

City of Cambridge
Climate Protection Action Committee

March 10, 2011

Meeting Notes

Present: David Rabkin (chair), Quinton Zondervan (vice chair), Marguerite Reynolds (Secretary), Barry Hilts, Betsy Boyle, Jackie Cefola, Jan Dillon, Jon Abe, Keren Schlomy, Lauren Miller, Suzanne Shepard, Terry Smith, Tom Page; *staff:* Rosalie Anders & John Bolduc

Guests: John MacDougall, Sarah Eckstein, Indrani Ghosh

Director's report:

- Energy workshop on March 19 for landlords co-sponsored by CEA, Mass. Rental Housing Assn., and CDD.
- Nominations for the 2011 "Go Green" Awards are open.
- ICLEI presented a 1/2 day vulnerability assessment/adaptation workshop on 3/22 for City staff. The workshop was attended by the City Manger, Deputy City Manager, and most key department heads and staff.
- The Electrical and Community Development Departments are looking for feedback on LED streetlights installed on Inman Street between Broadway and Mass Ave. Contact George Fernandes (Electrical) or Iram Farooq (CDD).
- Conservation Services Group will present an Energy Code Workshop on April 5 at City Hall Annex titled "Smart Building Techniques". It is aimed at residential construction and includes compliance with the Stretch Energy Code. This is part of the state's energy code training series. The City co-sponsored the workshop.
- The state is seeking applications for it's Solarize Mass pilot, which involves a technical assistance grant to implement a solar PV aggregation project modeled on similar projects in Portland, OR.

Solar Hotwater Roundtable

A well-attended Solar Hot Water Roundtable was held in February; the technology and financing are here. The roundtable was held to help the City assess possible opportunities and next steps. Roundtables are an effective tool for education; suggestions for other topics to address in this format are welcome.

CPAC Report

Rosalie reviewed the status of the draft report including updates: synopsis, completion requirements, links, links to longer report, word choice discussion. Moving forward Rosalie will mock up graphics for completion by in house graphic designer.

Approval of Minutes

The minutes for the February 10, 2011 meeting were approved.

Goal setting and the need for additional community engagement.

Ona Ferguson of the Consensus Building Institute facilitated the discussion. Ona has direct experience with the Climate Emergency Congress and Fresh Pond Shared Use. She is enthusiastic about consensus building but impartial on content.

Thoughts on Process Design: What are you designing? What is the end goal? How will you communicate outwardly and/or seek advice?

Chart presented on the Levels of Engagement.

How does CPAC determine what to design?

Current thought: municipal government determines their goals (limited by their authority) and designs outreach to determine what is compelling by confidential interviews with stakeholders. They then approach CPAC for brainstorming.

Engaging business and citizens: What creates change in actions?

Inventory what the city is doing and what it has control over.

Brainstorming:

- Why do some adopt early and advance? Why do some not adopt?
- Maintain separation on community development and plan development.
- Goals or guidelines?
- Include businesses and residents.
- How to elicit the commitment required? How are we going to make it happen? Do we need to be a part of the process moving forward? Does it develop its own momentum?
- Is it valuable to re-assess studies done by other communities?
- Is it possible to get end users to set the goals thereby ensuring participation?
- What is the role of policy and regulation? Verses incentives?
- Are end users more enthusiastic for their own ideas?
- How much do financial incentives (seed money) help?
- How do we help set well educated goals?
- Can we re-frame the argument?
- How do we get more out of the already motivated? How to we motivate those who aren't yet? Does the city need to ask more questions - what are the right ones?
- Is further assessment by sector required? How can the sectors connect?

- Can activity occur while the assessment is ongoing?
- Should these goals be tied to the state plan?
- What are the targets?

No need to start from zero. Gather the info out there. Determine the meaningful questions. What should be shared and what should be listened to? Who should we talk to? Then build the plan on feedback.

Notes prepared by Suzanne Shepard