project economics.
- **Relative Time Commitment/Difficulty** – Low incremental time commitment by Town staff & EC&C during negotiation and construction phase of new solar+battery projects. No time commitment thereafter. Low difficulty.
- **Approach to Implementation** – Town staff and the Energy & Climate Committee can review need for resilient power capacity at the three other existing solar arrays currently selling power to the Town. If need is determined, discuss potential for the project owner to explore adding battery capacity and controls. If the Federal government implements a tax incentive for stand-alone battery projects, the Town can ask private developers to consider adding resilient power capacity to other critical municipal infrastructure. The Town can specify that future solar projects located near other critical municipal infrastructure be designed to include resiliency capacity.

5. *Advocate a faster ramp-up of statewide utility renewable power purchase mandates.*

- **Key Implementers** –
- **Description** – Since 2003, utilities have been required to purchase a certain percentage of their electricity from renewable energy sources (like solar and wind), known as the Renewable Energy Portfolio Standard (RPS), which increases gradually every year. The utilities were on track to have an RPS of 35% by 2030. The new Massachusetts climate law passed in spring 2021 accelerates the annual increases, requiring utilities to meet a higher RPS of 40% by 2030. There was strong support in the legislature for even higher RPS levels. Wayland can join other towns in supporting the implementation of the new law and in advocating for higher percentages.
- **Key Metrics of Success or Indicators** – Promulgation of regulations by the DPU mandating utility procurements of renewable power as required under the law.
- **Equity Impacts** – None.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – High, if MA 2021 climate law mandates are implemented and met by utilities.
- **Relative Cost** – None.
- **Relative Time Commitment/Difficulty** – Low time commitment by BoS. Low difficulty.
- **Approach to Implementation** – EC&C to monitor state regulatory compliance and advise the BoS as appropriate when an advocacy letter is needed.

# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Transportation*

#### Proposed Actions Summary

1. Accelerate adoption of private electric vehicles.
2. Electrify municipal and school fleets by 2030.
3. Develop a town sustainable transportation plan with Complete Streets Plan including multimodal connectivity by 2023.
4. Improve alternatives to driving via bicycling, walking paths and sidewalks and connections to public transportation by 2030.
5. Advocate for sustainable transportation legislation and regulatory changes to lower to increase EV adoption and benefit the electric grid.
6. Design and upgrade town transportation infrastructure for resistance to flooding, storms, and extreme weather by 2030.

#### Proposed Actions Detail

1. *Accelerate adoption of private electric vehicles.*
  - **Key Implementers** –
  - **Description** –Since roughly 40% of Wayland's greenhouse gas (GHG) emissions come from vehicles, electrifying private vehicles is an essential step towards reaching zero GHG emissions in Wayland. Adoption of EVs will require effective communication of the benefits of electric vehicles as well as available incentives. The Town could amplify existing efforts to inform and educate residents and businesses about the State (MOR-EV) and Federal EV rebate programs that can significantly reduce the purchase price of EVs, including financial factors such as long-term reduced EV maintenance costs compared to gas vehicles.

The Town could offer incentives such as a ‘Cash for Clunkers’ style program that offers a rebate for the trade-in of fuel inefficient vehicles or implement progressive fees for the continued use of inefficient vehicles or explore whether excise taxes could be locally changed. Non-green vehicle options could be discouraged by allowing only hybrids, plug-in hybrids or EVs in public lots as much as possible and dropping hybrids after 2030. The Town could track the percentage of vehicles in each category and publicize to encourage adoption. Electric vehicles could be paired with solar, home batteries, or charging infrastructure in a community bulk buy program like Solarize. The Town and community groups will continue to help residents find good deals on EVs through the Mass Energy Consumers Alliance DriveGreen program and group buy discounts with local dealers.

Home charging infrastructure could also be incentivized by reducing or waiving permit fees or property tax rebates (if that option is available to the town). Consideration should



be given to adopting zoning ordinances that require new or substantially renovated residential and commercial buildings to install EV infrastructure for fast charging, as well as existing buildings at the point of sale.

The average length of car ownership ranges from 7-10 years. The cost of EVs can be expected to decrease, and availability, range, and reliability increase over the decade. By 2030 XX% of new private passenger and commercial vehicle purchases should be electric. By 2050, nearly 100% should be.

- **Key Metrics of Success or Indicators** - % of Wayland's privately owned vehicles and private sector fleets that are EVs. Measure percentage of privately owned EVs via car registrations / excise tax processing.
- **Equity Impacts** – Given the significant costs of purchasing an EV and an EV charger, it's not realistic that many middle- and lower-income households will be able to, or readily choose to, purchase an EV despite their interest and any financial incentives. Any incentive and/or disincentive programs should take socioeconomics into consideration (e.g., see 'Relative Cost' section below). Any incentives should be progressive (i.e., greater for those with lower income levels), and could also apply to the purchase of used / pre-owned EVs.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – High.
- **Relative Cost** – Minimal to none. Revenue-neutral 'feebate' programs could be considered that collect fees from owners of fuel-inefficient vehicles/fleets (e.g., via property or excise taxes if allowable) that could then be used for rebate incentives for the purchase of EVs and EV chargers.
- **Relative Time Commitment/Difficulty** – Medium time commitment by Town staff, EC&C, and Energize Wayland. Low difficulty.
- **Approach to Implementation:** Assess the number of EVs currently in town and set goals for 2030 and 2050. Sustainability Manager will work with Energize Wayland and other community groups to reach residents and businesses around expanding personal EV use and connecting residents with grants and incentives. Actions requiring policy changes, creation of programs like bulk buys of EVs and financial incentives or disincentives like priority EV parking or fees will need BoS and Town Administrator approval. Can expand Town-sponsored events and marketing, EV drive demo events and DriveGreen discounts, and coordination with other towns.

## 2. *Electrify municipal and school fleets by 2030.*

- **Key Implementers** –
- **Description** – Wayland's fleet vehicle purchasing and maintenance process is very decentralized. Currently, the Public Buildings Director makes purchasing requests for vehicles in the shared motor pool (used by Town Building employees), while the heads of the DPW, Police, Fire, and the School Committee determine their own vehicle needs. Wayland currently has two all-electric Nissan Leafs that are primarily used by the town assessors. A Green Communities grant funded the conversion of a new town work van to a hybrid electric and the additional cost of two Ford Hybrid Police Interceptor vehicles.

