



# Sustainable CT Community Certification Report

This is the Sustainable CT Certification Report of Manchester, a Sustainable CT bronze certified applicant.

Manchester was certified on October 28, 2019 with 210 points. Listed below is information regarding Manchester's Sustainable CT efforts and materials associated with the applicant's certified actions.

## Contact Information

**The designated Sustainable CT contact for Manchester is:**

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<b>Title/Position:</b>	DEPUTY GENERAL MANAGER / MANAGER'S OFFICE
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## Actions Implemented

Each approved action and supporting documentation for which Manchester was approved for in 2019 appears below. Please enjoy this opportunity to view and learn from the information and materials provided.

Notes: Submission content was created by Manchester, and Sustainable CT makes no claims, promises or guarantees about the accuracy, completeness, or adequacy of the submission, beyond that an individual reviewer approved at least some elements of the action for certification. Further, standards for actions below may have changed, and the documentation listed may no longer satisfy requirements for that action. Finally, approved actions here may include some documents and descriptions in support of action elements that were not approved, in addition to elements that were approved. In preparing your own application, please rely only on the action write-ups for the current certification year to guide your submission. Please contact [info@sustainablect.org](mailto:info@sustainablect.org) with specific questions.

### 1. Thriving Local Economies

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#### 1.1 Support Redevelopment of Brownfield Sites

10 Points

**Approved Information:** 1.1.1: Brownfield inventory (10 points), updated 06/24/2019

**Supporting Documentation:**

EXCEL: [1.1\\_BROWNFIELD\\_INVENTORY\\_MANCHESTER\\_CT.XLSX](#)

**Partners:** Town of Manchester Planning Department

### 1.3 Inventory and Promote Local Retail Options

10 Points

**Approved Information:** 1.3.2, Buy Local Campaign, 10 points, August 2019

**Supporting Documentation:**

WORD: [1.3.2 BUY LOCAL CAMPAIGN WORKSHEET TOWN OF MANCHESTER.DOCX](#)

PDF: [1.3.2 MARKET NIGHTS BANGLA HALFSHEET FINAL.PDF](#)

PDF: [1.3.2 MARKET FACEBOOK BIO.PDF](#)

PDF: [1.3.2 MARKET FACEBOOK POST.PDF](#)

PDF: [1.3.2. HALF SHEET\\_ENGLISH SPANISH.PDF](#)

**Documentation Details:** Market nights has been an initiative of the Town's Office of Neighborhood and Families for several years including in 2019. The Spruce Street Market is located at 153 & 160 Spruce Street. It offers locally grown produce, farm raised eggs and meats, and handcrafted artisanal products and provides a setting for residents to relax and enjoy live music, locally made artwork, and artisan demonstrations. The 2019 market will run every Wednesday, 4:30-7:30, from June 12 to August 21. Market nights has been an initiative of the Town's Office of Neighborhood and Families for several years including in 2019 to help promote the work of local food vendors. The Spruce Street Market is located at 153 & 160 Spruce Street. It offers locally grown produce, farm raised eggs and meats, and handcrafted artisanal products and provides a setting for residents to relax and enjoy live music, locally made artwork, and artisan demonstrations. The Spruce Street Market is a seasonal farmers market run by the Town of Manchester. We are open Wednesdays 4:30 - 7:30 PM June 12th - August 21st. We believe in supporting our local farmers, artists, and artisans. Good food. Good people. Grown here. The Spruce Street Market and buy local campaign is promoted in multiple languages, including Spanish and Bengali.

**Additional Information:** 1.3.2 Develop, implement and maintain an ongoing "buy local" campaign. Elements may include a campaign name, logo, slogans, tag lines, website, and social media platforms. In communication materials, the campaign needs to utilize a statement about why buying local is important to the community. A definition of "local" should be stated for purposes of the campaign. If any local retail inventories are created (please see item 1 above), the campaign should include their dissemination. Venues for and modalities of distribution of materials may include but are not limited to schools, child care centers, libraries, community centers, local health departments and districts, municipal tax bills and links on the municipality's website. (10 points). Market nights has been an initiative of the Town's Office of Neighborhood and Families for several years including in 2019 to help promote the work of local food vendors. The Spruce Street Market is located at 153 & 160 Spruce Street. It offers locally grown produce, farm raised eggs and meats, and handcrafted artisanal products and provides a setting for residents to relax and enjoy live music, locally made artwork, and artisan demonstrations. The Spruce Street Market is a seasonal farmers market run by the Town of Manchester. We are open Wednesdays 4:30 - 7:30 PM June 12th - August 21st. We believe in supporting our local farmers, artists, and artisans. Good food. Good people. Grown here. Please see our completed "buy local" campaign discussion worksheet and a link to the Market Nights Facebook Page that highlights the value of "buy local".  
<http://nafl.townofmanchester.org/index.cfm/spruce-street-market/>

