

City of Cambridge  
Climate Protection Action Committee

Meeting Minutes- May 10, 2012  
City Hall Annex

*Attendees:* Quinton Zondervan (chair), Jackie Cefola (vice chair), Marguerite Reynolds (secretary), Milton Bevington, Carri Boiselle, Peter Crawley, Jan Dillon, Heather Henriksen, Sarah Hill, Lyn Huckabee, Johanna Jobin, Steve Lanou, Ted Live, Lauren Miller, Tom Page, David Rabkin, Marguerite Reynolds, Keren Schlomy, Terrence Smith, Victoria Wolff, Bill Zamparelli

*Guests:* Megan Ramey & Mihir Parihk, A Better City; Corrina Altenburg; John MacDougall

1. Approval of Minutes – April 12, 2012

- Minutes approved.

2. Report of the ET&P Director.

- *Climate Change Vulnerability Assessment-* Started interviewing consultant teams; expected to make choice by mid-June. Very strong teams.
- *Solar Map-* Official due date June 30th. Waiting to see a beta version. So far have seen advanced work from consultant. This will allow anyone to look at solar PV potential of any building in Cambridge, except for a few.
- *DOER Sunshot Grant Program-* City is receiving \$35,000 for participation in the project. Working to finalize the contract. Has to do with reducing soft costs of PV installations and developing models for solar community gardens, which could have a lot of potential in Cambridge for people who cannot have PV on their own property. Handful of communities are part of the project (Winchester, Harvard, Boston, Hatfield)
- *Kendall/Central Square planning-* Team has been working on doing transportation analysis for Kendall Square for enhanced transportation demand management. Projects will cause less traffic than what is going on right now. Have been able to add 4 million sq feet of building without changing the traffic figures. Made possible because projects already there have lowered traffic impacts (e.g. cars) due to transportation demand management. Have not gone to Central square yet. Main elements are to require new construction and major renovation to adhere to LEED Gold standards for Kendall. Companion piece to add energy performance reporting requirements which is something the City never had before. Kendall Square consumes as much energy as rest of city. Looking to require cool roofs (white or green roof) and to meet stormwater management standards. Will also conduct feasibility study on what would it take to connect to district steam system (e.g. Mayor has mentioned district energy as one of top priorities for city). Look at K2C2 section of website to learn more information, for example, like significant upzoning and high mixed use requirements.
- *People News-* Nathan Gauthier resigned to move to Rwanda. Marguerite having a baby due in August and so CPAC will be looking for a new Secretary. Rosalie announced she is retiring. Torrey Wolff announced she is moving to California.

- *Bike Share*- The City is waiting for the biking stations to be manufactured. Challenge to meet agreement with revenue share and advertising with what 5 communities had to agree on. The manufacturer has 16 weeks to deliver. Hoping to open in late June / early July. Up to 24 stations because Harvard added a couple more. Allowing MIT and Harvard to access the bicycle stations.

