

CPAC Meeting Minutes: November 12, 2009

In attendance: David Rabkin, Quinton Zondervan, Kat Potter, Keren Schlomy, Lauren Miller, Musa Pam, Steve Lanou, Mead Wyman, Jan Dillon, Suzanne Shepard, Bill Zamparelli

Staff: Rosalie Anders, John Bolduc

Guests: Alex Patriquin, Michele Sprengnether, John MacDougall, Paul Elwood, Lilah Glick, Jared Silva, Tom Page, Marsha Lazar, Stacey King, Abigail Tischler

General Business

Delay approval of the October 2009 meeting minutes until the next CPAC meeting.

Report of the ET&P Director

John Bolduc summarized recent grant submissions.

John reported that the 2 recent Stretch Energy Code information sessions were successful. About 80 people in total in attendance.

Quinton is assisting with the Climate Energy Congress which is a follow-up to the Council emergency declaration. Sessions will be Dec 12th and Jan 23rd.

John reports that the State Renewable Energy Trust has a hold on the solar rebate program.

Measurement and Goals subcommittee held a meeting and reviewed NSTAR data

John and Quinton attended the Lincoln Institute Climate Change Adaptation Workshop

New committee members are requested for the Climate, Bike, and Pedestrian committees.

'Conflict of Interest' form was signed by all present CPAC members and needs to be signed by all.

Presentation: Community Outreach – Public Health Department Experience

Marsha Lazar & Stacey King, Cambridge Public Health Dept

Behavior theory and case studies of Cambridge campaigns that might serve as examples for climate change campaigns

Social marketing strategies and behavior change (Stacey)

Levels: individuals → family → organization → community → policy

Focus on individuals and family for behavior change

Stages of Change model

Precontemplation, Contemplation, Preparation, Action, Maintenance { and sometimes, Relapse }

- Need to start where the people are at
- What is achievable? Realistic target goal

- Who is the audience? How to segment them?

Product, Price, Place, Promotion:

Consumer model with behavior change rather than material goods

People like to feel they are getting something- What is in it for me?

First, learn about your audience. Go through the motivations of the audience to help you get your desired outcome; the audience's concerns are not necessarily the same as your motivations.

Examples and Strategies (Marsha)

Focus groups

Stakeholder interviews

Identify community influencers and outreach workers

Host events: all sizes, many formats, formal-informal

1) Start where the client is in the 'stages of change'

2) Bring food

Mini-grants: Engage small grassroots efforts

Also, from proposals get new ideas and learn what the community is thinking

Where/Why are the disparities between sub-populations?

Questions/Issues/Ideas (Group discussion)

-How to evaluate success: important but difficult

-Social support greatly helps behavior change, e.g. groups, "buddies", teams

-Bottom-up strategy (small target audiences adding up to the whole) vs. top-down (public ad campaigns, Cambridge "celebrities")

-Competition useful to drive motivation for change

-Look at the non-do-ers and the do-ers

Research and assignments for December 2009 meeting re: community outreach

(David Rabkin)

In planning for community outreach we should think about and discuss with other people prior to the December meeting:

1) Audience: Particular groups to target? Communities, companies, organizations

2) Motivations of this audience

3) Techniques: style of campaign, focus groups, course of action

Prepared by Kat Potter