Wayland should develop and adopt a zero-emission municipal and school fleet plan and policy with zero emissions standards for new acquisitions and leased vehicles. This would also meet the DOER Green Community vehicle replacement and purchasing requirements. This policy should be communicated within the municipality to ensure that all departments are adhering to the new emissions standards. The policy will commit the Town to revising and regularly updating the zero-emission municipal fleet policy to require the purchase of zero-emissions vehicles whenever available and operationally feasible. Concurrently, the Town will evaluate and prioritize facilities for charging infrastructure installation (see building electrification for more information on charging stations.) Where zero-emission makes and models are not affordable or practical for the required municipal function, the Town should require the purchase of the lowest emitting version available

Wayland owns one school bus and leases the others from a private company. The Town should make a strong commitment to using all-electric school buses as soon as possible given availability and economics. The vehicle policy should include mechanisms to prioritize leasing from companies with electric buses or investigate purchasing town buses. To incentivize leasing companies, every bus bid cycle could require them to prove electric buses are not feasible before reverting to conventional buses. Electric buses could also be evaluated for vehicle to grid (V2G) possibilities.

Light duty and passenger vehicles likely could be replaced within 5-10 years. The longest these vehicles are typically kept by the town is 10 years. Commit to replacing 100% with EVs by 2030. Bus replacement and larger vehicles will depend on technology and funding. Can consider gasoline reduction strategies in the meantime like anti-idling equipment.

- **Key Metrics of Success or Indicators** – Number of vehicles in fleet that are electric. Vehicle policy is created and disseminated across municipal departments.
- **Equity Impacts** – Costs of fleet EVs and buses could be more expensive for taxpayers, but state and federal grants and MOR-EV rebates can reduce costs
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Low to medium. Decreasing emissions to zero would make a large impact, but Wayland's municipal fleet is small. Electric buses would make a larger impact.
- **Relative Cost** – Low to Medium. Passenger vehicles will have only incremental cost differences. Buses are nearly twice the cost of gas powered, but grants and price decreases could accelerate adoption.
- **Relative Time Commitment/Difficulty** – Low time commitment by Town staff. Low difficulty.
- **Approach to Implementation** – The Town Administrator and BoS will develop a Town vehicle policy to govern replacement processes to convert to EVs where options exist. The Sustainability Manager will communicate actions across departments. Keep vehicle inventory up to date and look for efficiencies where one vehicle could serve multiple purposes.

**For buses:** Follow EV technology for buses and other towns' experiences with them. Add electric bus requirement to RFP for bus contract. Consider purchasing electric buses if costs allow and if leasing companies neglect to electrify. Reach out to regional planning agencies to consider grant funding or bulk buys.

**For other municipal vehicles:** Continue to follow technology to purchase EV options when available. Electric ambulances and other vehicles may be in the pipeline. Ford pickups will be available in the near future.

3. *Develop a Town sustainable transportation plan with Complete Streets Plan including multimodal connectivity by 2023.*

- **Key Implementers** – Board of Selectmen
- **Description** – Wayland's Town Planner has completed state grant funded projects, which made improvements along route 20 for pedestrians as well as coordinated with Natick to create bike lanes on Route 30, among others. He also worked with state agencies and volunteers to construct the rail trail and is working on the next phases.

Wayland would benefit from a larger plan incorporating these improvements and others to develop a long-range sustainable transportation plan. This would incorporate recommendations for improving mobility using environmentally sustainable modes of transportation such as walking, bicycling, using public transportation where feasible, and electric vehicles. These multi-modal strategies can play a major role in reducing transportation-related greenhouse gas emissions. The plan could include strategies and metrics for tracking progress over the course of the plan's timeframe, to be determined.

A major element of this plan would be to participate in the MassDOT Complete Streets Funding Program which provides technical assistance and construction funding to eligible municipalities, and which shifts the focus of road design from auto-mobility to creating an overall network that serves all users. Eligible municipalities must pass a Complete Streets Policy and develop a Prioritization Plan, which would require Board of Selectmen and Planning Board approval. It could also include bicycle and pedestrian safety and roadway speed reduction, an important consideration for Wayland in the major commuting corridors.

Improving walking and biking options and possibilities for use of public transit are described in additional action summaries.

- **Key Metrics of Success or Indicators** – Plan is written by contributing entities. Complete Streets policy is passed by Board of Selectmen and Prioritization list developed. This action would grant the Town access to funding toward priority projects.
- **Equity Impacts** – Plan would include elements serving all users, including bikers, walkers, those unable to drive and people with disabilities.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Low, but long term impacts if recommendations instituted.
- **Relative Cost** – Low. Costs will largely come in the form of time invested by Town employees. Future projects will likely be funded by state grants.
- **Relative Time Commitment/Difficulty** – Low to medium time commitment by Town staff, Town Planner, EC&C, and EDC. Low difficulty.
- **Approach to Implementation** – The transportation plan will be developed primarily by the Planning Board and the Town Planner with assistance from the Sustainability Manager and input from other relevant boards like the Board of Public Works, School Committee, and Recreation Commission. It will require approval by the BoS and Planning Board to qualify for Complete Streets grant funding and will include a

Prioritization Plan. If Complete Streets application is accepted, the Town may request grant funding for projects in plan.

4. *Improve alternatives to driving via bicycling, walking paths and sidewalks and connections to public transportation by 2030.*

- **Key Implementers** –
- **Description** – A significant portion of Wayland's GHG emissions come from vehicle travel. In addition to encouraging the adoption of EVs, the Town will need to develop ways residents can avoid driving entirely. In recent years, the section of the Mass Central Rail Trail through Wayland was completed which connects walkers, bikers and other users to the Town Center and recreational areas. A continuation of the trail paralleling Route 20 will connect to Sudbury. By improving access to safe and convenient biking, walking, and other carbon free mobility options, Wayland residents will be more likely to shift from driving to active transportation. The Town can prioritize sustainable infrastructure projects in community planning such as dedicated/protected bike lanes, road marking, and crosswalks and take advantage of opportunities to improve availability of and connections between key bicycling and walking paths and sidewalks. Other strategies could include installing bike racks at destinations like stores and restaurants and implementing Safe Routes to School suggestions for school children walking or biking to school. Coordinating with neighboring communities and regional planning agencies can be key. Passing a Complete Streets Policy and Prioritization list will provide access to technical advising and funding for these projects.

The Town should also explore electric shuttles around town and to nearby public transit options. Weston, Lincoln and Natick all have commuter rail stops. Weston's climate plan mentions expanding parking options at their commuter rail stop; Wayland should communicate with their sustainability staff member to follow that effort. Wayland should also support regional transportation planning and implementation efforts. The Regional Transit Authority operates local buses which go to Riverside and local destinations.