## 1.4 Provide Resources and Supports to Local Businesses

15 Points

**Approved Information:** 1.4.1 Host one or more business roundtables with municipal officials and staff to support dialogue on topics including but not limited to the needs and opportunities to build and expand business development in the community (5 points) Downtown 2020 is a current, two-year initiative aimed at increasing vibrancy and economic opportunity Downtown through incentivizing transformational private development, lowering special district taxes, and achieving key public improvements. Click for November 2018 Presentation No Interest Loan Program - The mission of the program is to promote economic development by partnering with owners to address contemporary code and access requirements in the designated Downtown District. The goal of the fund is to financially assist transformative projects by focusing on addressing the code and/or access issues when it can be demonstrated that they are the primary barrier to expanded or enhanced use of the space that would add jobs, value, economic vitality and taxable asset appreciation to the Downtown. Downtown 2020 Loan Program Guidelines & Application Tax Relief - The 2020 Initiative includes a reorganization of Town and Special Services District responsibilities, resulting in a reduction of the additional Downtown mill rate by approximately 3 mills. Capital Projects - The Board of Directors is in the process of prioritizing several Downtown infrastructure projects as part of the initiative. The Town's Economic Development Department invited local businesses to Board Meeting and Downtown Special District meetings to discuss the Downtown 2020 initiative and offer assistance. A webpage and video can be found here:

<http://planning1.townofmanchester.org/index.cfm/economic-development/development-services-and-incentives/downtown-2020-initiative/> : the Town, through our Special Services District and Town owned Work Space co-working space hosts monthly Beers and Business Networking Events - \*\*\* Each month, a local brewery and restaurant sponsor a tasting in our downtown art gallery, and then participate in a panel on their entrepreneurial journeys. This is a free networking opportunity for area professionals. The event page is attached. The Downtown Special Services District holds several events each month. 1.4.2. Create or support Small Business Development Centers, Main Street Programs, Tourism Boards, Central Business Development District (5 points)- The Downtown Manchester Special Services District (DMSSD) is a special taxing district created under Chapter 105A of the Connecticut General Statutes to promote the economic and general welfare of the citizens of Manchester and especially the property owners and tenants of the downtown district. Property owners pay an additional mill rate on real property that is set annually. These additional funds are set-aside to be used to manage, maintain and promote the District. The Downtown Manchester Special Services District was established by a referendum of downtown property owners in 1992 in response to changing economic conditions. Construction of Buckland Hills Mall, a total reconstruction of Main Street and deterioration of the built environment in the downtown were all catalysts for action. Please see attached documentation of the established Special Services District. The Town's Planning and Economic Development team helps staff this organization- our planning Director sits on the board and in the FY20 budget we moved one of the staff from the SSD budget to the town's general fund to reduce the burden on the special services district rate payers. See website: <http://downtownmanchester.org/about-the-special-services-district/> 1.4.3 Invite businesses to participate in at least three events to build community recognition, provide access to potential customers, and connect the businesses to civic and community organizations. (5 points) - Beers and Businesses Events at workspace. These events are monthly (see attached) -Pride in Manchester week - every June -Taste of Manchester

### Supporting Documentation:

IMAGE: [1.4.3 BEERS AND BUSINESS](#)

PDF: [1.4.1 DOWNTOWN 2020 INITIATIVE](#)

PDF: [1.4.2 MAP OF SPECIAL SERVICES DISTRICT](#)

IMAGE: [1.4.1 DOWNTOWN 2020 WEBPAGE](#)

PDF: [1.4.3 PRIDE IN MANCHESTER WEEK FLYER](#)

IMAGE: [1.4.3 TASTE OF MANCHESTER](#)

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## 1.6 Participate in and Promote the C-PACE Program

5 Points

**Approved Information:** 1.6.1 Pass a municipal resolution to opt-in to C-PACE, sign a legal agreement with C-PACE, and post a link to information about C-PACE on your municipality's website. (5 points) - resolution passed during Board of Directors of meeting May 7th, 2013- see attached document certified by Town Clerk Page 9 is the unanimous note. Submit: A certified, signed copy of your municipality's resolution opting-in to C-PACE, and a certified copy of your municipality's legal agreement with C-PACE. Please also submit a screenshot of a link to <https://www.cpace.com/Building-Owner> on your municipality's website. (see attached)

### Supporting Documentation:

PDF: [C-PACE RESOLUTION.PDF](#)

PDF: [MANCHESTERCPACE MUNI AGREEMENT EXECUTED.PDF](#)

IMAGE: [SCREEN SHOT OF C-PACE LINK.JPG](#)

## 2. Well-Stewarded Land and Natural Resources

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### 2.8 Implement Low Impact Development

5 Points

**Approved Information:** 2.8.1 Planning, Regulation and Policy Projects (5 point) Include a section on the importance of stormwater management and support of LID solutions in your Plan of Conservation and Development (POCD). (5 points) Submit: A copy of your officially adopted POCD, please note the relevant section(s). - please see page 54 of PCD plan that states; "Adopt low-impact alternatives to traditional storm water treatment and seek clean-water infiltration in aquifer protection areas. "

