

## Cambridge Climate Protection Action Committee

January 13, 2011

City Hall Annex

### Meeting Notes

*Attendees:* David Rabkin (chair), Quinton Zondervan (vice chair), Marguerite Reynolds (secretary), Betsy Boyle, Janet Clark, James Eliscar, Steve Lanou, Lauren Miller, John Moore, Tom Page, Keren Schlomy, Suzanne Shepard, Bill Zamparelli. *Staff:* Susanne Rasmussen, Rosalie Anders, Bronwyn Cooke

*Guests:* Vice Mayor Henrietta Davis, David Cash (EOEEA), Nancy Seidman (Mass. DEP), Caitriona Cooke (CSG), Liz Rassweiler (CCEAG), Sarah Griffith (CEE), Elizabeth Kline, Abigail Tischler, Samantha Weaver, Rob Foley, John MacDougall, John Pitkin

1. Approval of the Minutes for November and December 2010 meetings did not occur.
2. Report of the E&TP Director
  - A. Adaptation Planning. E&TP is thinking of writing a scope for a vulnerability assessment, and are looking for consultants with experience who can help.
  - B. Bike Share. The City is working with Boston, Somerville and Brookline to advance a joint program. Cambridge is also talking to Harvard, MIT and Lesley to get help from them. There is a bid from an experienced vendor on the table.
  - C. Staff participated in a meeting on implementing the state climate plan hosted by the Environmental League of Massachusetts. Participants included municipalities, businesses and activists talking about regulatory and legislative policies.
  - D. Staff attended a meeting at MIT to declare progress on their goal to reduce their energy usage by 34 million kWh. The first year of the 3-year program reduced electricity use by 13 million kWh, exceeding the first year goal of 10 million kWh.
3. 2010 CPAC Report Update

A decision was made to produce two documents: a brief summary (275 words) aimed at the larger population and a longer report with additional information for key/interested people. There was a discussion of what additional/supporting content to have available on-line, including information about the problems of measurement; examples of what people are doing; and an update from 2002 report actions. It was agreed that the larger report needed to have a "next steps" section. David R suggested just putting in the process of how the future goals would be set. Susanne R noted that the report will be issued in March and annually thereafter so it should be in a format that can be easily updated.

4. Discussion on Metrics and Goals.

David R opened this item by raising three questions discussion:

1. What would make the process successful?
2. How do we frame it?
3. Who participates in the process.

There followed a free-form discussion not focused per se on that breakdown of questions:

\*Susanne R: We should look for representatives of each sector to pledge to meet goals.

\*Henrietta Davis (Vice Mayor): Look at the prior goals and how well they worked (or did not work). What kinds of goals were met? She asked Commissioner Phil Guidice whether municipalities should adopt the same goals that the Commonwealth just adopted in its climate plan and he agreed that it would be helpful.

\*Keren S: There should be a larger process to get non-municipal entities to agree to take action.

\*Steve L: What interim goals should be set? Look at the Commonwealth goals and take lessons from the 2002 goals and set short-term goals to meet the long-term ones.

\*Quinton Z: It is almost symbolic to adopt the State goals. We need specifics of how the goals will be met. David R: The 2002 Report did that with a list of specific actions that would meet the goal if they were all completed. Quinton: We should do as much as we can, not just work to meet a goal (X%) but work to reduce as much as we can.

\*Bill Z: Agrees with Keren that community needs to be engaged to see what they will buy into. NSTAR has done it with demonstration projects that can be expanded/adopted by others.

\*Susanne: We should go into the goal setting process with a concrete case that people can examine and comment on.

\*Rosalie A: The State and Cambridge basic strategies are known, so don't focus on the 25% by 2020 goal. Look at goals like weatherizing our buildings in a huge way, then look at how to make it happen.

\*Tom: Why not adopt something beyond the State's 25% goals and look at what needs to happen to get there? (He stated that he believed that) Cantabridgians already have lower impact than the rest of the state because of fewer VMTs.

\*David: How is the goal setting going to happen? Do we set up a straw man proposal for larger discussion? Susanne: Yes, we need to bring a lot to the table about what the goals are and how to meet them. Otherwise it will be a free-for-all and will not be successful.