In addition to increasing safe walking and biking routes to school, actions that disincentivize parents dropping off children at school and favor bus riding should be considered. Electric buses will multiply that impact. Free school bus service for all children and higher parking fees for older students can decrease driving trips to school.

- **Key Metrics of Success or Indicators** - Miles of sidewalks, paths, bike lanes completed. Increased connectivity of existing walking and biking corridors. Connections to nearby public transit. Reduced car traffic.
- **Equity Impacts** – Evaluate existing infrastructure based on ADA accessibility and ensure all future projects require ADA accessibility. People of all abilities can use new infrastructure. People unable to or unwilling to purchase and maintain a car would be able to get to the places they need in Wayland. Make sure added walking, biking or shuttles serve all parts of town.
- **Relative Impact on Greenhouse Gas Emissions Reductions** – Medium. If many Waylanders move away from driving, the impact could be large. Limitations such as weather and convenience may be obstacles.

- **Relative Cost** –Low/Medium. Cost of sidewalks and walking paths could be expensive; but Rout 20 improvements could be paid for by the State. Running an electric shuttle would be expensive.
  - **Relative Time Commitment/Difficulty** - Medium time commitment by Town staff & EC&C. Most time spent at the planning stages.
  - **Approach to Implementation** – Once transportation and prioritization plan is completed, projects can be planned in order of impact. Town Planner will be primary implementer, but School Department will have significant input into school walking routes and bus options.
5. *Advocate for transportation legislation and regulatory changes to increase EV adoption and benefit the electric grid.*
- **Key Implementers** –
  - **Description** – Identifying and advocating for effective sustainable policies will be an essential component to reducing one of the largest greenhouse gas emission sources for Wayland and many other relatively small semi-rural municipalities - transportation. Advocacy will need to occur at the State and Federal levels and should be done in conjunction with other regional municipalities for greatest impact. In order for electric vehicles to be widely adopted, we must press for state agencies and utilities to lower costs for electric vehicle charging. Time of use or varying rates could be adopted to lower electricity costs during off-peak hours. Utilities should also invest in electric grid technologies and improvements to handle fluctuations caused by increasing solar and wind. The Town should also lobby the legislature to allow differentiation in municipal excise tax rates to encourage EV adoption and discourage cars generating more GHG emissions.
  - **Key Metrics of Success or Indicators** - By 2023, Wayland will have coordinated with regional partners to identify and communicate with appropriate State and Federal representatives to advocate for policies important to advancing Town sustainable transportation goals. Advocacy will continue as needed. Indicators of success would be the passing of targeted legislation and /or regulations.
  - **Equity Impacts** – Advocacy for any legislation or regulations should take socioeconomics and equity concerns into consideration so that residents of Wayland and Massachusetts have equal access to resources and benefits. Any incentives or actions associated with sustainable transportation should include consideration for progressive impacts (i.e., incentives are greater for, or designed to effectively accommodate, those with lower income levels).
  - **Relative Impact on Greenhouse Gas Emissions Reductions** – Moderate (low direct impacts, but potentially high indirect impacts over time).
  - **Relative Cost** – Low. Costs will largely come in the form of time invested to be aware of key issues and legislative and regulatory efforts related to EVs and sustainable transportation, and to engage with State and Federal legislators to advocate for action.
  - **Relative Time Commitment/Difficulty** – Low time commitment by Town staff and EC&C, Low difficulty.
  - **Approach to Implementation:** The Sustainability Manager and Energy and Climate Committee will identify key issues and coordinate between the Town Administrator,

Board of Selectmen and other Town interests and the legislative community. Request Board of Selectmen to submit letters to appropriate agencies as needed. Coordinate with other regional towns to identify common interests and to coordinate advocacy campaigns on the regional scale (i.e., greater numbers make for louder voices.)

6. *Design and upgrade Town transportation infrastructure for resistance to flooding, storms, and extreme weather by 2030.*
  - **Key Implementers** –
  - **Description** – Wayland has historically been vulnerable to flooding, which will increase as extreme climate events continue. Flooding at the intersection of Routes 20/126/27 in the center of town and at the Sudbury River bridges on Route 20 and on Route 27 cause major disruptions to traffic and potentially emergency vehicles. The Public Safety Building, Town Building, and Library have all been impacted by flooding. Wayland should be sure its current transportation infrastructure elements like roads, bridges and culverts are updated to reflect current climate projections and that any new projects address rainfall projections for their planned lifespan. Culvert and stormwater infrastructure should be inventoried and required upgrades prioritized.
  - **Key Metrics of Success or Indicators** - Assessment and priority plan and replacement schedule created.
  - **Equity Impacts** – Ensure access to town and essential services with accessible roadways.
  - **Relative Impact on Greenhouse Gas Emissions Reductions** – Low/Medium/High.
  - **Relative Cost** – Medium cost
  - **Relative Time Commitment/Difficulty** – Low time commitment for plan development. Medium time commitment for replacement and activation of plan.
  - **Approach to Implementation:** Inventory transportation infrastructure that will be vulnerable to climate changes, which could include bridges, roadways, culverts and stormwater infrastructure (this may have been completed by the DPW already.) Create plan for adaptation or replacement that responds to changing climate projections.

# **Town of Wayland**

## **Climate Action Mobilization Plan – Preliminary Working Draft**

### *Adaptation, Resilience, and Nature-Based Actions*

#### **Proposed Actions Summary**

Most proposed actions in this Climate Action Plan focus on reduction of greenhouse gas emissions, the primary cause of climate change. Unfortunately, because so many GHGs have already been pumped into the atmosphere, the reality that reducing emission rates will not happen overnight, and the long (centuries) lifetime of GHGs in the atmosphere, the effects of climate change both globally and right here in Wayland will continue to worsen for years. In the northeast US the primary effects will be increased arrival of precipitation in strong storms, accompanying drought between those stormy periods, and ecological disruption because of those changed weather patterns as well as generally warmer conditions. The record flooding of 2010 and the record snowfall of 2014 are examples of the kind of effects climate change can have on Wayland. Adaptation measures aim to reduce the local effects of climate change, while resilience actions help to live with those effects when they can't be prevented. Most adaptation and resilience actions are nature based.