### 3. April 12 CPAC Meeting Follow up.

- John summarized subgroup meeting that included Milton, Karen, Sarah, Rosalie, John, and Jackie. Discussed the solar and NStar Green topics.
- NStar Green: Most of group decided that given the cost premium over the basic service, that that's a big uphill fight to get people to sign up for it. The group was mostly in favor of not putting in more effort at this time, but perhaps revisit once the rate premium changes. (e.g. 46% premium, come July even more). Carri mentioned that it is really only \$5-6 more per month. David mentioned that we are paying more but not really making a difference from meaningful demand that NStar sees (e.g. not influencing enough to build more renewable energy capacity). Quinton made point that new facilities are being built, but not because people are purchasing NStar green premium. If we want NStar to keep investing to meet more customer demand we would have to drive up participation rates. Lyn mentioned that committee could make residents of Cambridge aware of the benefits of this. OPower is a company that prints your neighbor's electric bill on your bill. Also could be effective if they were also telling if neighbors are purchasing green power (e.g. Facebook app may take that into account).
- **Ask Meghan Shaw to report again about the topic next week at the NSTAR/National Grid conference in Foxboro.**
- NStar green only accounted 2% of the energy of those wind farms. Utility companies required to deliver certain % of renewables under RPS; to push market beyond that then it gets more difficult. Perhaps come up with approach to do big picture. **No conclusion made on what to do about NSTAR Green.**
- Solar: Group decided to push the RPS which is scheduled to go to 15% by 2020. Legislation being pushed by legislature right now which will increase it (i.e. proposing to double it). Checked with the ELM that the bill is passed the Senate and now in House Ways & Means, but not sure what will come next. May come up by end of the month so if it did we should take a position. If John gets more information, he will circulate it. **All who are in favor of writing an advocacy letter to the legislature in support of an increase? Everyone supported.**
- Already supporting solar garden. DOER hiring consultant to come up with recommended business model. John participated in review with DOER staff this week. Some uncertainty over the model where a solar developer will buy big and participants buy shares. But City envisioning a smaller more local program.
- Part of grant is surveying financial institutions: critical issue is if people are willing to pay the loans back. They will take into account energy savings.
- MCAN had session and brought in representative from Colorado who runs the solar garden institute. Seems more likely model is that people participating wouldn't put in a lot of their own money and you contract with a leasing company and they would hold the loan. Participants would pay into a long-term PPA.
- Recommendation was since we have Sunshot grant, to continue that since we are already going in right direction. Also since we have solar map already continuing

work. Solar Map tells if your roof has potential. For community gardens, doesn't have to be on a roof and doesn't have to be in Cambridge. Installers will come out and evaluate your property to see if your roof is eligible for solar.

#### 4. Business & Sustainability.

- *Cambridge Chamber of Commerce*- Terry Smith, Government Affairs Director. Chambers for Innovation and Clean Energy (CICE). San Francisco chamber and others came up with this notion two years ago. Cambridge was 7<sup>th</sup> Chamber to join CICE. Now 160 Chambers in 47 states.
  - Focus to serve as hub for businesses to share information about efforts on sustainability, energy efficiency, innovation, etc.
  - Website: chambersforinnovation.com. Best practices is a focus of what they are building so businesses can learn what is going on in other communities.
  - Chambers are membership organizations, and work with local government. Creating space where chambers can talk and learn from each other.
  - Recruited experts to work with CICE. Every other month conference calls.
  - Within last year, working to institutionalize CICE. Executive Director recruits Chambers. New England has the largest number of Chambers participating in CICE.
  - States needed still are Mississippi, Delaware, Illinois.
  - Business community in most active chambers see this as an opportunity to market sustainability in their community as well as elsewhere across the country.
  - Generally Cambridge members have embraced climate change, energy efficiency and sustainability (e.g. Harvard, MIT, Novartis, Genzyme, etc.). Cambridge's water infrastructure is a positive for sustainability and for businesses located here.
  - Advisory committee meets over phone.
  - Members who have companies that are developing technologies that are looking for market; members who are addressing issues like regulatory issues.
  - Small / mid-size businesses: CICE hopes to be able to crack. Energy costs are such small point of overall cost structure. Energy Alliance has been working on most businesses in Cambridge who've taken action on sustainability is because they believe they need to do as a company. Must make it easy for these businesses so they can see a bottom line.
- *A Better City*- Megan Ramey, Sustainability Coordinator, and Mihir Parikh, Sustainability Coordinator, A Better City (ABC). Challenge for Sustainability (Business and Institutional Leaders Working Toward a Sustainable City). Independent, non-profit business association in Boston. 1989, representing membership including property owners and institutions and businesses on transportation, environment and urban development issues. Under Environment, created Challenge for Sustainability. Includes technical assistance program for businesses and engagement for sustainability in business overall (e.g. waste reduction, water efficiency, people and culture, etc.). Get employees involved in what companies are doing and how help in communicating efforts to the public.
  - Technical assistance: benchmarking through a scorecard. 120 different actionable items on a scorecard. Snapshots where a company is at. Collect

data on scorecard and then select final recommendations and prioritizes actions that business can work on throughout the year.

