



*MMA Leadership  
Conference for Selectmen*

*June 9, 2012*

**COMMONWEALTH OF MASSACHUSETTS**

*Deval L. Patrick, Governor  
Richard K. Sullivan, Jr., Secretary  
Mark Sylvia, Commissioner*

***Green Communities Division –  
Partnering with Cities and Towns***

*Meg Lusardi, Director  
Green Communities Division*

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## Massachusetts

- Cleaner energy is an important part of our future
  - Key priorities of the Patrick Administration
    - Green Communities Act
    - Global Warming Solutions Act
    - Green Jobs Act
  - Landmark Green Communities Act in 2008 provides a strong foundation
  - Important progress is underway focusing on energy efficiency, investment in renewables and creation of the green communities program



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## Green Communities Division

Serves as the hub for all Massachusetts cities and towns on energy matters



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## CONTACTS - REGIONAL COORDINATORS

- Regional Coordinators act as direct liaisons with cities and towns on energy efficiency and renewable energy activities
- Located at each of the DEP Regional Offices:



← Southeast – LAKEVILLE: Seth Pickering  
[Seth.Pickering@state.ma.us](mailto:Seth.Pickering@state.ma.us)

Northeast – WILMINGTON: Joanne Bissetta ->  
[Joanne.Bissetta@state.ma.us](mailto:Joanne.Bissetta@state.ma.us)



Central – WORCESTER: Kelly Brown  
[Kelly.Brown@state.ma.us](mailto:Kelly.Brown@state.ma.us)

← Western – SPRINGFIELD: Jim Barry  
[Jim.Barry@state.ma.us](mailto:Jim.Barry@state.ma.us)



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## Green Communities Division - Programs & Resources for Municipalities

- Green Communities Designation and Grant Program
- MassEnergyInsight energy tracking and analysis tool
- Municipal Energy Efficiency Program
- Energy Management Services Technical Assistance
- ARRA stimulus funding for cities and towns
- Clean Energy Results Program (CERP)
- Mass Municipal Energy Group (MMEG)
- Website filled with tools & resources  
[www.mass.gov/energy/greencommunities](http://www.mass.gov/energy/greencommunities)



Email updates via listserv – Sign up by sending an email to: [join-ene-greencommunities@listserv.state.ma.us](mailto:join-ene-greencommunities@listserv.state.ma.us)

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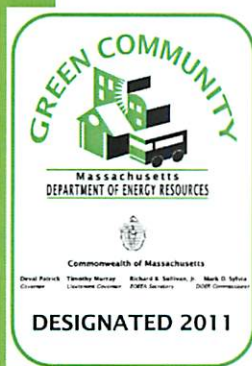
## Green Communities Designation and Grant Program

### Qualification Criteria - Designation

1. Adopt as-of-right siting for RE/AE generation, R&D, or manufacturing
2. Adopt expedited permitting process
3. Create an Energy Reduction Plan to reduce energy use by 20% in 5 years
4. Purchase only fuel-efficient vehicles
5. Minimize life cycle cost in new construction → adopt the Stretch Code

### Grant Funding

1. Energy Efficiency Projects
2. Renewable Energy Projects on municipal land



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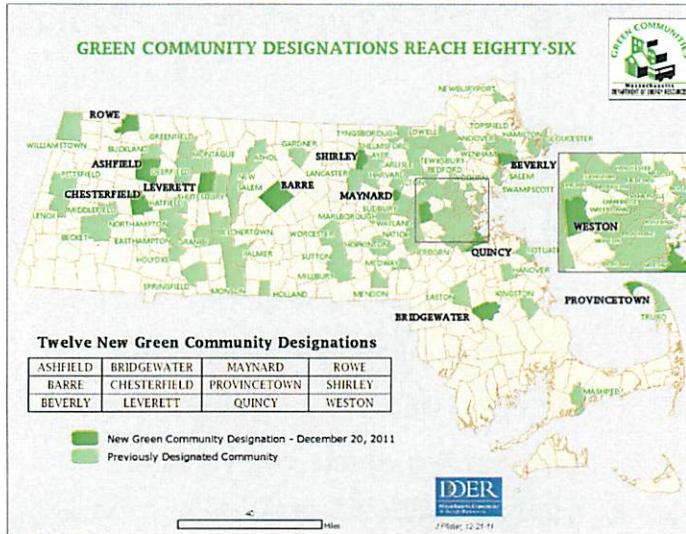


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## Meet the Green Communities!