Nature based actions have three basic goals. Some, like planting trees around a house, save energy. But some, like restoring more natural flow to the Sudbury River, aim to directly reduce the flooding damage which will be exacerbated by climate change. Still others aim to maintain and enhance the carbon sequestration function of soils, which varies by landscape type, and generally goes along with maintenance of a healthier and more diverse ecosystem. The proposed actions include removing river obstructions, encouraging tree preservation especially around buildings, discouraging lawns which are the worst landscape type for both carbon sequestration and ecosystem health, and replacing them with native landscaping. Other actions propose enhanced stormwater treatment to reduce the effects of flooding and drought, more recycling and composting, and more progressive water rates. Many of these actions will have an immediate positive effect directly on Wayland.

Many of these actions require individual action on a mass scale, and a change in cultural norms. As a prerequisite to accomplishing such change, Wayland should band together with other towns to lobby the state to enable tax incentives to motivate the desired behavior. For example, a Climate Credit Score could be established to reward homeowners for maintenance of large trees around a house and minimization of lawn areas. A dialogue with Wayland's representatives to the legislature for such legislation should begin immediately.

## Proposed Actions Detail

### 1. *Restore More Natural Flow Conditions to the Sudbury and Concord Rivers.*

- **Key Implementers** -
- **Description** - Remove or reduce the effect of man-made obstructions in the river which add to flooding in Wayland. Wayland is unique in this area of the country in its vulnerability to flooding because the Sudbury and Concord Rivers drop only two feet from Saxonville to Billerica. Major residential areas flood, and the primary regional transportation corridors, Route 20 and Route 27, become impassable as a result of major precipitation events. Some flooding is natural, and indeed was the reason the town was founded on account of the resulting fertility of the floodplain. However, over the centuries the level and duration of the flooding increased to the point where the river marshes became useless for agriculture. Since World War Two, with the suburbanization of the area, flooding events have become increasingly disruptive, requiring the mobilization of military vehicles and DUC boats to maintain living conditions on Pelham Island. Since 1710 the increased flooding has been blamed on man-made obstructions in the river, most notably the Billerica Dam which impounds water through most of Wayland. However, since Thoreau's time the cumulative effects of the numerous bridges and causeways across the river between Wayland and Billerica have been recognized as another, and likely greater, cause of the problem.

Efforts are underway right now to remove or breach the Billerica Dam, which lost any functional purpose in the 1800's with the demise of the Middlesex Canal. Wayland should get involved in this effort, working through our state legislators and state and federal agencies dealing with the issue. In addition, Wayland should take every opportunity to modify river structures. For example, the old railroad causeway just south of Route 20 will be repurposed shortly for a new Rail Trail, and possible modifications could include, for example, removing structural underpinnings under the trestle unnecessary for modern light traffic or building new culverts through the causeway to the west of the bridge. Wayland should also work with its legislators to change state policies with regard to reconstruction of all bridges downstream from Wayland to require flow enhancement to more nearly natural conditions as part of the rebuilding projects.

- **Key Metrics** - Initial Board Of Selectmen work with DCR, MADOT, RSC, and state legislature by 2022. Removal or major modification of Billerica Dam and Wayland trestle by 2025, change in state policies by 2030. Initial success will be measured by increase in free flow capacity of structures, ultimately by reduction of flooding in Wayland Center.
- **Equity Impacts** - This will benefit all riverfront communities from Wayland to Billerica.
- **Relative Impact on Greenhouse Gas Emissions Reductions** - This would, in the long term, mitigate flooding from the Sudbury River, which is the most significant effect that climate change will have directly on Wayland.
- **Relative Costs** - Low. This involves primarily political action.
- **Relative Time Commitment/Difficulty** - Medium time commitment by town staff and BOS over many years going forward to motivate political change. Difficulty TBD.



2. *Maintain or Increase Tree Cover in Wayland and especially around buildings.*

- **Key Implementers** -
- **Description** - Trees have multiple benefits for climate change mitigation and adaptation. Trees themselves store large amounts of carbon, and forested landscapes sequester large amounts of carbon in the soil. Trees mitigate flooding by sucking large amounts of water out of the soil; forested landscapes in turn act as a sponge during major precipitation events to store water and release it slowly. Trees around buildings provide shade and wind protection to radically reduce summer air conditioning loads and reduce winter heating loads. They also dry out the soil around the buildings by pumping moisture into the atmosphere, reducing problems from enhanced precipitation.

Wayland is a very leafy place, and appropriate action will focus on maintaining existing tree cover. The Conservation Commission should beef up the provisions of its stormwater bylaw to require strict protection or replacement of existing trees within the same sub watershed for new projects, and incentivizing tree preservation and planting around dwellings. The Energy and Climate Committee should embark on a public education campaign to explain to homeowners why they should not cut down trees around their houses.

- **Key Metrics** - Reduction in number of tree services serving Wayland.
- **Relative Impact on Greenhouse Gas Emissions** - High. Trees around a house can reduce air conditioning loads by half.

3. *Reduce Lawn Area in Wayland.*

- **Key Implementers** -
- **Description** - While wetlands and forests are the best, lawns are the worst landscape form for carbon sequestration and ecosystem resilience. Lawn mowing uses large amounts of gas and causes much more pollution than would be caused by burning that gas in a car. Use of lawns in landscaping needs to be discouraged and minimized. Where lawns are used, organic lawn keeping practices need to be encouraged. The Board of Public Works should prohibit lawn watering for mature lawns. The Energy and Climate Committee should embark on a public education program to educate homeowners about organic lawn practices, such as proper mowing, to eliminate watering, pesticides, and artificial fertilizers and increase carbon sequestration in the soil. The Town should convert municipally owned lawns not used for field sports to natural meadows, preferably with nectar-producing native ground cover plants maintained as Bee Lawns. The BOPW should replace municipal landscaping equipment with electric models, and the Town should create incentives for homeowners to replace gas equipment with electric.
- **Key Metrics** - Change of social norms away from lawns as main ingredient of residential landscaping.

4. *New Stormwater Regulations*

- **Key Implementers** -
- **Description** - The primary impact of climate change in the northeast US is projected to be a change in the pattern of precipitation such that, while the overall amount of

precipitation will rise only modestly, much more of it will arrive in stronger storms. More robust measures to deal with stormwater are therefore required. A new bylaw will require pervious pavement and predominantly green infrastructure in all new projects. All stormwater engineering calculations will be done using projected storm intensities for 2075.

- **Key Metrics** - Passage of bylaw by 2025.