\*Lauren M: Have a sector-by-sector analysis. Get people involved with CEA in a room with others in that sector to show them what has already been done and how, and what it cost/saved. David: Agrees - get the decision-makers at the table and show them what can be done. Lauren: Like getting the landlords together as a sector. Janet: Agrees that sectors are the way to go and the City should demonstrate what has been/can be done.

\* Susanne: The City agreed to the goal of reducing emissions 20% below 2008 levels by 2013 as part of being a MA Green City.

\*Henrietta: What we really need is a goal that gets attached to commitments. Quinton: Agrees that it is about commitments, not the goal, and that sectors should be together, but there are things the different sectors can learn from each other. The process needs to make space for that.

\*David: We need to build a community of people involved on a long-term basis.

\*John M: Just getting the sectors to commit to reporting emissions could be a goal if they are not currently doing it.

\*Betsy B: Different approaches are needed for different sectors. For residents, need to show what the City and CEA can do for them.

\*Marguerite R: If we take out buzzwords like "climate change" how do we communicate the message? It is the messaging that gets the commitments. Susanne: Use recognition - the City could provide awards for certain actions.

\*David: How do we deal with doubters? Bill: We need to do multi-level marketing. Tom: Energy efficiency and sustainability are goals regardless of climate change. Henrietta: O Power said they would guarantee a 3% reduction if we went with them. Look at what strategies like theirs are available. Betsy: there is an upcoming meeting on EE labels. We should enhance the market mechanisms to make that happen.

\*Quinton: Everyone should participate. Lauren: Facilities guy, health and safety guy, etc. as well as CEOs. Suzanne: It is difficult to reach everyone. Quinton: But the process should touch everyone.

\*Steve: Set the goal first, then go to the Genzymes and MITs and ask them how to get there. Janet: There is a program in which campuses sign on to follow a specific set of processes. Steve: the City had a Climate Leaders program like that. It is worth revisiting that process. Susanne: Maybe, but less intensive.

## 5. Next Meeting

We need to make sense of tonight's discussion and put it together in a coherent way to discuss at the next meeting. Also, Rosalie will have a draft of the Annual Report out to the Committee to discuss.

Henrietta scheduled a meeting February 17 5:30 - 7:00 PM on the City's goals for renewables and invited CPAC to attend.

6. Massachusetts Clean Energy and Climate Plan for 2020

David Cash, Assistant Secretary of Policy at EOEEA, presented the Plan [a copy of Mr. Cash's presentation is attached to these minutes]. Also present was Nancy Seidman of DEP's Climate Programs and Criteria Pollutants.

There followed a question and answer period with the Committee:

\*Steve: What are you asking constituents to do? David Cash: Increase communications/outreach to let people know what is available.

\*David R: What can cities do? David C: Boston has done a great job with solar, Cambridge has done a great job with EE (pushing NSTAR hard). Other cities can become green communities and adopt goals relating to transportation and land use/zoning. Cambridge has done well with bike lanes and increasing the parking permit fee with the money dedicated to bikes and such. Cambridge is second only to San Francisco in engagement with climate.

\*Quinton: Don't lose sight of the ultimate driver. David C: [Agrees] Cambridge should look at goals per person kW or per square feet. Pick goals that are not dependent on population changes or growth of businesses.

\*Tom: What about land use and forestry goals? David C: There is some discussion of that in the Plan but it is hard to figure out how to measure the impacts.

\*Quinton: What about adaptation? David C: There is a separate adaptation report that will be issued in February.

\*John Pitkin (guest): Lower energy costs will lead to higher energy use. David C: There is a New Yorker article on this and a rebuttal. In actuality rebound effects are small.

\*Suzsne: How much of the plan requires legislative approval? David C: Five or six items, about 4%. The thermal heating credit does. Building labeling maybe.

\*Keren: How much of the Plan is new policies versus already existing ones? David C: About half and half. And some existing policies are being ramped up.

David: The Plan is focused on where we can get the gains.

*Notes taken by Keren Schlomy*