**Supporting Documentation:**

IMAGE: [2.8.1 LOW IMPACT DEVELOPMENT STORMWATER.JPG](#)

PDF: [2.8.1 2020 PLAN OF CONSERVATION AND DEVELOPMENT.PDF](#)

PDF: [2.8 LOW IMPACT DEVELOPMENT.PDF](#)

**Documentation Details:** please see page 54 of PCD plan that states; "Adopt low-impact alternatives to traditional storm water treatment and seek clean-water infiltration in aquifer protection areas. " Adopted December 12, 2017

## 3. Vibrant and Creative Cultural Ecosystems

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### 3.1 Map Tourism and Cultural Assets

5 Points

**Approved Information:** 3.1.Update and maintain your municipal profile on the CTVisit website. (5 points) Maintain the content, images, and functioning links periodically. - please see attached link: <http://www.ctvisit.com/listings/town-manchester> Shots of all four seasons and social media is located (please see attachment) Please also see attached MY PARKS video which is under the Section "Things to DO" --> Parks and Recreation Section which is linked from the CT visit page. <https://vimeo.com/261497171> - my parks shows the town in all four seasons. Submit: Hyperlink to your municipal profile. <http://www.townofmanchester.org/>

**Supporting Documentation:**

IMAGE: [3.1. CT VISIT PROFILE WITH SHOTS OF ALL FOUR SEASONS.JPG](#)

IMAGE: [3.1. CT VISIT PROFILE.JPG](#)

WORD: [3.1 CT VISIT TOWN OF MANCHESTER AND THINGS TO DO.DOCX](#)

## 3.2 Support Arts and Creative Culture

15 Points

**Approved Information:** Support Arts and Creative Culture (15 Points requested) Complete 3 actions for 10 points 1. Establish a Poet Laureate see an attached copy of the resolution, ordinance, or other supporting documentation, Manchester has had a Town Poet Laureate for several years (see attached Board Meeting Minutes) and articles. 2. Include arts and culture in publicly available municipal marketing (printed or web-based). See attached Links to online marketing materials and/or samples of printed marketing materials.n 3. Commit dedicated funding to the arts (during the twelve-months prior to application submission). Funding may be directed at an Arts Office, as part of the municipal budget, through grants, or to outside services. - please see attached documentation for Town of Manchester's Downtown Arts and Culture Mini Grant Program Support arts and cultural activities offered at the local library(ies). 11.Option 1: Promoting, through municipal outlets, events offered at your local library;

### Supporting Documentation:

PDF: [3.2.1 POET LAURETE MANCHESTER JI ARTICLE.PDF](#)

PDF: [3.2.1 POET LAUREATE MANCHESTER MINUTES - BOARD OF DIRECTORS - 2018 - MINUTES - 05.01.18.PDF](#)

IMAGE: [3.2.1 POET LAUREATE BOARD MEETING MINUTES HIHGLIGHTED.JPG](#)

IMAGE: [3.2.1 PROMOTING ARTS ON MANCHESTER WEBSITE.JPG](#)

IMAGE: [3.2.1 ARTS COMMISSION.JPG](#)

WORD: [3.2.1 DOWTOWN ARTS AND CULTURE GRANT PROGRAM 2019 PRESS RELEASE.DOC](#)

WORD: [3.2.1 DOWON ARTS AND CULTURE GRANT PROGRAM.DOC](#)

PDF: [3.2.1 LIBRARY ARTS AND CULTURE AUGUST2019.PDF](#)

PDF: [GMAIL - MANCHESTER MATTERS \\_AUGUST 26, 2019.PDF](#)

**Documentation Details:** Manchester has had a Town Poet Laureate for several years (see attached Board Meeting Minutes and articles. See attached Links to online marketing materials and/or samples of printed marketing materials:

<http://www.townofmanchester.org/allsites/main/arts.cfm> and Arts Commission:

<http://artscommission.townofmanchester.org/> Manchester Matters, the Town's e-mail

newsletter promoted September Arts and Culture Events at Manchester Library. See Number 6:

6. Library Book Clubs for Sept. 9 and Sept. 14 9/9: Mysteries On Main book club meets

September 9 at 7 p.m. This month's selection is Devil in a Blue Dress by Walter Mosley. Set in the

late 1940s, in the African-American community of Watts, Los Angeles, Devil in a Blue Dress

follows Easy Rawlins, a black war veteran just fired from his job at a defense plant. No

registration required for this free event. Copies of the book are available for check out at the

both library buildings. For more information, please call Jenn Bartlett at 860-645-0821. 9/14:

Recipe Readers meets September 14 at 12:30 pm. Participants are asked to pick one recipe from

the book(s) and come to the program with dish in hand on the date posted ready to discuss

their experience. Dishes should arrive fully prepared and ready to share. This month

theme/books choices are: The Flexitarian Table by Peter Berley. Registration Required.