GREEN COMMUNITY DESIGNATIONS REACH EIGHTY-SIX



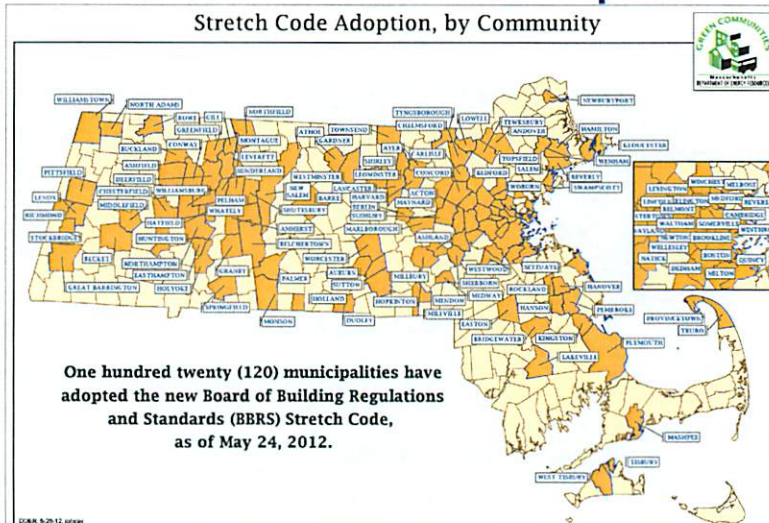
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## Green Communities Impact

Stretch Code Adoption, by Community



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## Green Communities Designation and Grant Program – the 86

- Range in size from 393 to 617,594.
- 37 communities enacted as-of right zoning for renewable generation
  - 32 provide for ground mounted PV of 250 kW
  - 5 provide for wind of 600 kW
  - 1 provides for both wind and PV
- Total Energy Reduction for all 86 Energy Reduction Plans – 1,699,063 MMBtus



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## Green Communities Designation and Grant Program – the 86

- Communities receive 4 metal road signs and an official certificate
- Grant allocations based on a \$125K base plus a population/per capita income formula; maximum \$1M.
  - Range from \$130,725 in Hatfield to \$1M for Boston
- Projects being funded include energy conservation measures, performance contracts, solar PV projects, incremental costs for hybrid vehicles.
  - 24 grants complete to date
    - Grants \$5.58M
    - Total Projects Costs \$8.1M; utility incentives \$1.05M
    - Annual savings of \$1.2M



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## Green Communities Designation and Grant Program – the 86

### Lowell - JFK Civic Center Chiller Replacement & Four School Lighting Improvements

- Grant towards Performance Contract measures allowed Lowell to do additional energy measures in City Hall
- National Grid rebates applied to lighting fixture upgrades, lighting controls, and vending machine controls in schools



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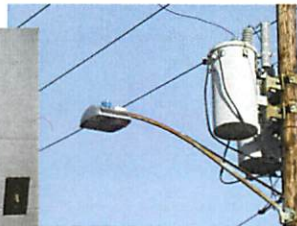
## Green Communities Designation and Grant Program – the 86

### Easthampton - LED Streetlight Replacement Project

- ~ 1/3 of the streetlights replaced with LED technology
- Incentive grant from WMECO augmented grant \$\$
- City set up a review committee to assess available products, vendors, and costs



Replaced 250w HPS lamp



New 88w LED lamp and installed



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## Green Communities Designation and Grant Program – the 86

### Sudbury - New Lighting, HVAC & Lighting Controls, New Efficient Vehicle

- NSTAR rebates for lighting, and HVAC and lighting controls in 6 schools and 4 municipal facility buildings



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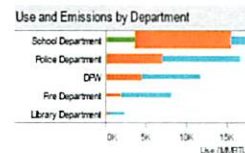
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## MassEnergyInsight

● ● ● ● ● POWERING EFFICIENCY

- **FREE** online tool for MA cities, towns, RSD & WTP
- Provides:
  - Automated electronic download of utility data
  - All energy costs and accounts in one place
  - Standard and custom reporting
- One tool to do it all:
  - **Benchmark:** track energy use by town, department or building
  - **Identify:** least efficient buildings for efficiency action
  - **Measure and verify:** energy use trends by building over time



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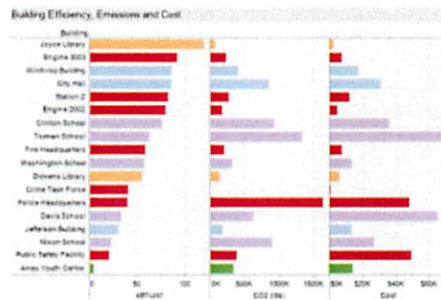




