

Actions to reach desired future state: Meeting 2

5/6/14

It's impossible to go anywhere in Cambridge and NOT see messaging

Develop multi-prong public awareness program including:

- strong brand (a la "walkability score") and clear, consistent definition and messaging about topic – both Reduction and Renewables. NZ is "cool" and becomes part of the community dialogue ("what's your EUI?"). One brand ("Cambridge Energy Challenge" - multiple prongs - schools/museums etc Create culture change and social shift. Make it socially unacceptable to be an energy hog as it has become socially (less) acceptable to be a smoker.
- Powerful video campaigns (bubbles/balloons)
- Community Visibility campaign: highly visible everywhere (signage, etc). Collaborate w supermarkets, schools, museums, MBTA, communities of faith, etc to partner. Hold a competition for the campaign. (an "outreach collaborative")

Everyone knows how to work with the utilities to max rebates and other incentives

- Facilitate utility engagement: Help people know how to engage utility and how to max out rebates (sim to Boston500 model). (perhaps in a new MOU to dedicate utility staff to work tightly in collaboration w new City program?)
- Promote new and existing (non-utiity) incentive programs

Cambridge residents professionals receive education from a comprehensive initiative delivered through partners

- **Develop an educational initiative** in collaboration with major "conduit" partners (Mos, Children's, Aquarium, Logan) and delivered through high leverage channels (schools, universities, etc).
- Develop / use "enrichment" modules for PTA and other groups (Camb science fair). Everyone knows what they can do and how to do it (or how to get help).
- Scavenger hunt model (similar to Museum of Science) use phone to track/learn about renewables and energy efficiency
- **Develop support/intervention for professionals to know/do:** (IDAP integ desi assist prog, SWAT team tied to A2030) (for reg WG) perhaps require credential/training program (hold 1 or 2 half day workshop on expectations when there are new regulations for owners and professionals) similar to what MTC did for green schools.
- Bring training programs to Cambridge area professionals
- (hold 1 or half day workshop on expectations when there are new regulations for owners and professionals) similar to what MTC did for green schools
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Competitions, challenges and rewards drive residents to max out E and support renewable

- **Develop competitions and challenges** (million solar roofs newton, Chicago green office challenge). Develop targeted challenges (perhaps with prizes - cash or 'upgrades' or other). Consider block by block competition, Lab to Lab, commercial multi-tenant bldgs - (creation of special district can provide a way to target group activities (a la "Allston Green District" which facilitates engagement of landlords). Create Zero Heros - Cambridge celebrities. (Boulder residential engagement model, library competition model - who got most new

cards) (city labeling program like NYC's cleanliness rating, but based on voluntary sharing as first approach)

Th 'cool' factor of technology is exploited to engage people

- **Leverage the cool factor of tech to engage people** to actively interact and control energy use like w Nest, enOcean. "reset defaults" (you're free to smoke but default is you can't - you're free to waste energy but default is you can't)

Building owners and tenants participate in voluntary disclosure of energy use

- **Encourage voluntary energy disclosure** (consumer driven rather than legislative) : Monthly energy disclosure as tool especially on turnover (assessments)

Data made public through Building Disclosure Ordinance is leveraged to encourage improvement

- **Publicize energy use of public buildings in cambridge** (transparency) leading by example will encourage others to follow suit. There is a feedback loop and people can see the impact of their actions (individually, collectively)
- Pass **building disclosure ordinance** and push for monthly disclosure (either thru regulation or market forces)

Discussion points that pertain to other groups:

- Facilitate the aggregation of multifam and use ESCO Model (incentives WG)
- Bldg energy use disclosure (reg WG)
- Energy data needs to be accessible (overarching utility issue, DPU)
- Develop program for personal carbon trading (incentives/reg WGs)
- Use solar platforms to broker excess solar (KIVA model) (incentives WG)
- Community preservation act: use to place a tax on carbon – or surcharge on property tax - climate mitigation (reg + Incentive WGs)
- Japan model - excise tax incentivises choices, carbon tax concept, more you have EE the lower your tax (tied to income?) Taxing (reg + incentives WGs),
- Leverage “turnover” triggers as an intervention opportunity (buildings, equipment) - allow reset/upgrade (incentives WG)
- Develop support/intervention for professionals to know/do as part of permitting: (IDAP integ desi assist prog, SWAT team tied to A2030) (reg WG)