

# COMMUNITY ENERGY STRATEGIES PILOT PROGRAM

MASSACHUSETTS CLEAN ENERGY CENTER  
DEPARTMENT OF ENERGY RESOURCES, GREEN COMMUNITIES DIVISION

---

**PILOT COMMUNITY  
INFORMATIONAL WEBINAR**  
NOVEMBER 16<sup>TH</sup> 2012

**Andy Brydges** Senior Director, Renewable Energy Generation  
Massachusetts Clean Energy Center

**Meg Lusardi** Director, Green Communities Division  
Massachusetts Department of Energy Resources

**Lisa Capone** Deputy Director, Green Communities Division  
Massachusetts Department of Energy Resources

**Tyler Studds** Project Manager  
Massachusetts Clean Energy Center

# Green Communities Division

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



*Helping Massachusetts Municipalities Create A Cleaner Energy Future*



# Outreach - 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:



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

NERO – WILMINGTON: Joanne Bissetta  
[Joanne.Bissetta@state.ma.us](mailto:Joanne.Bissetta@state.ma.us)

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

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



*Helping Massachusetts Municipalities Create A Cleaner Energy Future*



# 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
- Clean Energy Results Program (CERP)
- Solarize MA – Partnership with MA CEC
- Massachusetts 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)  
*Helping Massachusetts Municipalities Create A Cleaner Energy Future*



# WHAT

# AGENDA

# HOW

# WHEN

## **1. What is the Community Energy Strategies Pilot Program?**

- a. Context
- b. Process
- c. Intended outcomes
- d. Benefits to communities

## **2. How can communities be involved in the Pilot Program?**

- a. Eligibility
- b. Application requirements
- c. Review criteria
- d. Timeline

## **3. Q & A**

## Why is there a need for a Community Energy Strategies Program?

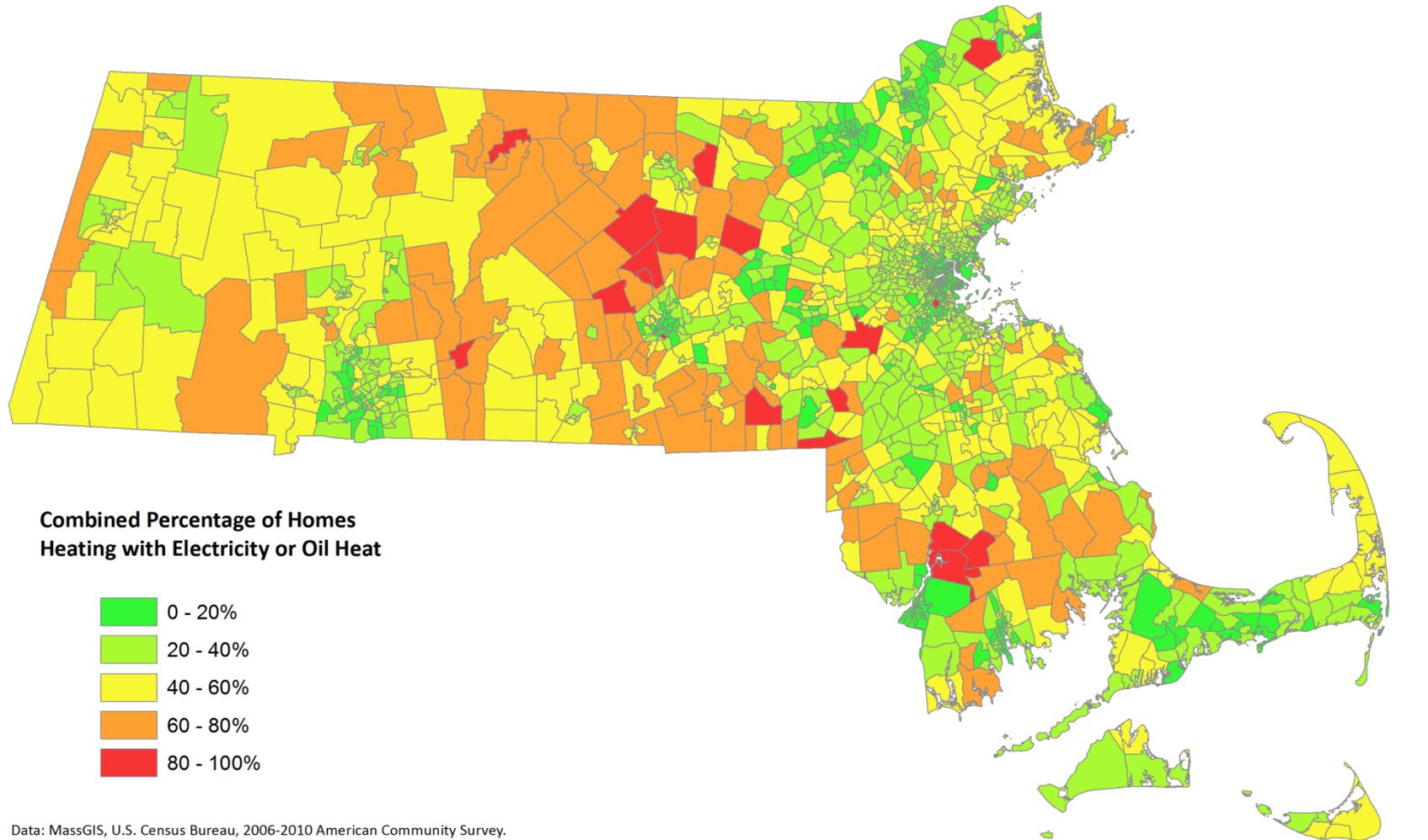
- Wide variety of programs administered by MassCEC and DOER provide financial and technical assistance to support multiple clean energy generation technologies and the application of energy efficiency measures
- Ability to implement individual strategies varies from community to community according to multiple factors

## What challenge does the Community Energy Strategies Pilot program address?

- Many Massachusetts municipalities have strong interest to pursue clean energy
- Resource constraints can limit full development of local clean energy opportunities

# High Cost Home Heating Fuels in Massachusetts

Based on U.S. Census Bureau, American Community Survey 5 Year Estimates of Home Heating Fuel Type for Occupied Housing Units Summarized by Census Tracts



## Combined Percentage of Homes Heating with Electricity or Oil Heat



Data: MassGIS, U.S. Census Bureau, 2006-2010 American Community Survey.

Note: American Community Survey data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error. The effect of nonsampling error is not represented in these tables.

DISCLAIMER: This map is for general information and use only. The Massachusetts Clean Energy Center (MassCEC) recommends that users verify information presented on this map on an individual project basis.

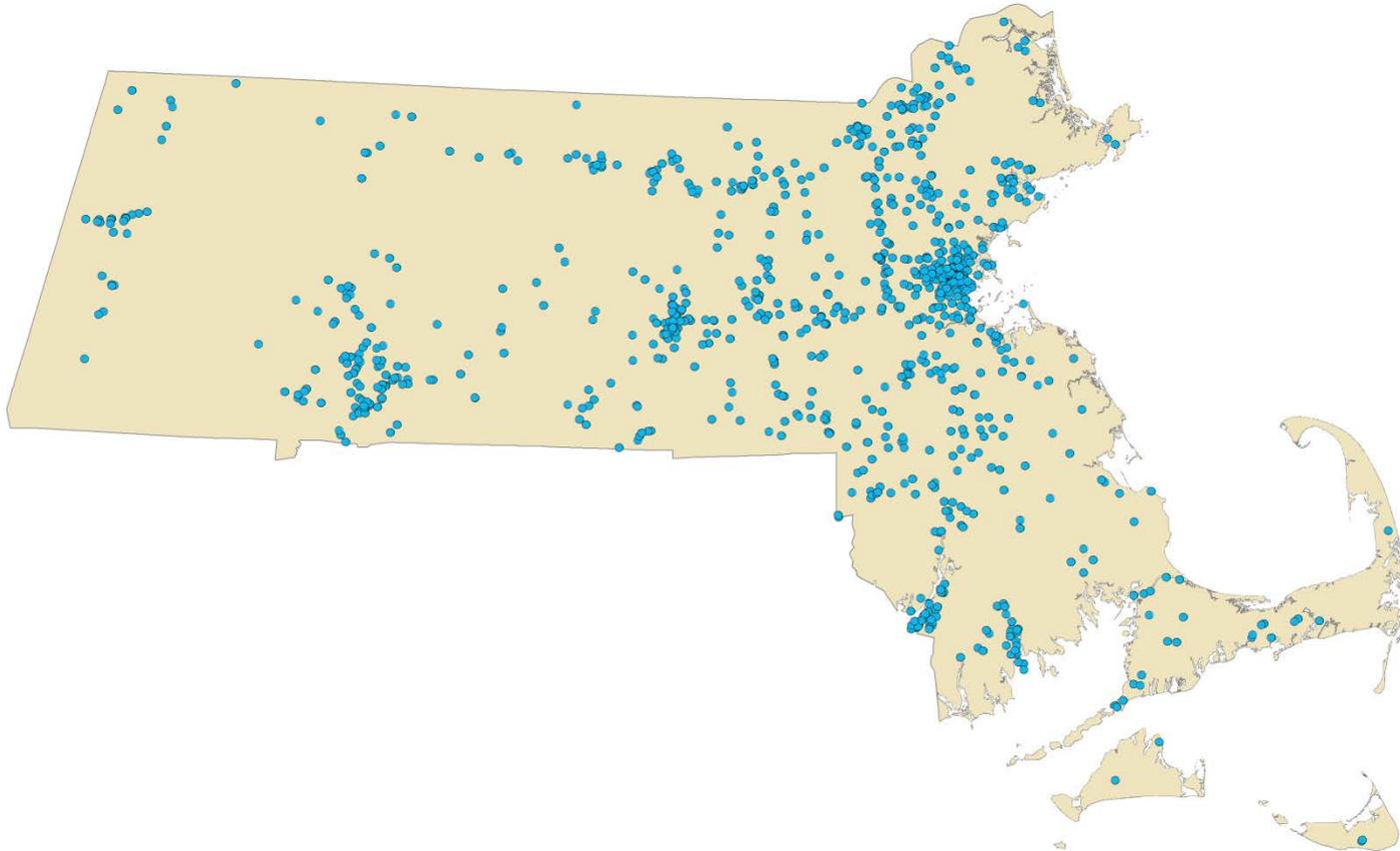
0 10 20 40 Miles



# RENEWABLE THERMAL POTENTIAL

DEP AIR PERMITS FOR LARGE BOILERS

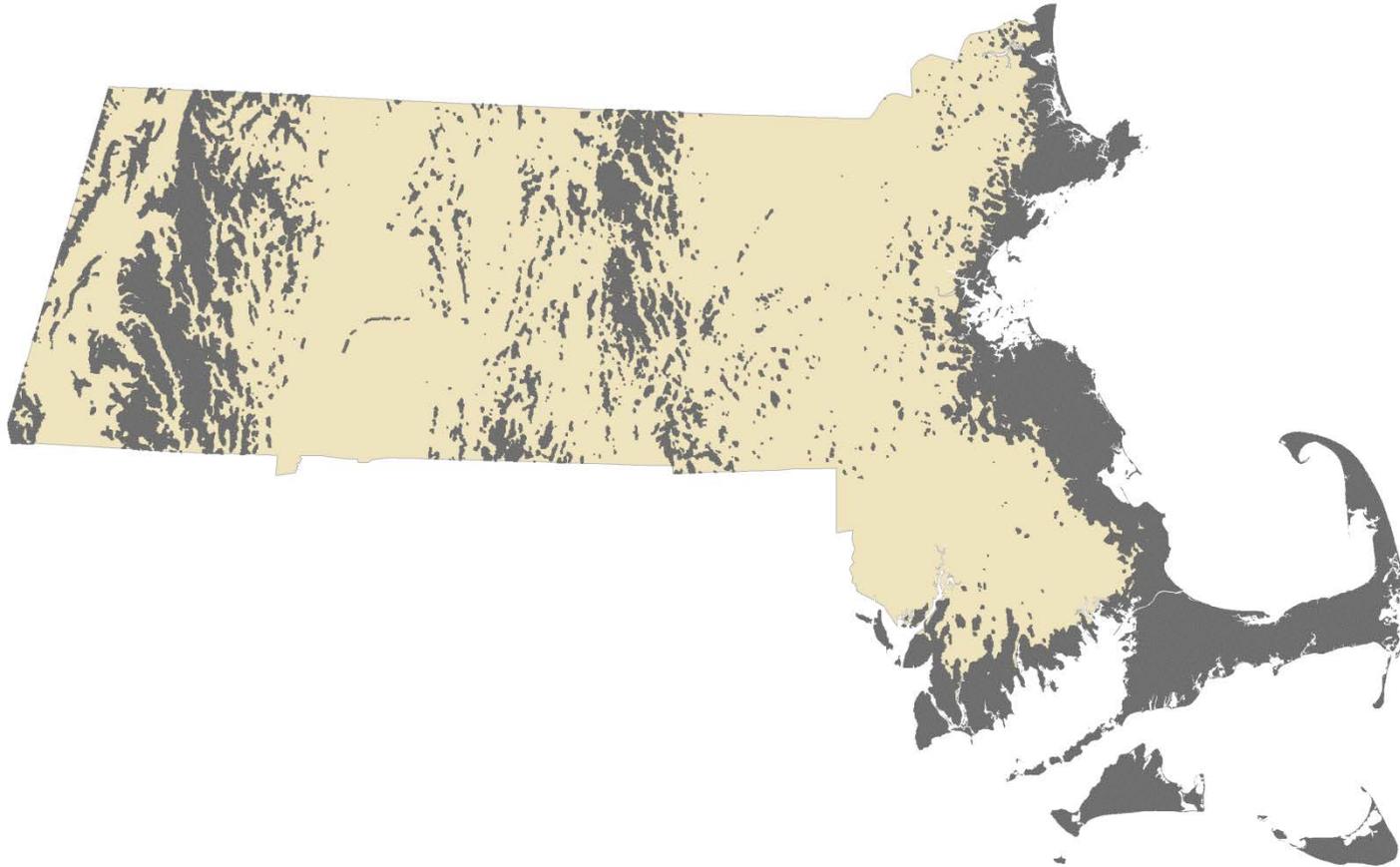
---



# WIND ENERGY POENTIAL

WIND SPEED > 6 /s @ 70m

---



## How does the Community Energy Strategies Pilot Program address this challenge?

- Provides financial and technical assistance to communities/RPAs to identify and implement the mix of clean energy strategies and incentives best suited to address local interests, needs, and opportunities for clean energy development.
- Combines high-level resource assessment with broad stakeholder involvement to identify opportunities for clean energy development at the community or regional level and develop strategies that will help to enable them.
- Creates a central clean energy planning resource as a complement to existing clean energy programs.

## What principals inform the Community Energy Strategies Pilot Program design?

- Ideal approach to clean energy includes conservation, efficiency, generation.
- Existing programs support appropriate development of individual projects
- Clean Energy opportunities at the regional level are based on available clean energy resources and local clean energy goals

## What will pilot Communities Receive?

- Provide financial and technical support to communities/RPAs
  - Grants of Services
    - Facilitation consultant
    - Geographic Information Systems (GIS) clean energy analysis toolbox
    - GIS Technical Consultant
  - Cash Grants
    - Reimburse expenses for stakeholder identification and outreach

## MassCEC

- Administer pilot in partnership with DOER
- Develop and provide GIS Clean Energy Analysis Tools
- Facilitate participation in MassCEC programs

## DOER

- Partner with MassCEC to implement pilot
- Regional Green Communities Coordinators
- Facilitate participation in DOER incentive programs