5. *Solid Waste Reduction, Composting.*

- **Key Implementers** –
- **Description** - Solid waste is a problem for climate change in at least two ways: most of it winds up being incinerated, which emits carbon, and some ends up in landfills, which emits methane. Solid waste needs to be minimized. Wayland was once a state leader in recycling and should strive to be so again. A contest should be set up with a neighboring town for recycling the most. The town should provide free composting devices to every single-family house in town, delivered by a high school student, Boy Scout, or Girl Scout with a message to “please compost for my future”. The student should be trained in how to compost and explain to the homeowner how to do so and how the resulting compost can be used. Educate homeowners on the benefits of leaving fallen tree leaves on the ground around the trees to compost in place and serve as habitat for caterpillars, insects, reptiles, amphibians, and small mammals.
- **Relative Impact on Greenhouse Gas Emissions Reductions** - Modest
- **Relative Cost** - Low

6. *Encourage Native Landscaping*

- **Key Implementers** -
- **Description** - Wetlands and forests are the most desirable landscape forms to sequester carbon and provide ecosystem resilience as the climate changes, while suburban lawns are by far the worst. Wetlands are already well protected by the Conservation Commission, and forests and lawns are covered in the actions above. This action provides alternatives to lawns and improvements to wetlands and forests impacted by invasive species.

A program will be established to provide subsidized or free native plants to homeowners with seminars and written instructions for their use. The instruction will include removing non-native plants and specifically plants listed on the MA state list of invasive plants.

The Town will remove plants listed on the MA state list from municipal land annually.

A list of native trees will be distributed to all Wayland homeowners with strong suggestions that any new tree planting be from the list.

- **Relative Impact on Greenhouse Gas Emissions Reductions** - Low to carbon emissions, but high to ecosystem resilience
- **Relative Cost** - Low

7. *Increase Progressivity of Water Rates*

- **Key Implementer** – Board of Public Works
- **Description** - Pumping and treatment of water require energy. High usage of water is associated with use of undesirable landscape forms. Mandates such as forbidding water use on mature lawns are useful but hard to enforce. Progressive water rates provide an incentive for users to change behavior in ways in accord with the actions above. Previous experience, both generally and in Wayland, shows their effectiveness.
- **Relative Impact on Greenhouse Gas Emissions Reductions** - Synergistic with previous actions
- **Relative Cost** - If the effect is generally as desired but a small number of users turn out to be cost insensitive, the cost could well be negative if the cost structure is sufficiently progressive

DRAFT

# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Engagement and Mobilization Actions/Campaigns (“MOB”)*

#### Proposed Actions Summary

All of the following actions/campaigns satisfy the following ambitious **criteria**, which are explained in the first three actions:

1. Mobilize neighbors to do all the other actions by inviting everyone in from where they are at.
2. Provide a constant impetus to *keep* acting and “moving up the climate action ladder” by changing social norms and normalizing climate action.
3. Create community, which is the cornerstone of resilience.

Many of our actions do not allow for easy, if any quantitative **measurement or tracking**. Instead, we are taking extra care to provide other rationales, mainly in the first five actions/campaigns (for some of the other actions we suggest some ways of measuring success). The same holds for **timetables and implementers**: we want engagement to be ongoing, broad, and deep, and as such most campaigns are indefinite and require widespread implementation. But we suggest some ideas for deadlines and implementers for some of the actions.

**Social equity** is addressed explicitly in the EQUITY LENS segment below. It is touched upon in most of the descriptions of other campaigns and actions as *underlined and italicized*.

Assuming that many if not most of the Actions in the other categories will need an engagement/outreach component, we have formulated some of our “Actions” in a general sense, so they can be applied to any other Action.

#### Proposed Actions Detail

1. *Campaign - LISTEN AND LEARN Ongoing surveys (in a very broad sense) to listen and learn and identify where residents, businesses, town officials stand, what obstacles they face to behavior change, and what might move them.*
  - **Key Implementers** - Ideally, every event and engagement is *also* a survey. Some surveys will need support/initiative from BoS and TA to coordinate all Depts, some from Schools, and others from MOB with other partners.
  - **Description and rationale** - About climate change, people are all over the map. If the goal is to mobilize the town, we must first of all locate all the stakeholders, and meet them where they are. Where do they stand on our interconnectedness and our

responsibility for our impact (worldview, norms), how do they understand their climate impacts (education), and what obstacles and costs (financial, social, psychological) do they face when they want to take action. Only with an understanding of these will we be able to message the need and desirability for behavior change in a contextually appropriate and *equitable* way, and a way that will appeal to them, and to support them in overcoming obstacles and offsetting or bearing costs.

We suggest a series of surveys that:

- are “surveys” in the broad sense of the word: plain forms, interviews, communal conversations, online “bulletin boards “where people can share ideas and questions... ideally any engagement is a survey engagement
- use a diversity of messaging and angles
- make intelligent use of research (like that of the Yale Program on Climate Change Communication and Greg Sparmann and Per Espen Stoknes)
- are broad plus targeted to well-researched segments
- educate and “grind both the climate change and social justice lenses” (cf. EQUITY)
- disseminate information about resources and support already available (immediate steps to take)
- invite and appeal to both textual and visual learners (take graphic design seriously)
- are pushed out through many channels: online media, through community channels like church groups, mailed copies or flyers available in public places, and, where appropriate, by methods (like MailChimp) that give us robust metrics about which channels and messages work.
- recruit volunteers
- Specifically, cf. Action 2, below.

2. *Campaign - QUANTITATIVE ENGAGEMENT STUDY* A uniform survey distributed as widely as possible to gain a quantitative understanding of the state of town, how engaged different groups in towns are, which groups can be reached through which channels. Follow up with annual surveys to gauge changes in engagement and action.

- **Key Implementers** – EC&C, volunteers
- **Description** - A broadly distributed survey meant to capture the overall attitude of Wayland residents that will provide insights into willingness to volunteer or make changes, attitudes about climate, and actions already taken. By using broad and varied distribution the survey may reach groups that include those that are disengaged from town politics and those who may be resistant to climate action. By distributing surveys that can be tracked, e.g., - put a line at the top that specifies where/how the survey was distributed so we can sort responses.