Questions contact [mdaiuto@manchesterct.gov](mailto:mdaiuto@manchesterct.gov) or call at 860-645-0821. These programs will be

held at the Manchester Public Library located at 586 Main Street.

<http://library.townofmanchester.org>

## 4. Dynamic and Resilient Planning

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### 4.1 Integrate Sustainability into Plan of Conservation and Development and Zoning

35 Points

**Approved Information:** 4.1.2 Integrate sustainability concepts into POCD (35 points for concepts 1-6), adopted Dec 2012

#### **Supporting Documentation:**

PDF: [4.1.1 MAP OF PROTECTED AREAS ZONECOLOR WAPA\\_07\\_31.PDF](#)

PDF: [4.1.2 MANCHESTER POCD.PDF](#)

WORD: [4.1 WORKSHEET MANCHESTER WORKSHEET A.DOCX](#)

WORD: [ACTION 4.1 WORKSHEET B.DOCX](#)

**Documentation Details:** Please see attached Zoning Map with designated flood areas and aquifer protection areas, updated July 2019. Please see attached Worksheets and POC Nine elements of sustainability in the POCD including an entire section on Sustainability (page 12 of Manchester POCD)



### 4.3 Develop Agriculture-Friendly Practices

10 Points

**Approved Information:** 4.3.6 Community Gardens (10 points)

**Supporting Documentation:**

PDF: [4.3.1 POCD WITH AGRICULTURE GOALS.PDF](#)

IMAGE: [SPRUCE STREET COMMUNITY GARDEN.JPG](#)

PDF: [2.4-22.4-3\(B\) LAND ACQUISITION AND HISTORIC PROPERTY INVESTMENT COMMITTEE.PDF](#)

PDF: [2.4 ADOPTED 2020 PLAN OPEN SPACE PCD.PDF](#)

IMAGE: [MANCHESTER CONSERVATION COMMISSOIN WEBPAGE.JPG](#)

PDF: [4.3.1 MANCHESTER CONSERVATION COMMISSION MEETING JULY 2019.PDF](#)

PDF: [4.3.1 CONSERVATION CONVERSATION MANCHESTER \(2\).PDF](#)

IMAGE: [SPRUCE STREET COMMUNITY GARDEN.JPG](#)

**Documentation Details:** The town's GMP 1 in the POCD is to Conserve, Restore, and Protect of the Natural Environment, Farmland, and Assets Critical to Public Health and Safety. The Town has created a Land Acquisition and Historic Property Investment Committee and a Conservation Commission which meet regularly. The conservation commission was involved in the purchase of farmland this past year (please see attached flyer from August 2019) At the site of the Town's Office of Neighborhood & Families there is a community garden called Spruce Street Community Garden: <http://naf1.townofmanchester.org/index.cfm/spruce-street-community-garden/> Please see link and attachment for picture of the garden.

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## 5. Clean and Diverse Transportation Systems and Choices

## 5.1 Implement Complete Streets

20 Points

**Approved Information:** 5.1.3: Complete Streets Policy (20 points); 2017

### **Supporting Documentation:**

PDF: [5.1.1 COMPLETE STREET UPDATE MANCHESTER.PDF](#)

PDF: [5.1.19 COMPLETE STREETS POLICY \(2\).PDF](#)

IMAGE: [5.1.1 COMPLETE STREETS POLICY ARTICLE.JPG](#)

**Documentation Details:** Please see attached copies of Completes Streets Policy, which was passed by the Town's Board of Directors in October 2017:  
[https://www.journalinquirer.com/news/manchester-directors-ok-complete-streets-policy/article\\_bbb2f68e-a91a-11e7-82b9-8b48a57cc2ec.html](https://www.journalinquirer.com/news/manchester-directors-ok-complete-streets-policy/article_bbb2f68e-a91a-11e7-82b9-8b48a57cc2ec.html) Town staff since they have been working on implementing this policy, as shown in the August 2019 memo from Public Works Director Tim Bockus to General Manager Shanley.

## 5.5 Promote Public Transit and Other Mobility Strategies

5 Points

**Approved Information:** 5.5.1 Educate Residents About Alternative Transportation (5 points), updated 8/21/19

### Supporting Documentation:

IMAGE: [MANCHESTER TRANSPORTATION WEBSITE.JPG](#)

PDF: [5.8 GMAIL - MANCHESTER MATTERS\\_AUGUST 21, 2019.PDF](#)

