NEMSN Profile: Amherst, MA

Community Profile
Area (sq. Miles): 27.6
Population: 39,482
Population Density: 1,430.20
Households: 8,938
Median Age: 21.5
Median Household Income: $48,059
Poverty Rate: 34.70%

City Department:
Title: Sustaining Amherst
Staff: Stephanie Ciccarello: Sustainability Coordinator
Responsibilities: Overlook programs/policies pertaining to sustainability and energy efficiency.
Programs/Policies: Solid Waste Management Plan, Regional Bike Share Campaign.

Interview:
What have been your biggest successes in the past 2-3 years?
• (2014) - 2 all electric vehicles added to the municipal fleet. (Made possible through grants and some town budget).*MassEzip- offers funding ($7,500) for electric charging station ($10,000). “Flip the switch” campaign also provided funding.
• (2013) - named Solarize Mass Community- led state w/ 1.2 mw produced by solar.
• Passed a bag ban.
• Just put out a Solid Waste Management Plan. Recycling Coordinator left.
• Completed LED retrofits in all schools.

Given the range of your priorities, which do you consider to be your top priorities?
• Regional Bike Share Campaign. Consolidate bike share throughout the region (spring/summer 2018). *CMAQ grant is provided $1 million towards new bikes.
• Solar landfill project- recently assigned to a new contractor. (3.7 mw array). Array will be owned and operated by 3rd party instead of utility.
• Have members of community pushing for town buildings to be net-zero.
• Looking to pursue Complete Streets using a new state grant.

Please explain why you have chosen these priorities?
• Most economically viable.
• Programs that are widely accepted in the community.
• Most obtainable way to lower emissions.
How important are the metrics to identifying progress of the programs and policies?

- We are looking for a better way to record/track data then project it to the community. Improve organization of data to make it easier to use and see the big picture.
- Use Mass Energy Insight to track LED streetlight conversion data (easy to use).
- Have minimal building retrofits that project energy savings.

What resources are needed to complete your strategies and priorities? Are they currently available to you? If not, do you know where/how to obtain them?

- Need to be able to find grants easier, most of the time they do not have the resources to search and they don’t know where to look.
- Need funding.

How has the local community promoted its sustainability efforts to members in the community?

- Has held community events with workshops covering (GHG, Mass Save).
- Find it difficult to increase attendance. (GHG community forum successful and well attended).
- Annual Sustainability Festival (8th) - best event of the year. A wide range of issues were represented.
- Want to create better web presence, update social media/website.

What are your top 3 barriers that you consider to be beyond the control of the municipality, which have limited your ability to implement sustainability initiatives?

- Funding, don’t always know where to find grants. (Look state, not federal).
- Synthesizing and recording data to be more useful.
- Are barriers, solar barriers with utility companies.
- Connecting with business on how to follow initiatives for example plastic bag ban.

Sustainable Profile

Overview

- Solid Waste Reduction & Recycling
- Food & Agriculture
- Transportation
- Storm Water
- Energy
- Development
- Greenhouse Gas Reduction
- Climate Preparedness
- Equity & Economics
- Community Engagement
### Sustainable Plans

<table>
<thead>
<tr>
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<th>Targets/Goals</th>
<th>Published Plan</th>
<th>Metrics/Reporting</th>
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*Data Source: University of New Hampshire Sustainability Institute: Program Implementation Survey 2017*

#### Solid Waste Reduction & Recycling

**Top Priorities**
- 

**Strategies**
- 

#### Food & Agriculture

**Top Priorities**
- 

**Strategies**
- 

#### Transportation

**Top Priorities**
- Create a balanced, inclusive, accessible, safe, environmentally responsible transportation and circulation system that serves all residents.

**Strategies**
- Plan for an integrated Town-wide transportation system.
- Actively promote alternative modes of transportation.

#### Storm Water

**Top Priorities**
- 

**Strategies**
- 

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Sustainability Fellows Program Summer 2017
Energy

**Top Priorities**

- 

**Strategies**

- 

Development

**Top Priorities**

- Balance land preservation objectives with more intensive development in appropriate areas.
- Make Amherst a sustainable, attractive town with a vital downtown and viable mixed-use village centers well connected to livable and diverse neighborhoods and campuses, and interwoven with protected open space, natural resources and active farmland.

**Strategies**

- Direct future development to existing built-up areas.
- Preserve key un-developed lands.

Greenhouse Gas Reduction

**Top Priorities**

- 

**Strategies**

- 

Climate Preparedness

**Top Priorities**

- 

**Strategies**

- 

Equity & Economics

**Top Priorities**

- Provide housing that meets the needs of all residents while minimizing impacts on the environment.
- Diversify and expand the economic base.

**Strategies**

- Encourage a broad mix of housing types with a full range of initiatives designed to preserve, develop, and replenish the community’s low and moderate-income...
affordable housing inventory.

• Pursue policies and regulation that encourage the diversification and expansion of its economic base in a manner consistent with the community’s character and desires.

Community Engagement

Top Priorities

• Promote an ethic of sustainable environmental and energy practices in all Town activities.

Strategies

• Detail ways to protect natural resources, conserve energy, reduce reliance on the private automobile, promote healthier lifestyles, and encourage green buildings techniques.

Initiative Implementation

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Data Source: University of New Hampshire Sustainability Institute: Program Implementation Survey 2017
Source: