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-utility) 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 o 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

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)

The ‘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 with 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)