# MassEnergyInsight

● ● ● ● ● POWERING EFFICIENCY

To date more than 400 individuals in more than 200 towns trained to use MassEnergyInsight to benchmark and monitor ongoing energy use, costs, and emissions



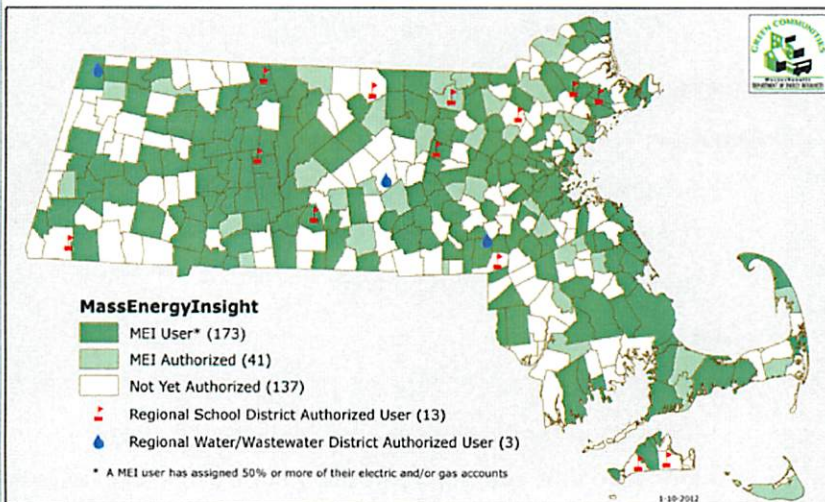
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## Municipalities Tracking Energy Use Using MassEnergyInsight

● ● ● ● ● POWERING EFFICIENCY



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## Green Communities Division – What's New?

### Massachusetts Municipal Energy Group

*Made possible by a grant from the Green Communities Division*

#### What

- Web-based community
- Managed by MMA

#### Goal

- Help Commonwealth's cities and towns exchange information and knowledge to reduce local energy use and carbon footprint

#### Who

Mayors, town managers, boards of selectmen, building inspectors, school superintendents, school board members, members of energy or sustainability committees . . . and others

**MMA CONTACT:** Victor Nascimento, [vnascimento@mma.org](mailto:vnascimento@mma.org)



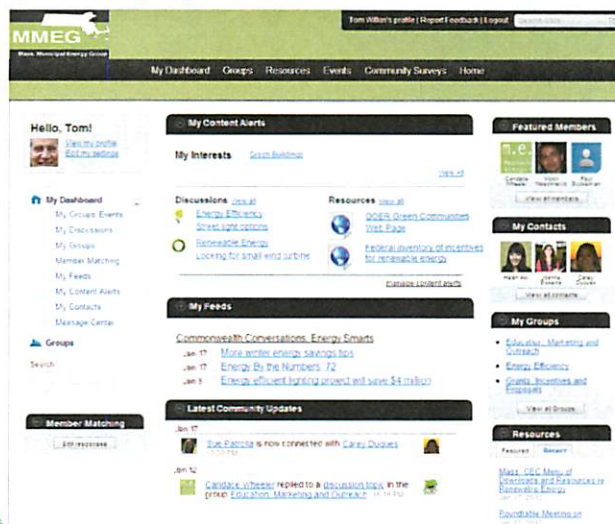
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## Massachusetts Municipal Energy Group

*Made possible by a grant from the Green Communities Division*



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## Green Communities Division – What's new?

### More Opportunities for Green Communities!

- Competitive Grant Program
  - Application Deadline March 30<sup>th</sup>
  - 22 applications under review
  - \$2M available in total, max award of \$250K
  - Annual Program in Fall, pending available funds
- Solarize II
  - 13 applications from 17 communities selected
  - RFP issued for installers
  - Solarize I in 4 communities – increased total installations from 29 to 162



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## What Can YOU Do?