**Documentation Details:** Manchester provides a senior shuttle service for senior residents. The Manchester Dial-A-Ride Program serves residents who are 60+ or disabled of any age. Rides are available Monday through Friday (except for major holidays) in Manchester for medical appointments, grocery and other shopping, visiting, banking and personal business. People making reservations for medical appointments are encouraged to call up to 28 days prior to their appointment. To sign up for the program call Mon-Fri between 2:00pm - 4:00pm. Once you are signed up, call to RESERVE your ride Mon - Fri between the hours of 8:30am - 2:00pm. Contact phone: 860-870-7940 We promote this program through various channels including our website. The Town encourages the use of public transportation through various channels including our e-mail subscription service, Manchester Matters. The Manchester Matters from August 21 encouraged residents to take the bus to Hartford instead of driving: (see number 3 of attachment) "Tired of looking for and paying for parking in Hartford? How about leaving your car in Manchester next time you go to a Yard Goats game or to a show at the UConn Storrs campus? CT Transit has expanded its bus service linking Manchester to Hartford and Storrs. Catch express bus 903 or 913 from Buckland park and ride and travel to either Hartford for \$3.20 or to the UConn Storrs campus for \$4.10 each way. The buses run from early morning till late at night. For specific arrival and departure times go to [www.CTtransit.com](http://www.CTtransit.com)"

## 6. Efficient Physical Infrastructure and Operations

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### 6.1 Benchmark and Track Energy Use

5 Points

**Approved Information:** 6.1--Track Energy Use of Your Wastewater Treatment Plant (5 points)

**Supporting Documentation:**

IMAGE: [WWTP ENERGY TRACKING.PNG](#)

PDF: [WASTE WATER TREATMENT PLANT THREE YEARS OF DATA.PDF](#)

**Documentation Details:** The town utilizes UtiiltyTrac Plus to track and monitor energy across our municipal buildings, including our Wastewater Plant. UtilityTrac is an online service whereby the Town enters monthly billing and consumption data for all utility meters (electricity, natural gas, and heating oil), and the application provides numerous reporting and analytical tools that allow us to visualize and summarize data for specific locations or across the organization. The service also allows for interfacing with the EPA EnergyStar benchmarking tool. Please see attached for three full years of energy usage data.

## 7. Strategic and Inclusive Public Services

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### 7.2 Provide Effective Community Communications

15 Points

**Approved Information:** 7.2.1 Inventory existing municipal communication channels and assess their effectiveness (15 points)

**Supporting Documentation:**

EXCEL: [7.2.1 COMMUNICATIONS INVENTORY TOWN OF MANCHESTER.XLSX](#)

PDF: [BMM\\_FALL 2019\\_WEB.PDF](#)

IMAGE: [SCREENSHOT OF TOWN WEBSITE.JPG](#)

IMAGE: [MANCHESTER MATTERS E-MAIL NEWSLETTER SIGN UP.JPG](#)

IMAGE: [MANCHESTER MATTERS EXAMPLE E-MAIL.JPG](#)

IMAGE: [MANCHESTER RECREATION FACEBOOK FULL PAGE.JPG](#)

IMAGE: [TOWN OF MANCHESTER FACEBOOK.JPG](#)

IMAGE: [TOWN OF MANCHESTER TWITTER.JPG](#)

IMAGE: [MARKET NIGHTS FACEBOOK.JPG](#)

IMAGE: [MANCHESTER PLANNING TWITTER.JPG](#)

IMAGE: [MANCHESTER ECONOMIC DEVELOPMENT TWITTER.JPG](#)

IMAGE: [MANCHESTER ECONOMIC DEVELOPMENT TWITTER EXAMPLE.JPG](#)

IMAGE: [REPORT A PROBLEM WEBSITE.JPG](#)

IMAGE: [CITIZEN REQUEST SYSTEM.JPG](#)

IMAGE: [MARK IT MANCHESTER CITIZEN REPORTING TOOL.JPG](#)

PDF: [COMMUNICATIONS STRATEGY DATED MANCHESTER 2019.PDF](#)

PDF: [COMMUNICATIONS MANAGER JUNE 2019 \(NEW\).PDF](#)

IMAGE: [FACEBOOK DATE.JPG](#)

IMAGE: [SCREENSHOT OF COMMUNICATIONS 2.JPG](#)

IMAGE: [WEBSITE DATE UPDATES.JPG](#)

**Documentation Details:** Please see attached copy communications inventory, communications strategy and screenshots of various ways the Town has implemented the strategy. Manchester has a strong presence on social media, with several Facebook and Twitter accounts. We also send out a Town Newsletter called Manchester Matters to keep resident's informed of things happening in Town. The website is updated on a daily basis. The Town has a full time Customer Service and Information Center to assist residents in person and on the phone. In addition, there is an online citizen request system that allows residents to submit questions and inquiries and then receive follow ups from town staff, as well as a Mark IT mapping system GIS service platform and a report a pothole online option. Recognizing the importance of social media and communications for local government, the Town is currently recruiting for a brand new Communications Manager position. (see position description) Better Manchester Magazine is an official publication of the Manchester Public Schools & the Town of Manchester Department of Leisure, Family and Recreation dedicated to bridging communication among Manchester policy makers, service providers, and the public. SUBSCRIPTION Mailed to all Town of Manchester residents and available at [townofmanchester.org](http://townofmanchester.org) and [mpspride.org](http://mpspride.org)

