DATA (MEASURING, TRACKING, REPORTING) & COMMUNICATIONS

Create community-wide sustainability reporting/KPI dashboard & online resource center
Key performance indicator

- Link to websites of participating groups
- Measure progress – frequent feedback
- Holistic indicators
- Create elevator pitch (goals, impacts)
- Clearing house for businesses on rebate (e.g., Mass Saves) incentives (best practices, success stories)
- Measure town well-being & town performance holistically
- Measure well-being of vulnerable populations
- Also report progress around town (e.g., Brookline Bank window)

Create common brand, graphic & tagline messaging to engage town, community (residents & businesses)

Create marketing/communications plan

- Social media & traditional media (TAB, BIG, mailing, ……………?)

Get creative! Contests, Competitions, block by block, business corridors, etc…..

Create a recognition program for green businesses & food service restaurants

- Leverage TAB & community Forums

Be fearlessly focused:
3 clear priorities vs 12 that will be forgotten

Education opportunities through library

- Programs, speakers, "Town-wide reads" book

Offer bike locks for checkout at each library(for those who leave theirs @ home)

Develop more initiatives by holding mini-sessions at libraries

- No longer print paper checkout receipts