

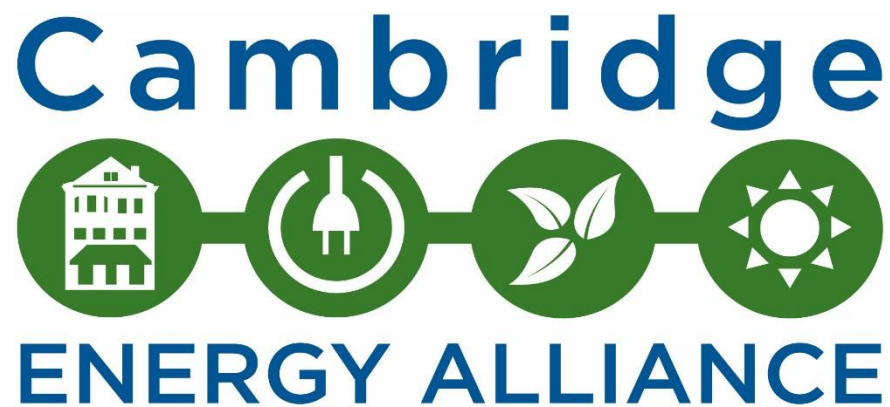
Engaging and Serving Residents in Energy Efficiency



Cambridge Energy Alliance

Engaging residents and small businesses to participate in MassSave EE Programs and Incentives through:

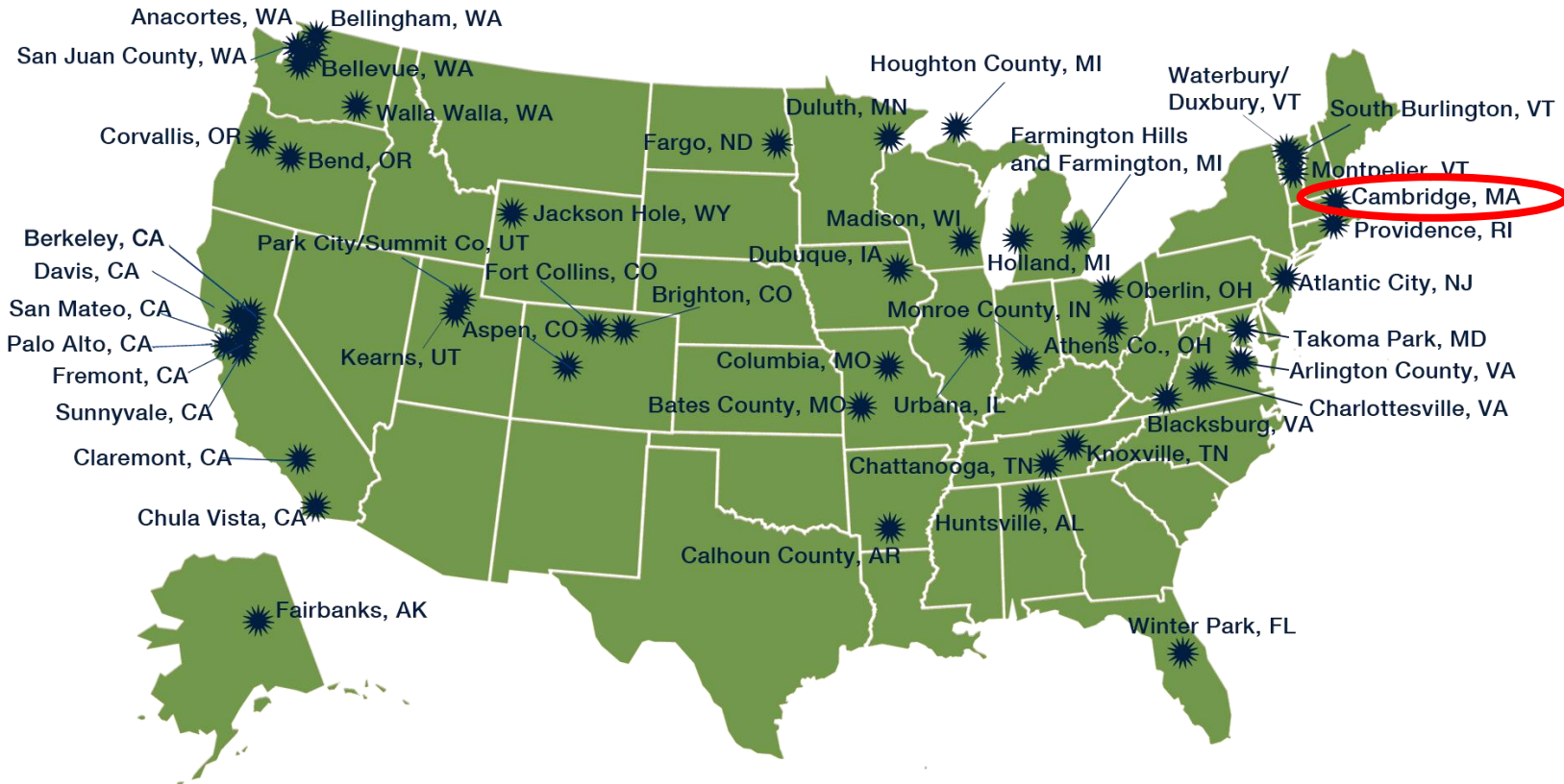
- Outreach and Events
- Local Partnerships
- Energy Advisor



GEORGETOWN UNIVERSITY ENERGY PRIZE




LEADING THE WAY IN ENERGY EFFICIENCY



Resident Engagement

An icon showing a lightbulb, a thermostat displaying "MON 8:00PM 60°F", and a power strip with five outlets.

Take action:
Get a no-cost energy assessment to find and eliminate wasted energy in your house. Or DIY energy upgrades like LED lightbulbs and smart power strips for a more comfortable home and lower bills.
tinyurl.com/cambenergy

An icon of two speech bubbles, one containing a power plug.

Share your ideas:
Have you invented an awesome energy saving technology? Can you convince more people in Cambridge to save energy? How would you spend \$5 million to make Cambridge a better place? Submit and discuss your ideas on the WINIT Ideas Forum or email us at WINIT@cambridgema.gov

An icon showing three stylized human figures and a speech bubble with a dollar sign.

Tell your friends:
We can only WIN IT! if everyone in our city reduces energy use. So tell your family, friends, colleagues, and neighbors to get involved. You can follow us on Twitter [@cambenergy](https://twitter.com/cambenergy) [#WINITCambridge](https://twitter.com/WINITCambridge) and facebook.com/cambridgeenergyalliance



Outreach Channels



- Online/Social Media and Newsletters
- Hubway Ads and other Posters
- Student Canvassing
- Community Engagement Team
- Block Captains
- Schools



Challenges and Next Steps

- Measuring impressions and actions
- Recognizing actions
- Addressing structural and program barriers
- Data
- Motivation



Thank You

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