

### **7.1.1: Hold a Sustainability Event – Event Description**

**To Submit: Description of the event, highlighting the sustainability focus and how that focus will be demonstrated.**

#### **Description of the event, highlighting the sustainability focus:**

On the evening of Tuesday, August 7th, Glastonbury hosted a **Sustainability event** at the **Glastonbury Boathouse**. The event was designed to educate community members on a diverse selection of sustainability resources and initiatives in town and foster a heightened sense of empowerment and responsibility to incorporate more sustainable actions and best practices in their homes/businesses. By providing a variety of sustainability topics, the event was designed to provide a more holistic picture of the many sustainable resources and initiatives currently pursued by municipal and private/public entities, as well as provide educational information that would be relevant to the daily life of residents and business owners within our community.

Glastonbury began the meeting by asking attendees what sustainability meant to them in the context of the Glastonbury community and how the town could improve upon its sustainable efforts. As attendees contributed feedback, it was recorded on a large notepad by the discussion leaders. Event speakers representing town departments and third party organizations followed this discussion with 10-15 minutes presentations on the following topics below.

- C-PACE - Business Resource for Sustainable Initiatives – Mackey Dykes, CT Green Bank
- Glastonbury's Food Waste Recycling Program – Glastonbury Superintendent of Sanitation and partners All Waste, Inc., Quantum BioPower
- Invasive Plants – How to identify, remove, and treat as well as local projects in town that attendees can get involved/support – President of Glastonbury Partners in Planting (GPIP)
- Low Impact Development– David Dickson, UCONN NEMO program
- Stormwater and Watershed Education – Glastonbury Environmental Planner
- Sustainable Transportation (Town Fleet and Public Transit) – Glastonbury Town Engineer and Physical Services Manager, Senior Services Program Supervisor, Bike Walk Glastonbury President
- Water Conservation – Glastonbury Health Director

The presentations were followed by an open discussion where attendees asked questions as well as contributed feedback regarding how they believe the town and local organizations can further incorporate sustainable elements into their respective efforts. Glastonbury then issued a survey to collect insight on what sustainability topics are of most importance to those in attendance, how they obtain information from the town, and similar questions (see attached survey). This will help the Town evaluate which communications channels will best reach this target audience when disseminating future sustainability information as well as general town event information.

#### **How the sustainability focus was demonstrated:**

##### **Encouraging action/participation among attendees**

To conclude the event, residents were encouraged to take a **watershed pledge**, whereby they would commit to implementing watershed protection activities within their home or property. Both the survey (mentioned above) and watershed pledge were made available online for attendees who were unable to stay due to other commitments. Marketing resources were also made available on a resource table,

however most of them were provided as web links on the attendee event agenda to reduce paper and overall waste.

### **Transportation Options**

Glastonbury worked diligently to ensure there were several ways for community members to get to this event, with emphasis on carpooling and alternate commuting options including the following:

- Glastonbury offered a shuttle service for residents of the Housing Authority Properties Knox Lane, Center Village, and the Herbert T. Clark house to this event. [Click here to view more details on this service.](#)
- The venue was selected due to its central location in Glastonbury as well as its close proximity to the CT Transit bus stop (located 0.6 miles away with a stop 20 minutes prior to the event and pick up 20 minutes after) as well as its access for alternate transportation methods. For walkers/runners, the venue is easily accessible via the town's sidewalk network and there's a bike rack near the main entrance for those who wish to bike over.
- Speakers representing the town of Glastonbury were encouraged to carpool.

### **Sustainable Facility**

- The Glastonbury Boathouse was selected as the venue for this event, not only because of its central and accessible location, but also because the facility itself has a self-sustaining business model. All of the revenue generated through events held in the banquet hall as well as boating and boat storage go solely into the ongoing maintenance and operating expenses of the building. We felt this was a nice way to tie the sustainability theme throughout each aspect of the event planning process. The Town opened the facility up for this event free of rental charges.

### **Resources made available on agenda as links vs. printing lots of handouts**

- Rather than print a high volume of handouts for event attendees, Glastonbury chose to make many of the resources and additional information available as links on the attendee agenda. This significantly cut back on the amount of paper used and provided a helpful, singular resource for attendees to find more information on the topics of interest to them.

Sustainability Survey for Event Attendees:



*sustainability*

## Survey

*Thank you for participating in the Sustainability in Glastonbury Event! Please take a moment to fill out our survey. We would like your feedback on the information presented tonight.*

1. Is this the first Town-hosted public meeting/workshop you have attended?

- Yes       No

2. How did you hear about this event? (Check all that apply)

- Word of Mouth
- Organization/group you are affiliated with
- Glastonbury Citizen
- Town of Glastonbury Website
- Chamber of Commerce
- Social Media (Facebook)
- Town of Glastonbury-E Notifications system
- Other \_\_\_\_\_

3. How often do you attend Town public meetings/workshops? (Circle one)

- A. Very Frequently
- B. Frequently
- C. Occasionally
- D. Infrequently
- E. This is my first event

4. How do you learn about other Town public meetings/workshops? (Check all that apply.)

- Word of Mouth
- Organization/group you are affiliated with
- Chamber of Commerce
- Glastonbury Citizen
- Town of Glastonbury Website/eNotification system
- Social Media (Facebook)
- I don't really hear much about them
- Other \_\_\_\_\_

5. Did you find the information presented about sustainability helpful to you?

Yes       No

6. Did you learn anything new at this event that you haven't heard about before?

Yes       No

7. After participating in this event, do you see your role in sustainability being:

- A. Very important
- B. Important
- C. Somewhat important
- D. Not so important

8. Do you think you will go home and apply any of the information you learned today to your daily life?

Yes       No

9. In terms of life applicability, which topics did you find were the most useful to you?  
(Please rank your top 3 choices by writing "1", "2", "3" in the blanks below)

- \_\_\_\_\_ C-PACE
- \_\_\_\_\_ Glastonbury's Food Waste Recycling Program
- \_\_\_\_\_ Invasive Plants
- \_\_\_\_\_ Low Impact Development (LID)
- \_\_\_\_\_ Stormwater Pollution Prevention
- \_\_\_\_\_ Sustainable Transportation (Town Fleet and Public Transit)
- \_\_\_\_\_ Water Conservation
- \_\_\_\_\_ Watershed Education

10. If Glastonbury held future sustainability events, would you attend/participate?

Yes       No

11. Is there anything you think the Town could improve upon in regards to communicating information to the public?