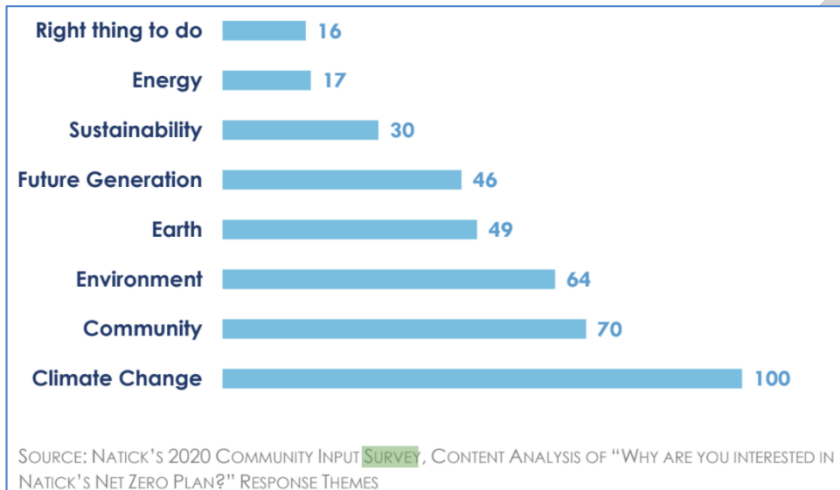
Topics:

- Basic demographic info including home ownership
- Awareness and concern about climate change, and climate action in town
- Willingness to take action and types of actions or offerings that appeal to residents

- Actions already taken/current engagement
- Open ended comments
- Voluntary contact information/opt in

Possible Distribution Channels:

- Mail, Facebook (Wayland Group), Canvassing,
- Distribution at events of any kind and at community hubs (supermarket/farmers market, Dudley Chateau, etc.)
- Distribution at town owned facilities - library, town hall, etc.



By distributing broadly, we will also remind/inform people that the Town is taking action around climate and can include a small amount of material to encourage participation. Numerous plans (Cambridge, Salem, Natick, and others) mention gathering information from surveys without a lot of additional detail. If possible, Wayland's efforts could benefit from a review of those surveys and talks with those who distributed them about methods and lessons learned.

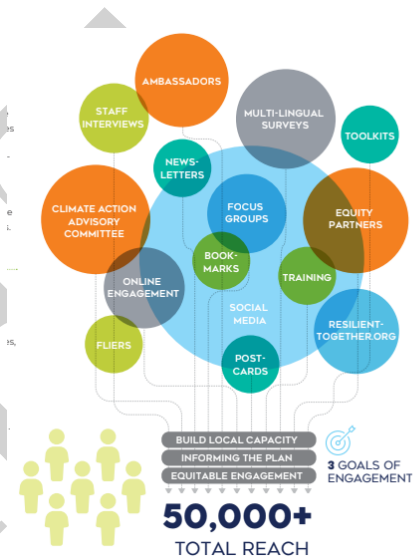
3. *Campaign – MAPPING An accessible variety of well-designed, dynamic maps that are meaningful and inviting, provide a sense of safety, and encouragement.*

- **Key Implementers -**
- **Description and rationale -** The results of the surveys should be made accessible and meaningful to all in a series of maps and roadmaps that appeal to all kinds of perception and learning styles. This is important because people are more likely to change their habits and adopt novel behaviors when they see their neighbors and peers doing so as well: it makes sense then to map and *show* these shifting social norms. Most of us also do not know where we stand (we have not considered it or don't have comparisons). Helping everyone find and orient themselves on a map, see what their next steps in the right direction might be, where others are, and where there is support, creates a sense of clarity and safety in a complex, uncertain, shifting, and often intimidating field.

Maps can also help address psychological distance, evoke concern by showing that climate poses challenges *close* to our lives (in time, space, relevance), and evoke empowerment by showing that we support actions and policies that have “near” benefits<sup>1</sup>. Such maps can also help people understand their own and the Town’s sphere of influence and set the correct expectations. Finally, such a map will encourage action by framing goals as achievable and meaningful in a larger context and will allow everyone to see progress.

By “maps” we mean infographics, plans and other visual communication tools to quantify and visualize positions, goals, progress, etc. that:

- use a variety of formats and degrees of interactivity,
- are easy for a variety of people to understand and inviting,
- are well-designed (take graphic design seriously<sup>2</sup>),
- may be based on survey results, research, or be crowdsourced,
- need to be made accessible through many channels.
- Many of these maps can come with data reporting.



4. *Campaign - POSITIVE MEANING MAKING AND NORMING A sustained campaign bringing a balanced variety of messages and events that are personal, well-targeted.*

- **Key Implementers:**
- **Description and rationale** - “On the surface, climate change communication is about educating, informing, warning, persuading, mobilizing and solving this critical problem... At a deeper level, [it] is shaped by our different experiences, mental and cultural models, and underlying values and worldview.”<sup>3</sup> We need to be cognizant of the values that inform our messaging and how it is received, so that we can run a psychologically and sociologically informed program.

Studies show that most climate outreach now increasingly centers on abstract carbon emissions (impersonal, desensitizing, demotivating), threatens urgency and uses fear-and-war-like vocabulary and tactics (disempowering, paralyzing). This while less and less

<sup>1</sup> Sparkman. Also Stokness, *What We Think about When We Try Not to Think about Global Warming*.

<sup>2</sup> People are used to looking at million, or even billion dollar graphics. We need to take our graphic design seriously in order to get people to engage and understand. (add quote from Natick?)

<sup>3</sup> Yale Program on Climate Change Communication.

people care<sup>4</sup>. Also, raising the alarm is not sufficient. Yale shows that, of the “alarmed” Americans (24% of the population), only 35% are “active”, and only 17% of those are “participating now”<sup>5</sup>. Alarmed realism (addressed in Action 5) will only help move a person to *action* if it comes as part of a balanced package of community and *positive* reasons why one should care.

We also want residents, businesses, and Town Departments to start seeing everything they do, purchase and install through the climate lens, and we want them to *keep on* taking climate action, making many changes, day-after-day, consistently, for life. This requires that behavior campaigns and policy support should help people internalize actions by connecting them to values, identities, and societal outlooks. Only then will there be a cascade of sustained action leading to ever more action, and the collective change we seek.<sup>6</sup>

This requires a campaign that:

- leaves no one unspoken to (cf above)
- balances bad news with good news, reason with imagination, difficult truths with cause for celebration, grief with joy. (cf. Action 5)
- is sustained and multi-track, touching on mitigation, adaptation, resiliency, economy, equity, energy...
- uses all kinds of methods and venues: from tabling to social media, person-to-person conversations to workshops... (cf. Action 7)
- wide open to feedback, experimentation, and adaptation.