**Additional Information:** Good afternoon, Manchester received the below feedback regarding the Town's submission for 7.2 Providing Effective Communications. Consequently, we have updated our Communications Strategy document to show the date of update- August 2019- and it also includes a signature and date of September 30, 2019. Beyond that, our initial documentation showed several screenshots of our social media and other various communication updates that occurred in the past year. Please see below. Manchester is constantly updating content on Facebook (see posts from this weekend), Twitter (see posts from last week), our Manchester Matters e-mail (see e-mail from this past Friday) and Better Manchester Magazine (see Fall 2019 issue). If there is anything else needed to qualify for the submission in regards to look back period, please let me know. I will add all of these updates to our official submission on the online portal. Regards, Steve

## 7.7 Recycle Additional Materials and Compost Organics

10 Points

**Approved Information:** 7.7.1 Requesting 20 points. 10 for composting program and 10 for pink bag textile program. Submit: Evidence of implementation of each item-specific recycling initiative, which could be in the form of a municipal ordinance, contract, or approved meeting minutes of your legislative body. If you collaborated with a nonprofit or business to develop or implement the item-specific recycling program, you must also submit a partnership letter or alternative documentation of the partnership. Please also include examples of materials used to engage in public education, including flyers, articles, or letters that clearly describe the collection process for that item. Please note if your outreach targeted residents, schools or other specific populations.

### Supporting Documentation:

IMAGE: [7.7. MANCHESER LEAF COMPOSTING WEBSITE.JPG](#)

IMAGE: [7.7 PINK BAG PROGRAM.JPG](#)

IMAGE: [7.7 PINK BAG 2.JPG](#)

PDF: [7.7 PINK BAG SIMPLE RECLYING PROGRAM PRESS RELEASE.PDF](#)

PDF: [7.7 COURANT ARTICLE ON PINK BAG PROGRAM.PDF](#)

**Documentation Details:** Manchester operates a state of the art composting program. Leaves are prohibited by State law and local ordinance from going into the Landfill. Several different leaf collection and disposal options are available to Manchester residents. Information on purchasing leaf compost is also available at the bottom of this page. Bagged Collection: Leaves must be placed in Yardwaste Paper Bags and placed at the curb on your regularly scheduled refuse collection day. This service operates for 10 months of the year, beginning on the 3rd Monday in March and finishing on Friday of the 2nd full week the following January. Leaves will not be collected in plastic bags or any other type of container besides brown paper yard waste bags. See below for locations of where Paper Bags are sold to residents directly by the Town. You are also welcome to use any yard waste bag sold locally in retail stores. Paper Leaf Bags Sale Locations and 2018-2019 Pricing Information: 30 gallon Leaf Bags are \$2.00 for a package of 5 bags 45 gallon Leaf Bags are \$3.00 for a package of 5 bags 30 gallon leaf bags only are available for sale year-round at the following locations: Town Hall - Customer Service Center (41 Center Street, call 860-647-5235 for hours) Senior Center - Main Desk (549 East Middle Turnpike, call 860-647-3211 for hours) Community Y - Reception Desk (78 North Main Street, call 860-647-3164 for hours) 30 and 45 gallon leaf bags are available for sale year-round only at the following location: Landfill Scale House - Sanitation Office Building (311 Olcott Street, follow signs to office) Hours: Monday through Saturday, 7:15 AM to 3:00 PM The Town of Manchester is pleased to announce a partnership with Simple Recycling of Solon, OH, to offer FREE, bi-weekly curbside collection and recycling of textiles and home goods. Simple Recycling's PINK BAG collection program will be offered to all homes served by the Town of Manchester's curbside collection program. The program collects any clothing, textiles, accessories and small personal goods put into dedicated PINK PLASTIC BAGS and placed next to your blue recycling cart on your regular recycling collection day. The start date of this new PINK BAG service will be on Monday, October 15, 2018 and it will operate on a bi-weekly collection schedule in the same manner as the Town's blue cart recycling collection program. A postcard announcing the program will be mailed the week of October 1st and the initial pink collection bag will be mailed to Manchester households the week of October 7t

## 8. Healthy, Efficient and Diverse Housing

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### 8.2 Grow Sustainable and Affordable Housing Options

20 Points

**Approved Information:** 8.2.1: More than 10% of housing stock is affordable (10 points), updated 2018--most recent data 8.2.2: Increase affordable housing (10 points), compared 2016 to 2018

#### Supporting Documentation:

PDF: [8.1 HOUSING DATE PROFILE MANCHESTER.PDF](#)

WORD: [8.1 CONPLAN FINAL IDIS CONVERSION.DOCX](#)

EXCEL: [8.1 SUSTAINABLE HOUSING TASK 8 TRACKING SHEET.XLSX](#)

