



## City of Cambridge

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## News Release

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### **Cambridge Energy Alliance becomes part of City's Community Development Department**

Cambridge Energy Alliance (CEA) has a new home at the City of Cambridge. CEA started as a non-profit sponsored by the Kendall Foundation and the City of Cambridge in 2007 with the goal of stimulating large-scale energy efficiency and renewable energy activities in all sectors of the community.

Over the past four years, CEA has done a lot of very innovative and important work, especially in the residential and small commercial sectors, but the original business model – which would enable CEA to become economically self-sustaining – has not worked out, in part due to the global recession limiting lending and financing.

Given the City of Cambridge's long-standing and strong commitment to energy efficiency and renewable energy, Cambridge Energy Alliance will be continuing its work as part of the Community Development Department at 344 Broadway. While the transitioning to the City this summer CEA remained active in the community.

From May through July, CEA ran a city-wide Air Conditioner Swap program with the support of the City of Cambridge and the Department of Public Works. Cambridge residents were given \$125 towards a new Energy Star window AC unit, when they turned in an old, inefficient unit. The program served over 500 households - more than double the original projected to participation - and distributed \$60,000 in federal stimulus funds towards achieving greater energy efficiency. Marian Darlington-Hope of Central Square was grateful to see that "public funds were being put towards such a great program that directly benefits residents" and hoped that the CEA would continue to offer similar money and energy saving programs. On average, residents will see an 18% reduction in cooling-related costs and carbon emissions.

While serving residents with the AC Swap, CEA reach out to the small business community with a canvass informing business owners about energy and money saving programs. Three dedicated interns informed small business owners about NSTAR's Direct Install Small Business Program, which is funded through MassSave and not only provides a free energy assessment, but helps finance the efficiency upgrades. The interns gained valuable skills and professional experience from their time on the campaign. Kevin Zhu, of the Shanghai American School, was excited to "learn about a field [he] never had the opportunity to study" and "genuinely share its importance with the rest of the City." The CEA interns visited close to 500 small businesses throughout the 8 major business areas in just three weeks. Of the business owners visited, about 40% said they were interested in finding ways to become more energy efficient and 12% have already signed up for their free energy assessment.