5. *Campaign - DIFFICULT CONVERSATIONS Well-facilitate events and circles to nurture the inner resilience for coping with anxiety, despair, guilt, trauma, collapse, uncertainty, etc. with a separate focus on youth and children, and to build bridges across divides.*

- **Key Implementers -**

- **Description -** Studies show that psychological distress about climate change is increasingly rampant. Yet our culture *and most activism* censures the expressions and the experience of distress. This leads to “experiential avoidance” which leads to depression, panic attacks, distrust, and aggression. It also closes off opportunities to dialogue and find common cause with others across divides by failing to be honest with one another and to engage empathy<sup>7</sup>. Moreover, the imbalance between dystopia and utopia will impact our practical decision making.

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<sup>4</sup> Stoknes: “If you overuse fear-inducing imagery, what you get is fear and guilt, and this makes people more passive.” “Long-term surveys show that people were more concerned with climate change in wealthy democracies 25 years ago than they are today.” ([https://e360.yale.edu/features/how\\_can\\_we\\_make\\_people\\_care\\_about\\_climate\\_change](https://e360.yale.edu/features/how_can_we_make_people_care_about_climate_change))

<sup>5</sup> <https://climatecommunication.yale.edu/publications/segmenting-the-climate-change-alarmed-active-willing-and-inactive/> (July 2021)

<sup>6</sup> Sparkman, Attari and Weber, 2021

<sup>7</sup> Jem Bendell, “Psychological insights on discussing societal disruption and collapse,” *Ata: Journal of Psychotherapy Aotearoa New Zealand*, 2021.



Adults, and hence adult-led action, often overlook the fact that youth and children are just as much (if not more) exposed to the bad news, but that they have limited experience to comprehend or compartmentalize it, limited power to act on it, and limited means to find peers or adults with whom to discuss their anxiety without being silenced or shamed/pathologized. Thus youth *disproportionately* suffer from climate anxiety. This is a matter of psychosocial wellbeing as well as *social justice and civic engagement*, as children experience this as a *moral injury*. “Distress about climate change is associated with young people perceiving that they have no future, that humanity is doomed, that governments are failing to respond adequately, and with *feelings of betrayal and abandonment by government and adults*”.<sup>8</sup>

A climate action campaign can avoid both dystopia and utopia and take care of our deepest need of trust - the necessary foundation for the work of norming and meaning making - if we only have the courage.

We suggest:

- A conference of psychologists and psychotherapists in Wayland, school counselors, and clergy to devise a program of
- frequent, well-facilitated workshops and ongoing practice groups
- an “open channel”, for youth especially
- bringing in outside resources like The Work That Reconnects
- connections with groups like Extinction Rebellion.

6. *PRINT PRODUCTION: Create community cohesion, sense of place with a “We are Wayland” booklet - first edition ready for distribution on Race Amity Day (June 2022)*

- **Key Implementers -**

- **Description -** Every household gets a print media (booklet, magazine, letter...) in the mail at least one a year, that shares information about trails, arts & concerts, youth, children and parents and COA events, original artwork, stories, history, etc. - in short, a community publication, that explicitly applies the lenses of sustainability, love of our place, our care for the future, *and social justice*. For instance, only events that are zero-waste can be listed and are clearly identified as such. It also explicitly communicates news about the Mobilization and social justice actions in our town, but does so in the wider context of community and positive change, celebration and joy. These two lenses are thereby shown to be relevant, supported, and desirable across every aspect of our town.

In the interest of building community cohesion and breaking down silos, this booklet could for instance, combine the Rec Dep and COA booklets and invite contributions by the Schools and the Wayland Children and Parents Association, and local sports clubs - drawing generations of readers together. It would also invite residents and businesses to get involved in communal life and be a vehicle for collaboration among organizations in

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<sup>8</sup> Marks and Hickman et. al., “Young People's Voices on Climate Anxiety, Government Betrayal and Moral Injury: A Global Phenomenon”. Available at SSRN: <https://ssrn.com/abstract=3918955> or <http://dx.doi.org/10.2139/ssrn.3918955>

town. It can be a gift to people when they move into town. It could also build upon some of the functions of local newspapers. It could be a fundraiser for Mobilization efforts (a Fund, outreach materials, etc.).

Practically:

- If beautifully made and useful, people will have a reason to keep it handy and be proud of
- It could be sent twice a year or quarterly: do marketing to see what is desired/feasible
- It would have to be sustainably printed
- It need not be a 1000-pager: it can refer to a website or websites.

7. *Campaign - WEBSITE, SOCIAL MEDIA: A wide array of opportunities for residents, businesses, organizations, and Town to engage on an interactive website, through social media*

- **Key Implementers -**
- **Description -** In order for there to be a sense of invitation, transparency (trust), a sense of ownership of the Mobilization, we need to ensure all stakeholders have access to all information and opportunities to be involved.

We propose one dedicated website:

- that is curated by a nimble, accessible team (not a town website) and crowdsourced to a certain extent by all stakeholders
- a repository of information: climate education resources, draft plans, survey results and maps, who is working on what, who to reach out to, stories by neighbors, digital copy of print publication (action 6), etc.
- beautiful, interactive, inviting input, questions, ideas (for instance, EasyRetro Boards) and submissions of images, stories, etc.
- links to/integrates with other tools and resources, like the Energize Wayland platform, WSPN, etc.
- plugs into social media
- has Google Analytics where possible to measure traffic and what is most popular.

We propose well-run media campaigns:

- Social media: Facebook, Twitter, Instagram... coordinated in a program like Hoostuite
- WayCAM and Wayland Student Press Network
- All these are an opportunity to invite engagement from High School students (can offer community service hours or pay)

8. *Campaign - ART ALL AROUND Art (and other) installations in public around town.*

- **Key Implementers -**
- **Description -** Keep climate action front of mind for residents, bring celebration, creativity, and fun into the effort, broaching difficult questions across divides. Climate

action can provoke anxiety and a desire to disengage or might seem difficult to approach. Public art and other sorts of public installations can remind residents of the need for climate action in a way that is approachable, human, or even fun in some ways - raising awareness and encouraging engagement. Public art can be placed in and around town property (town hall, schools, library, etc.), on the billboards around town, and at businesses - for instance, Ace Hardware has a lot of art up.

All: Festival for the Human Family on Massachusetts Race Amity Day June 2022 (cf. Action 10)

Youth and schools:

- HS drama group participate in [Arctic Circle](#).
- Art contests (for adults as well)

Businesses:

- Sponsorship (prizes, space to display work in store or purchased)

Town/ECC and supporting organizations:

- Include high quality art from locals (Wayland or nearby) as appropriate in communications and at events to increase sense of scale and participation.