PDF: [8.2 FINAL-APPEALS-SUMMARY-2018.PDF](#)

EXCEL: [8.2 APPEALS LIST TRENDS '02-18.XLSX](#)

**Documentation Details:** Manchester has 14.2% affordable housing (see attached Final Appeals summary ) "A copy of the annual Connecticut Department of Housing Affordable Housing Appeals List was provided by the town ""Manchester has been considered an "exempt" community since the inception of the statute, since over 10% of our housing stock is considered affordable"" "Attached you will find a spreadsheet outlining the affordability trends for Manchester and neighboring communities from 2002 to 2018. Go to the "Percent Affordable Trends '02-18" tab." Submit 2018 and a baseline year: 2016 (0.35% increase or 10 points).

## 9. Inclusive and Equitable Community Impacts

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### 9.1 Optimize for Equity

10 Points

**Approved Information:** Please see attached Equity Toolkit for the 7.2 Action Item provide effective communications.

#### Supporting Documentation:

WORD: [COMMUNICATION EQUITY TOOLKIT OVERVIEW TOWN OF MANCHESTER.DOCX](#)

WORD: [COMMUNICATIONS MANAGER QUESTIONS- SESSION 1.DOCX](#)

IMAGE: [10.1 MANCHESER DEI TIMELINE WORK.JPG](#)

PDF: [KJR COMMUNITY ENGAGEMENT AND INCLUSION STRATEGY.PDF](#)

PDF: [1.3.2. HALF SHEET\\_ENGLISH SPANISH.PDF](#)

PDF: [1.3.2 MARKET NIGHTS BANGLA HALFSHEET FINAL.PDF](#)

IMAGE: [YOUR VOICE MATTERS- FLYER FOR COMMUNITY EVENT.JPG](#)

PDF: [BMM\\_FALL 2019\\_WEB.PDF](#)

PDF: [10.1 TOM DEI TRAINING FLYER.PDF](#)

PDF: [TOWN OF MANCHESTER DIVERSITY WORKSHOPS1.PDF](#)

WORD: [7.2.2 COMMUNICATIONS STRATEGY.DOCX](#)

IMAGE: [REC ON RUN.JPG](#)

**Documentation Details:** The Town of Manchester has been proactively working on Diversity Equity and Inclusion initiatives over the past year, and it has informed the communications strategy that we developed in action item 7.2 see link:

<http://tom.townofmanchester.org/index.cfm/manchester-s-community-engagement-initiative/>

The questions we asked in the interviews for the Communications Manager position explicitly asked candidates to discuss experience and approaches to expanding communications with all of Manchester residents. One question asked of all candidates was: "One of Manchester's biggest strengths is the diversity of its community. A main priority of the Town, in terms of communications, is to enhance engagement across the entire community, especially focusing on groups that have been less engaged in the past, to ensure that all residents, representing all neighborhoods, races, languages, ages, and income levels, are heard and feel involved in town government. How would you assist the Town in achieving this goal if hired as Communications Manager?" The Town of Manchester, in collaboration with KJR Consulting, is developed an integrated strategy, implementation framework, and action plan to enable the Town to reach its goal of increasing inclusive community engagement in Manchester. This work was presented to the Manchester Board of Directors for consideration on Tuesday, July 9, 2019. The following framework outlines project phases and activities. In Fall 2019, the plan will move to the execution phase. (see attached) The town's latest issue of Better Manchester Magazine explicit deals with importance of race in Manchester (please see attached) Please see attached promotional materials in Spanish and Bangla languages. In spring and summer 2019, the town hosted a three-part community workshop series on diversity, equity, and inclusion. The series weredesigned to build a foundation for on-going learning related to diversity, race, bias, equity, and social justice. Topics include: Equity 101, Everyday Anti-Racism, and How to Have Conversations About Race, Bias, & Equity. Workshops occur March through June, with four opportunities to attend each topic. Weekday sessions are offered in the morning, afternoon, and evening. A condensed two-session Saturday morning session is also available. Space is limited. Register early to secure a seat. Register online at Manchester DEI Training or via phone at (860) 647 - 3089. Childcare is available for evening sessions only for toilet trained children age three and older. Advance registration at (860) 647-3089 is required for childcare. Contact Heidi@KJRConsulting with questions. Workshop Dates Equity 101 Workshop Mon., 3/25 - 5:30 - 8:30 PM, Manchester HS Wed., 3/27 - 9:00 AM - 12:00 PM, Work\_Space Wed., 3/27 - 1:00 PM - 4:00 PM, Work\_Space Sat., 4/6 - 8:30 AM - 12:30 PM, Work\_Space Everyday Anti-Racism Workshop Sat., 4/6 - 8:30 AM - 12:30 PM, Work\_Space (combined with Equity 101 on the same date) Tue., 4/9 - 1:00 PM - 4:00 PM, Work\_Space Wed., 4/10 - 5:30 - 8:30 PM, Manchester HS Thur., 4/11 - 9:00 AM - 12:00 PM, Eastside Resource Center Sat., 5/11 - 8:30 AM - 12:30 PM, Eastside Resource Center How to Have Conversations Tue., 5/14 - 5:30 PM - 8:30 PM, Manchester HS Wed., 5/15 - 9:00 AM - 12:00 PM, Work\_Space Tue., 6/4 - 1:00 PM - 4:00 PM, Work\_Space Sat., 6/8 - 8:30 AM - 12:30 PM, Eastside Resource Center The Town has inventoried our communications - which includes many items aimed at increasing engagement across our entire community, and especially reaching groups that have historically underrepresented in local government. For one example, please see the latest issue of Better Manchester, which focuses on the topic of Why Race Matters in Manchester. The Rec on the Run initiative is another pro-active initiative aimed at directly connecting with our residents, especially those that may not have an opportunity to come to Town Hall or the Y or one of our other facilities.

