Behavior Change Working Group Recommendations to NZ Task Force

1.0 CAMBRIDGE LAUNCHES A COMPREHENSIVE AND PERVASIVE COMMUNICATIONS CAMPAIGN THAT TOUCHES EVERYONE LIVING, WORKING OR STUDYING IN CAMBRIDGE.

1.1 City staff establishes a "Communications Network" to collaborate with representatives from stakeholder groups who run existing communications campaigns such as universities, public schools, museums, community groups, MBTA and others. This Network would coordinate timing and messaging as well as share materials and resources as appropriate.

1.2. City develops a comprehensive and effective visibility campaign to promote net zero.

1.2.1 Hire PR firm: Firm to develop strong brand with clear, consistent definition and messaging about topics, energy efficiency and clean energy (NZ) (a la "walkability score").

1.2.2 Develop a powerful visual campaign: This includes video, signage and messaging through a variety of media (and in collaboration with Network and other partners). Video to be used everywhere (cabs, captivate elevator screens, social media, etc) similar to Australian campaign video: https://www.youtube.com/watch?v=gcMNZueIyNI . Support through social media outreach.

1.2.3 Solar Installations/Public art program: Develop program/opportunity for sponsored installations that serve as public charging stations (for devices), art and a communications platform for the NZ effort (including interpretation and video). These could be in public areas with high traffic and could be part of a competition.

1.2.4 Energy Innovation Day: This day would highlight the excellent examples of building energy efficiency and innovation as well as technologies and R&D related to efficiency, clean energy, microgrids, storage, etc. It could include a technology fair and "open house tour" to see new, emerging, cool tech functioning in buildings of all scales and complexities.

1.2.5 Develop an educational initiative for general public in collaboration with major "channel" partners (Mos, Children's, Aquarium, Logan). Use existing city platforms (water bills, Scout magazine. Provide **"**enrichment" modules for PTA to use in school system and possibly the Cambridge Science Fair). Develop a "scavenger hunt**"** program similar to MoS, using cell phone to learn about different projects, visiting and listening to pre-recorded info.

2.0 Cambridge property owners and tenants engage utility programs
(Develop specific targets for engagement in different sectors, over time)

2.1 Facilitate utility engagement: Identify one point of contact for people to engage with to get information about incentives and rebates ("Energy Concierge" at the city, CAE staff, other). Identify a group or organization to do proactive outreach to targeted stakeholder groups. Consider developing a program similar to the Boston 500 model.

2.2 Promote new (+ exist) non-utility programs: Promote any new city sponsored incentives (based on creation of a new city fund for incentives to supplement utility) and new programs and resources such as:

2.2.1 Condo outreach program: develop "how to" guides, resources, tools and outreach to help condo owners do fuel switching and buy into solar or community solar opportunities.

2.2.2 Tenant outreach program: workshops and templates (resources) to promote green leases, fit out standards, equipment and operational protocols. Education and outreach program to landlords also to enable them to work with their tenants.

2.2.3 Promote equipment **leasing** programs instead of ownership (heating and cooling) (such as RentAnAC) so that people are more likely to upgrade inefficient equipment faster (such as boilers, etc)

3.0 BUILDING INDUSTRY PROFESSIONALS (AND PROPERTY OWNER/MANAGEMENT COMPANIES) ARE EDUCATED IN DEEP ENERGY RETROFIT AND NET ZERO STRATEGIES.

3.1 Collaborate with partners (utilities, BSA, AHSRAE, BOMA, CSG, etc) to develop support and intervention (technical assistance). Offer workshops (and perhaps collaborate with BSA to create program based on AIA's IDAP integ. design assist. prog. model). Perhaps require credentials to work on Cambridge properties. Hold 1 or 2 half-day workshop on expectations when there are new regulations for owners and professionals.

4.0 COMPETITIONS, CHALLENGES & REWARDS DRIVE PROGRESS TOWARDS ZNE

4.1 Develop competitions and challenges among affinity groups. These could include block by block (neighborhood) competitions, lab to lab, school to school, business to business (law, restaurant, retail), startup to startup, faith based facilities and city departments. Models include the Newton Million Solar Roofs, Chicago's Green Office Challenge.

4.2 Create "Zero Heros". Create Cambridge celebrities for those who bring the most change in their home or work. Neighbor to neighbor "Biggest Loser" challenges (MCAN) also.

5.0 THE 'COOL' FACTOR OF TECHNOLOGY IS EXPLOITED TO ENGAGE PEOPLE

5.1 Leverage the cool factor of tech to engage people. This includes both efficiency and clean energy technology as well as social media software platforms to promote community building and interaction around behavior change. Encourage people to actively interact and control energy use like with Nest, enOcean.

6.0 BUILDING PERFORMANCE DATA IS LEVERAGED TO DRIVE EE AND BEHAVIOR CHANGE.

6.1 Encourage voluntary energy disclosure: Building owners and tenants participate in voluntary sharing of energy use data through different programs and competitions.
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)

7.0 USE REGULATION TO DRIVE ACTION AND ACCELERATE PROGRESS.
(This is listed in Regulatory group). Incentives only push behavior change so far. Significant progress will require a regulatory push to truly drive action.