- Organize an Energy Committee
- Contact your Regional Coordinator
- Get trained on Mass Energy Insight
- Contact your utility about an audit
- Talk to other municipalities in your region



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## Contact Information

Meg Lusardi

[meg.lusardi@state.ma.us](mailto:meg.lusardi@state.ma.us)

[www.mass.gov/energy/greencommunities](http://www.mass.gov/energy/greencommunities)

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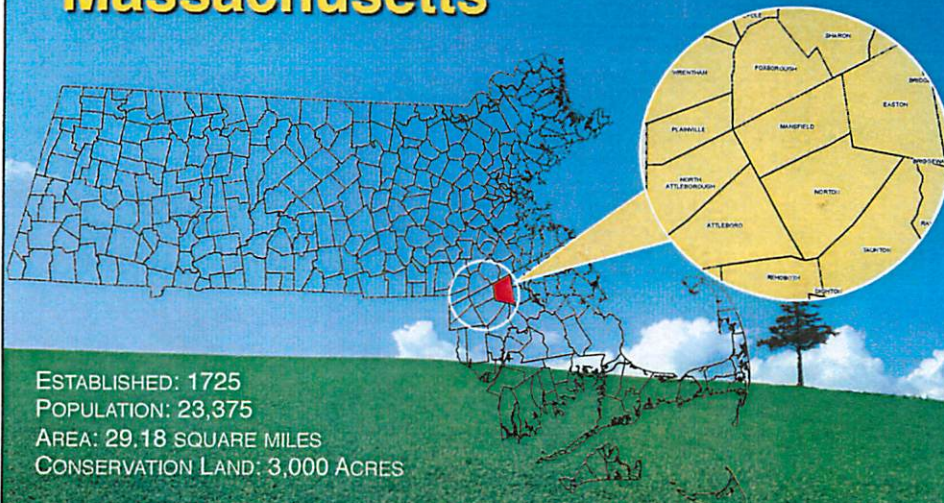




## Ellen Barlow

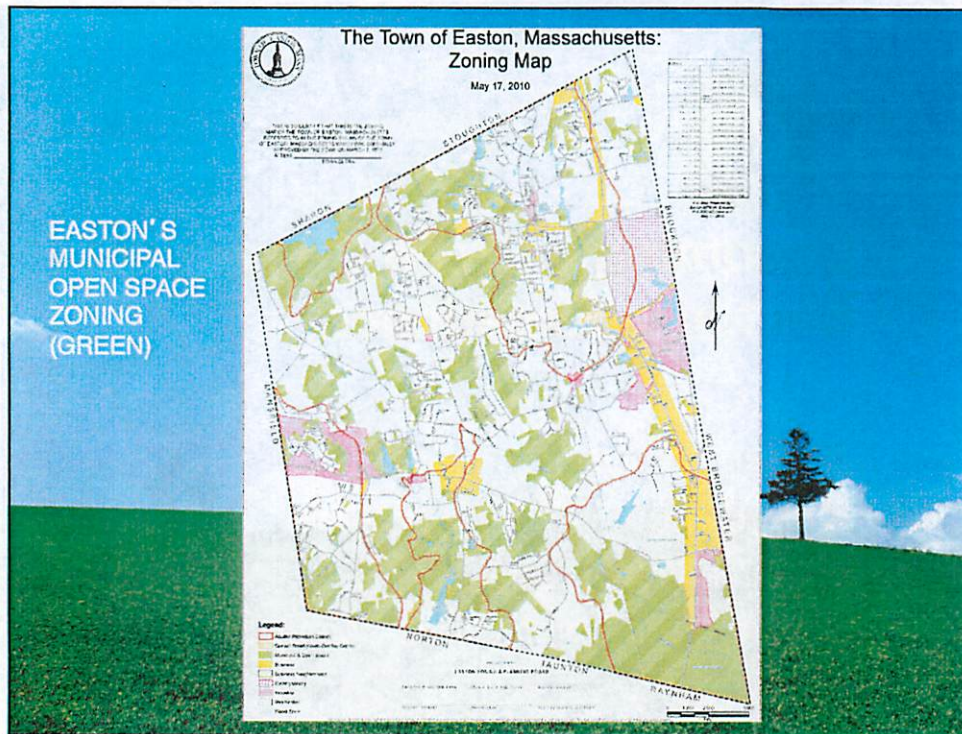
Selectman representative,  
Easton Green Communities Committee

