CAB Annual Meeting Monday, October 17, 2016
Pierce School Library

- Attendance:
  - David Damm-Luhr, David Pantalone, Werner Lohe, John Harris, Susan Martin, Bob Miller, Alan Leviton, Tom Kilday, Ed Loechler, Inga Damm-Luhr, Judy Mabel
  - Speaker: Nathaniel Stinnett

- Elections:
  - Those whose terms are up are:
    - Alan Leviton, Michael Berger, John Harris, Ed Loechler, Bob Miller and Don Weitzman – all have agreed to continue on the board for another term.
    - One new candidate – Jack Spence.
    - Unanimous vote to re-elect those continuing and to newly elect Jack Spence.
    - Carol Oldham will not continue on the board, due to moving away from Brookline.
  - Officers:
    - Alan Leviton was elected to serve as Treasurer for two more years.
    - John Harris was nominated and elected to serve as the new co-chair for two years.
    - John and Alan were elected unanimously.

- Review of the Year by David Pantalone
  - Financial statement:
    - Balance as of October 1, 2015 $ 8,678.32
    - Balance as of September 30, 2016 $ 10,916.51
    - Income (Donations) $ 8,418.24
    - Expenses $ 6,180.05
    - Climate Week Expenses $ 4,987.46
  - CAB Activities
    - Monthly Meetings
    - Speakers, discussions, etc
    - Climate Week
    - Campaigns - collaboration, partnership
    - Mothers Out Front, MCAN, Mass Energy, MA Power Forward, etc
    - Political Activism
      - Town
        - CAC/Selectmen - Aggregation, Runkle Solar,
        - Net Zero
        - Warrant Article - Net Metering
      - Statehouse lobbying
        - Governor Act on Solar Policy (April 2016)
        - Omnibus Bill (June 2016)
  - Brookline Green Electricity
    - Alan Leviton described the “community choice aggregation” effort in Brookline – i.e. bulk purchasing of electricity
    - Enrollment expected to begin December 2016
    - Users will have choice of renewable energy options – ranging from 25% additionality of renewables over what Eversource offers (this means a total of 50% renewable energy content) – this is the default. You can also choose
“Brookline All Green” – this will have a 75% additionality, i.e. 100% renewable energy content. Can also choose “Brookline Basic” with no additionality.

- There’s automatic enrollment for those currently buying their electricity from Eversource, but users can also choose to opt out.

**Speaker: Nathaniel Stinnett**

- **Environmental Voter Project**  [www.environmentalvoter.org](http://www.environmentalvoter.org)
  - HQ is Boston, but is a national organization
  - Mission:
    - Find environmentalists who don’t vote
    - Try to get them vote
    - Is non-partisan and doesn’t endorse people
  - Nathaniel has a background in running campaigns
  - When you poll likely voters, environmental issues are close to the bottom of their interests/concerns
  - Campaigns usually target and poll only likely voters. If likely voters aren’t demanding environmental leaders, why would politicians focus on it.
  - BUT – it’s a high priority for all Americans
  - Environmentalists are terrible voters
    - They found 15.78 million environmentalists who didn’t vote in 2014 (that’s about ¾ of those who prioritize environmental issues over all)
    - These are people who are registered and who say that environmental issues are their top 1 or 2 concerns.
  - Must focus on turnout instead of persuasion – a big opportunity
  - They have identified 277,250 environmentalists in Massachusetts who did not vote but are already registered
    - In Brookline, 4,167 environmentalists did not vote in 2014
    - Turnout was 18,552

- **NOTE: Whether or not you vote is part of the public record**
- **How does someone decide to vote?**
  - Formerly, people thought that people will vote if the value of voting is greater than the costs of voting
  - But people aren’t really going through a rational weighting process in deciding whether to vote, because in reality one individual vote doesn’t make a difference.
  - The decision of whether to vote has much more to do with who you are and who you want to be. At some point you’ve decided to be a voter….
  - Messages like “Be a good voter” or “Everybody like you is voting” or “We know whether you vote!”
  - Telling people that “everyone is voting and so you should too”….increases the turnout

- **Most powerful persuader to get someone to vote is social pressure:**
  - Get them to commit (sign something) and then remind them of the commitment.
  - Remind them that we know whether they vote and we’ll check back with them after the election to congratulate them for voting.

- **What can happen in Brookline?**
  - They can work with us to get a call list identifying environmentalists who don’t vote – for us to canvas.
  - Can help:
    - Elect the ‘right’ people
- Build a case for elected officials that voters care about the environment

There were many questions and good discussion.

The meeting was adjourned at 9:10.