## Municipality or RPA

- Provide personnel to represent municipality during Pilot
- Participate in local stakeholder identification and goal setting process
- Participate in clean energy working group
- Identify local strategies to enable clean energy potential w/ facilitator

## Facilitator

- Work with grantee(s) to identify and engage stakeholders
- Facilitate clean energy working group meetings
- Assist Clean Energy Inventory with Technical Consultant (Town GIS staff or MassCEC provided GIS consultant)
- Assist with plan implementation

## Technical Consultant/GIS Analyst

- Conduct Clean Energy Inventory w/ MassCEC-developed tools on behalf of stakeholder group
- Collaborate with facilitator

Assist communities/RPAs to identify and implement the mix of clean energy strategies and incentives best suited to address local interests, needs, and opportunities for clean energy development.

- **Assess Clean Energy Potential** - Assist communities to assess opportunities for clean energy development based on locally available clean energy resources and community clean energy goals.
- **Enable Clean Energy Potential** - Identify the steps required to enable all options based on technology-specific requirements and siting challenges.
- **Deliver Clean Energy Potential** – Introduce, and facilitate applications to , appropriate MassCEC, DOER, and utility-based clean energy incentive programs. (Note: assistance with such applications does not guarantee applicant to funding).

## Geographic Information Systems (GIS) Clean Energy Analysis Tools

- Suite of custom tools developed in consultation with MassDEP and MassGIS
- Identify and describe clean energy opportunities for range of technologies across multiple sectors:
  - Residential
  - Commercial/Industrial
  - Municipal
- Enables full inventory of local clean energy opportunities
  - Solar PV
  - Solar Hot Water
  - Renewable Thermal
  - Wind

## How does the Community Energy Strategies Pilot benefit communities?

- Inventory of the specific opportunities for each technology and energy efficiency strategy to be developed in residential, municipal, and commercial applications.
- Clean Energy Roadmap which clearly identified strategies to enable opportunities.
- Cost-effective, reliable, clean energy for municipality, residents, and business
- Increased local capacity for ongoing clean energy adoption.

## Who can apply to the Community Energy Strategies Pilot Program?

### ■ Eligibility

- Must be served by distribution utilities that pay into the Massachusetts Renewable Energy Trust Fund, administered by the Massachusetts Clean Energy Center. Includes all municipalities served by National Grid, NStar, Western Massachusetts Electric Company, or Unitil,
- Communities served by municipal light departments that participate in MassCEC's Renewable Energy Trust – currently Ashburnham, Holden, Holyoke, Russell, and Templeton.

### ■ Awards

- 4 Municipalities
  - 2 Green Communities
  - 2 Non Green Communities
- 1 Regional Planning Agency
  - Group applications
  - Up to 5 adjacent communities

## What is required for the Application?

- Statement of Commitment
- Identify Community Point-of-contact
- Proposal Narrative

## What criteria will be used to make selections?

- **Overall quality:** overall quality of proposal
- **Potential as Proof of Concept:** Clean energy potential and commitment to process
- **Demonstrated willingness of the applicant to consider clean energy adoption** with no pre-conceived preferences or opposition to a particular technology

## An “ideal” Pilot Community has:

- Capacity to provide dedicated staff time (energy coordinator/planner)
- Interest to explore multiple technologies and resources
- Ability to identify stakeholders, build and maintain collaborations.

# WHEN

# APPLICATION

---

<b>Solicitation Released</b>	November 9, 2012
<b>Informational Webinar</b>	November 16, 2012
<b>Deadline to submit questions</b>	November 23, 2012
<b>FAQ posted</b>	November 26, 2012
<b>Letters of Intent Due</b>	November 30, 2012
<b>Final Proposals Due</b>	December 21, 2012
<b>Announce Selected Pilot Communities</b>	January 11, 2013
<b>Execute Contracts</b>	Early January, 2013
<b>Pilot Kick-off</b>	February, 2013

# WHO

---

# CONTACT

**For additional questions please contact:**

TYLER STUDDS

**[Energyplanning@masscec.com](mailto:Energyplanning@masscec.com)**