Local galleries and art orgs:

- Art contests
- Shows featuring climate focused art
- Tap into artist communities by offering pay and exposure for contributing artists

Example Project:

During fall and winter 2020, Montgomery County hosted a competition for climate change artwork to be featured in the Climate Action Plan. The winners were announced in April 2021 ([read the press announcement](#)). Winning artwork and other notable entries appear throughout the Climate Action Plan.

9. *Campaign: AMBASSADORS, COACHES Establish paid and unpaid roles to engage in outreach and engagement broadly and in specific ways (Salem/Bev P30) (without SJ lens)*
  - **Key Implementers** –
  - **Description** - The goal is to increase engagement and develop inroads into new communities within Wayland and provide support with specific points of friction that can make individual action more difficult. This includes a social justice component, as one of the goals of ambassadors will be to make inroads into communities that are historically left out by this kind of work and look for ways to make opportunities to participate more available to them.

Wayland already has a number of coaches (EVs, heat pump, solar) who provide support to homeowners interested in converting from their current technology into something new.

Ambassadors are a (likely paid) broader role focused on groups and communities rather than specific actions. Paid ambassadors will be younger people canvassing, recruiting volunteers, answering basic questions, and drumming up excitement while moving communities towards climate action, assisted by the coaches.

Coaches:

- Add coaches as additional opportunities arise for homeowners and business owners to take climate action, as well as if current coaches become overwhelmed
- Offer coaching for businesses
- Train coaches and develop methods to make the technologies and actions they promote more accessible to a wider group, especially BIPOC.

Ambassadors:

- Recruit volunteer ambassadors for specific tasks such as canvassing, handing out material and/or tabling at events, and, importantly, engaging with sub communities within Wayland who are previously not involved in climate action and help to determine how they can be included (BIPOC, but also communities like historic societies, PTA, Wayland for Social Justice, and the Wayland Rod & Gun Club)
- Develop paid summer projects with specific, measurable goals and recruit college and high school students to do the work.

A focus on *diversity and equity* is important in recruiting ambassadors, coaches, and other volunteers. Because different groups within Wayland may speak different languages or have different values or backgrounds, it is critical to the success of this outreach that ambassadors and coaches be as diverse as the Town itself, and with connections to varied communities within Wayland.

From Salem/Beverly: *“Across eight months of engagement, paid Ambassadors invested 725 hours to help gather more than a thousand survey responses, collect 19 personal testimonials, give six presentations to community groups, host a well-attended online panel discussion, hold dozens of conversations with community members, and create an artistic zine. Ambassadors particularly helped reach the youth and young adult population, which makes up around 30% of each of our communities.”*

10. *FESTIVAL ON CLIMATE JUSTICE: On Massachusetts Race Amity Day 2022 (June 12), community-wide Festival of the Human Family with a climate justice lens that is zero-waste, has locally sourced food, and has zero emissions.*

- **Key Implementers -**
- **Description -** If we want the Climate Mobilization to be just, we will need to grind both the climate change and social justice lenses at the same time: we must see all aspects of our values, lifestyles, actions and systems through both lenses. We can bring both together in a community festival already being planned by the Town Administrator’s Racial Justice Advisory group.

This will be a festival of community and diversity, with food, music, arts, performances, activities & games. It can incorporate a rich offering of specific climate education and climate actions (emergency preparedness, skilling like gardening, timebanking, seedling swaps, and climate action art, music...

This festival should be:

- zero-waste: demonstrations of food scraps collection, recycling
- zero-emissions: all electrical on renewable-sourced electricity, demonstrations of town solar arrays and off-grid solar and batteries
- food can be locally sourced, with demonstrations of local farms, food gardening, climate-conscious diets.

11. *Summary: ENERGIZE WAYLAND NEIGHBORHOOD TEAMS: Use the existing Energize Wayland “Teams” function to inspire and organize close neighbor-to-neighbor engagement on climate action.*

- **Key Implementers** - Energize Wayland
- **Description** - EnergizeWayland.org, which is at the moment the only website where neighbors can go to find climate actions, allows signed-in users to create their own teams (and subteams). Teams can be anything: a street or neighborhood team, a Prius-lovers team, a Tesla-lovers team, a dog-lovers team etc. It doesn't have to be climate-related, just community-related.

Energize Wayland (EW) can create several teams according to “organic” neighborhoods and invite users who are already signed up to now start inviting their neighbors. EW can create invitation emails and customizable postcards to hand out. Once we have a couple of robust teams, EW can write about them to drum up friendly competition between neighborhoods.

# Town of Wayland

## Climate Action Mobilization Plan – Preliminary Working Draft

### *Equity Lens*

#### Proposed Actions

1. *Action/org: INDEPENDENT BODY OVERSEEING EQUITY: An independent body to advise all other groups in the Mobilization on the equity, inclusion and diversity and social justice implications of their actions.*

- **Key Implementers -**
- **Description -** The organizers, decision makers and facilitators of the Climate Mobilization must be aware of the social injustice of climate change *and* of the social justice implications of climate action and activism itself. Only then will our climate mobilization:
  - address the patterns of harm and oppression that have created and continue to create systemic inequality and underrepresentation for people and communities inside Wayland, and beyond.
  - prevent the burden of climate change *and* of climate action falling on those who are less privileged, who cannot bear it, and who are not responsible.
  - invite and *grow the ability* of disadvantaged communities in our Town to also make changes for a better climate.
  - learn from other backgrounds and points of view and celebrate diversity as a source of strength.
  - support a just transition to a green economy.

With this in mind we propose

- A close collaboration with the Human Rights, Diversity, Equity and Inclusion Committee, or the creation of a special body, that will examine all other actions (from energy to housing to economy to engagement) through the DEI and EJ lens, and that will be available for questions from all organizers, decision makers and facilitators of the Climate Mobilization.

2. *Action: JUST TRANSITION TO GREEN ECONOMY: Ensure a just economic transition of jobs*

- **Key Implementers -**
- **Description -**
  - Professional educational workshops for contractors and other developers in low emission/higher efficiency services, e.g., landscaping, and construction.

- Find ways to financially help contractors and businesses change over to low/no emissions equipment and methods.
- Climate focused career development at high school level and in adult education.
- Support state, regional, and local-level programs and policies that ensure a just transition for workers and uplift a green economy for all people.

DRAFT