# The Town of Easton, Massachusetts



ESTABLISHED: 1725  
POPULATION: 23,375  
AREA: 29.18 SQUARE MILES  
CONSERVATION LAND: 3,000 ACRES





## Why do it?

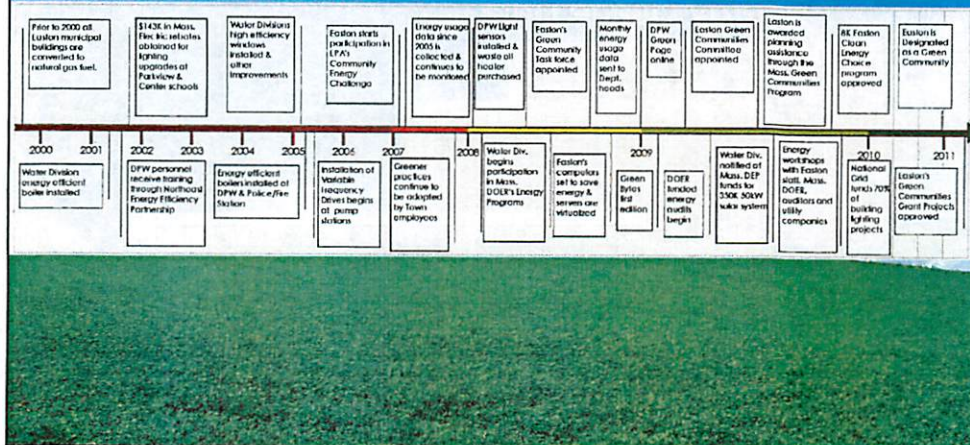
- "What's good for the planet is good for the pocketbook."
- 20% reduction in energy usage = 5-year savings of approx. \$360,000 for Easton



## Easton's History of Green Endeavors



## Easton's History of Energy Efficiency Efforts



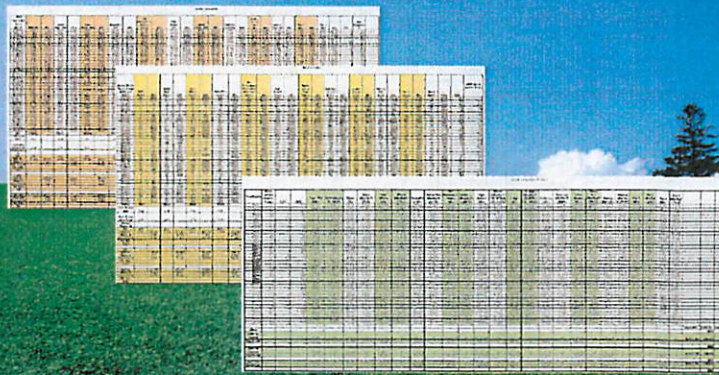


## Timeline

- Governor Patrick signs Act in 2008
- Easton Green Communities Act Task Force appointed in 2008
- Easton Green Communities Committee appointed in 2009
- Designated a Green Community in December of 2010
- Received Green Communities grant of nearly \$170,00 in 2011

## Becoming a Green Community

- **Preparation:**
  - Energy Usage Data



The image shows three overlapping spreadsheets representing energy usage data. The top spreadsheet is the most prominent, showing a grid with columns for various energy metrics and rows for different categories. The bottom two spreadsheets are partially obscured by the top one, showing similar data structures. The background of the slide is a green field under a blue sky with a single tree on the horizon.



## Becoming a Green Community



### The Town of Easton Green Community Act Task Force Report

An assessment of Easton's energy consumption and ways of reduction, opportunities for energy efficiency project funding, options for renewable energy, and possibilities for green municipal building programs to assist Easton in becoming a Green Community.

### Easton's Green Communities Act Task Force



#### Easton's Green Communities Committee

Who we are - Residents, students, municipal & school designees:

Wendy Whitty - At-large member  
Andrea Waldorf - Secretary & at-large member  
Stephen Drown - At-large member  
Katie Loftus - Oliver Ames High School Designee  
Adrienne Edwards - Chair & Town Employee  
Ellen Barlow - Board of Selectmen Designee  
Colleen Less - School Committee Designee

#### What we do -

Our mission is "to help educate the Town of Easton on clean energy options and measures that can be implemented to reduce energy use, conserve resources and reduce emissions; to assist in the development of cost effective projects on municipal facilities to reduce energy and resource use and develop renewable energy resources; and to promote awareness of new technologies and their potential impact on energy use and resource conservation."

#### Our tasks include:

- Building an energy consumption baseline for Easton's municipal and school buildings and vehicles and working with Town officials to develop a cost effective energy plan to reduce energy and other resource use.
- Working to identify funding sources that support the implementation of energy efficiency, renewable energy development, and reduction of resource utilization projects.
- Recommending changes to municipal codes, ordinances, and policies when these are appropriate to reduce energy use, conserve resources, and reduce emissions within Easton.
- Reporting activities, projects, and completed initiatives to the Town Administrator on a periodic basis and submitting annual reports to the Board of Selectmen.