- Online scorecard (ABC is also a participant). If participants continue year over year, they can go back and see how much savings are accumulated. Can see month by month the last two or three years of electric use. Once scorecard is completed it computes a sustainability score, which can then be used for benchmarking. Takes holistic view into sustainability score.
- Then once identify actions to take, it filters into an action plan to track progress. Includes background information on the actions to take.
- Since October 2011 partnered with City of Boston main Streets to expand program outside of ABC's membership. Working with those businesses around Main Streets districts (~20).
- ABC interested in expanding partnership with Cambridge.
- Meetings and workshops include best practice sharing. Host monthly meetings. In addition host more intensive workshops (June and November); energy engagement workshop with ACEEE on behavior change in the workplace.
- 2011 Success story, 8.5 million kWh reduction. Reduced 11 million gallons of water (equiv to 2100 Olympic swimming pools).
- Annual challenge awards. TRO JIB received the award. Also have a peer award.
- Would like to help businesses in Cambridge as well.
- Often people participating starts with the Operations people (Facilities and Ops Managers). Now starts involving HR, Marketing, and IT (as examples).
- Membership: based on employee size, but this service is free to A Better City members. There are A Better City members and then participants in the Challenge for Sustainability. If participants go through recommended measures, then they will get 50% cost reduction in program.
- Funded by the Bar Foundation. Funding requires that an evaluator do one every year. She has no doubt if we help to service Cambridge businesses they will help in making the pricing appropriate. If we wanted to bring on small-medium sized (and large ) in Cambridge, small/med businesses would pay \$5-20k; but probably separate fee structure for them to participate in the challenge. works best with existing community over there.
- Mostly work with the business owner. Fee that gets rebated if they meet the challenge would be good incentive for businesses to join.
- What charge small – medium sized company in Cambridge? Fee structure is \$250 for 1-25 employees up to 251+ employees at \$1000 for the year. Includes 50% rebate + savings after implementing the energy efficiency improvements.
- The Sustainable Business Leader Program, run by Sustainable Business Network, average cost for the participant is about \$2000 without a rebate. SBLP couldn't join. Good coordination among ABC and SBLP would be beneficial. At this price point ABC could potentially get a lot of engagement in Cambridge vs. SBLP given the cost structure we couldn't get businesses to pay the \$500-700 the internal funding structure would allow us to just break even.
- Helping businesses to also market themselves like press and postings via social media.

- Annual payment. Though only so much they need help with. For example, 1500 sq foot retail store focused on energy efficiency, most likely they may not need to participate in the next year.
- Strategies are more short-term, focused on a 2 year payback.
- Opportunity could be to include elements of the City of Cambridge's goals document into the actions and strategies. ABC constantly modifies the scorecard based on what is happening, like removing waste bins from offices in support of zero waste.
- Qualitative score based off actions they are taking, not on actual performance. Score provides the framework for items in meetings. One of highest point values is having energy audits and combined heat and power. ERG developed the Challenge for Sustainability and they have Green Power contract.

#### 5. Other Business.

- Debrief call next week should talk about next month's topic. Talked about organizing a roundtable separate from CPAC to have something more defined, such as innovation around climate solutions. **If do a round table, we should do it soon because summer is coming up (probably within next month).**
- Eli Knitisch, Knight Fellow, he ran his competition for the climate in art. He can come back in July and update us on how that went and the exhibit of the artist he chose. Video piece based on current weather.
- Goals and objectives document needs to be in a more user friendly format before we release further. It hasn't advanced to that stage yet, but we are making progress toward that. New employee in ETP started and one of her tasks is to engage a consulting firm to develop a climate change communication strategy development. We still have gaps too (e.g. innovation piece).
- Did invite three individuals to provide a peer review of the document. But didn't pan out that way. (1) said it was great; (2) other said he was busy; (3) haven't heard from.
- May 22<sup>nd</sup>, Go Green Awards at the MIT Museum. Encourage to get the word out for a big turnout. Breakfast begins at 8:00am.
- 2<sup>nd</sup> time Cambridge was selected by Prevention magazine for most walkable City in the U.S. WalkScore becoming an important element of real estate deals.
- Museum of Science took plunge with LED lights; got to point where color stable enough to use in the exhibit halls. Completed replacing over 2500 bulbs to save over 250k kWh annually. These bulbs will last 3-4 years.

#### 6. Meeting Adjourned.

*Notes prepared by Johanna C. Jobin*