[https://www.courant.com/community/manchester/hc-mr-manchester-rec-on-the-run-0808-](https://www.courant.com/community/manchester/hc-mr-manchester-rec-on-the-run-0808-20190807-35h1bjxmizbtln277eqhfz7zzy-story.html)

[20190807-35h1bjxmizbtln277eqhfz7zzy-story.html](https://www.courant.com/community/manchester/hc-mr-manchester-rec-on-the-run-0808-20190807-35h1bjxmizbtln277eqhfz7zzy-story.html) We have also been completed

communications strategy that incorporates the results on the DEI work and prioritizes reaching



all members of the community. GOALS 1. Ensure that the Town is effectively communicating with the entire Manchester community in a clear, timely, transparent, professional, and consistent manner. 2. Enhance engagement across the entire community, especially focusing on groups that have been less engaged in the past, to ensure that all residents, representing the diversity that is one of Manchester's inherent strengths, are heard and feel involved in town government. 3. Use the most effective and timely platform(s) available to reach the general public and/or desired population(s) in all communications efforts. 4. Create forums to engage community members and develop two-way communication platforms for soliciting citizen feedback. 5. Evaluate existing communications platforms on an ongoing basis to determine effectiveness in reaching desired population segment(s). Continue to seek new platforms that adapt to changing needs, technologies, and/or community demographics.

## 10. Innovation Action

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### 10.1 Implement Your Own Sustainability Action

15 Points

**Approved Information:** 10.1. Innovation. Established an innovation revolving loan fund of \$400,000 to provide seed money for proposed municipal departmental projects that are innovative and original, support greater efficiency, emphasize priority outcomes and quality of life, and are feasible and measurable, June 2019. (15 points).

#### Supporting Documentation:

PDF: [MANCHESTER TOWN LEADERS ESTABLISH FUND TO SPUR MONEY-SAVING SERVICE-BOOSTING IDEAS - HARTFORD COURANT.PDF](#)

WORD: [INNOVATION FUND GUIDELINES SEPTEMBER 2019.DOCX](#)

WORD: [10.1 INNOVATION FUND MEMO 3.25.19.DOCX](#)

**Documentation Details:** In June 2019, The board of directors adopted a policy on rainy day reserves and established a fund, to be drawn from those reserves, designed to spur out-of-the-box proposals from town staff. The goal of the innovation fund is to save taxpayers money and improve public service. Totaling up to \$400,000, the fund was created along with a policy on reserves that the board approved on advice from town staff. Given the value of innovation for all organizations, and especially in local government, where residents increasingly expect enhanced service delivery in a resource constrained environment, staff recommends that Town of Manchester establish a Municipal Innovation Fund. To limit taxpayer exposure, the fund would be established using money from the town's fund balance and would not include any operating funds. An investment of \$375,000 from the town's fund balance is recommended. This amount would allow the town to make loans for two to three larger scale projects (\$25K-\$200K) and for two to three smaller scale projects (\$5K-\$25K) in its first few years. The criteria to be awarded Municipal Innovation Fund loans would be strict and formalized in a policy document. To help ensure the success of the initiative, it is recommended that an Innovation Fund Committee consisting of Town staff, Board members, and residents/community members with experience evaluating innovation in the private sector, be established. The committee would be responsible for both awarding loan money to proposed projects and also for the on-going evaluation of approved projects. The Innovation Fund Committee will rank proposals based on several criteria, including Sustainability: Sustainability - The Fund seeks proposals that create sustainable improvements lasting for many years beyond the initial investment. Projects that provide a one-time "bump" in results but then revert back to the base level of performance will not be eligible for funding. The Innovation Fund will not provide funding beyond the initial investment. If the investment is for a pilot or demonstration project, any follow-on funding will subject to a competitive process in future years' regular operating budget cycles, and applicants should demonstrate how future funding may be obtained either from the regular operating budget or from external sources, or both.