#### How this involves you -

An important task of the Committee is to serve the community as an information resource on the benefits of energy and resource conservation. Please visit our websites through the Town of Easton website by clicking on Boards & Committees:  
[http://www.easton.ma.us/Directory/green\\_comm/GreenCommFS.htm](http://www.easton.ma.us/Directory/green_comm/GreenCommFS.htm)

We want to hear your suggestions on energy savings, energy efficiency, renewable energy development and resource utilization! Email:  
[aedwards@easton.ma.us](mailto:aedwards@easton.ma.us)



## Challenges

**Stretch Energy Code:**  
requires higher energy  
efficiency in new  
construction and major  
renovation, both  
commercial and  
residential

Town of Easton


### Stretch Energy Code Workshop

You are invited to attend an informative workshop on the "Stretch Code", the optional upgrade to the State Building Code. Adoption of the Stretch Energy Code is included as an article in Easton's Warrant for Annual Town Meeting on May 13th, 2010.

The Stretch Code was developed in response to the call for increased building energy efficiency in Massachusetts. Towns and cities in the Commonwealth may adopt the stipulations of the energy efficiency requirements of the "Stretch" building code. At this time 18 Massachusetts communities have chosen to do so.




Adoption of a code that minimizes the life cycle cost of new construction through energy efficiency, water conservation, and other sustainable or alternative energy technologies is part of the strategic request of communities working to increase their Green Community designation and gain funds through the State's Department of Energy Resources Green Communities Program.

PRODUCED BY  
EASTON-HOUSTON COMMUNITY COMMITTEE



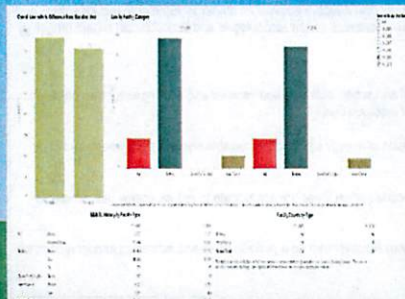
**Date:** 8/11/2010  
**Time:** 6:00pm  
**Location:** Lecture Hall, Room 122  
 100 Adams High School  
 100 Ludlow Street  
 Easton, MA 01024  
**Contact:** (508) 538-8888


**GUEST SPEAKERS:** Seth Pickering, Green Communities Coordinator, Southern Region, Massachusetts Department of Energy Resources (DER);  
 Chad Laurent, Project Consultant, Meister Consultants Group, Inc.;  
 Catherine Cooke, Program Manager, New England New Construction, Conservation Services Group (CSG).

## Challenges


**Energy Baseline &  
Reduction Plan:**





**The Town of Easton, Massachusetts**

**Energy Use Reduction Plan**



Prepared by: Adrienne Edwards,  
 Town of Easton Green Communities Committee,  
 Town of Easton Department of Public Works  
 October 2010



## Community outreach

- Outreach materials: flyers, Green Bytes newsletter, DPW Green Page website, social media
- Local festivals, energy-related workshops, cable tv show
- Donated educational materials on clean energy and science kits to schools
- Library energy meter loan program; solar-powered holiday lights

## Green Community Easton!





## Our progress

- Baseline FY 2009: 74,554 Mmbtu (million British thermal units)
- FY 2010: 69,321 Mmbtu (7% below baseline; estimated savings = \$126,055)
- FY 2011: 73,181 Mmbtu (2% below baseline, severe winter; saved \$35,867)
- Five-year goal: 59,644 Mmbtu, a savings of approx. \$360,00

## 20% reduction equals =

- 1,677 fewer tons in CO<sub>2</sub> emissions
- the equivalent of powering 185 homes for one year
- annual greenhouse gas produced from 290 passenger vehicles
- the amount of carbon sequestered by growing 39,000 trees



## How we're doing it

- Replacing lighting fixtures, aging boilers, installing light sensors, programmable thermostats, computers set to switch to sleep mode
- Encouraging recycling, digital instead of paper documents

## Solar initiatives





## LED streetlights

- use about half the energy as the most common U.S. streetlight
- price of them cut in half in past 3 years, but still cost more
- have to own them to achieve savings



## Ingredients for success

- community support and participation: town, schools, leadership, citizens
- take advantage of consultant support at DOER, DEP; MMA Municipal Energy Group
- prepare: gather energy data, get energy audits, and track
- adapt ideas that are best for your community

## **It's easy to be green!**

- go green, save green
- preserve the planet for our children

