

Helping Massachusetts Municipalities Create a Cleaner Energy Future



DOER Green Communities Webinar  
June 18, 2014

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Helping Massachusetts Municipalities Create a Cleaner Energy Future

COMMONWEALTH OF MASSACHUSETTS

Deval L. Patrick, Governor  
Maeva Valley Bartlett, Secretary  
Mark Sylvia, Commissioner



## Residential Energy Rating Initiative

Walker Larsen  
Ben Pignatelli  
Alissa Whiteman

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## Green Communities Division

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



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## Green Communities Division Programs & Resources for Municipalities

- Green Communities Designation and Grant Program
- MassEnergyInsight energy tracking tool
- Municipal Energy Efficiency Program
- Energy Management Services Technical Assistance (EMS)
- Mass Municipal Energy Group (MMEG)
- Website filled with tools & resources - [www.mass.gov/doer](http://www.mass.gov/doer)
- 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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## 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  
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CERO – WORCESTER: Kelly Brown  
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WERO – SPRINGFIELD: Jim Barry  
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## Recording & Presentation

- The webinar is being recorded and will be available on our website in approximately 48 hours at: [www.mass.gov/energy/greencommunities](http://www.mass.gov/energy/greencommunities)
- The slide presentation will also be posted at: [www.mass.gov/energy/greencommunities](http://www.mass.gov/energy/greencommunities)
- Website and contact information is listed at end of presentation



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## Background

- DOE-funded (\$2.6 million rec'd October 2010)
- Implemented April 2012 through March 2014
- 8 MA municipalities
  - Belchertown, East Longmeadow, Hampden, Longmeadow, Monson, Palmer, Springfield, and Wilbraham
- "Extras" into Home Energy Services Program



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## Home MPG Partners

- Utilities:
  - National Grid
  - Columbia Gas of MA
  - Western Massachusetts Electric Company
- Program implementers:
  - Conservation Services Group
  - Honeywell Home Energy Solutions
- Outreach, Marketing, Technical Assistance:
  - Pioneer Valley Planning Commission
  - Center for Eco Technology
- Thermal imaging analysis: Sagewell



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## Home MPG “Extras”

- Energy Performance Scorecard before & after efficiency improvements
- Thermal imaging analysis
- Local outreach & marketing
- Bonus insulation incentives & equipment rebates
- Technical assistance service for customers considering equipment upgrades
- Real estate broker & appraiser trainings



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## Why building energy rating ?

Informing Consumers

Product Differentiation

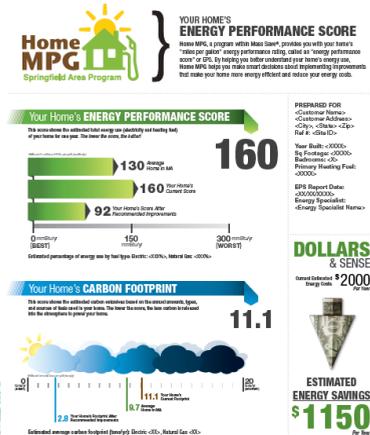
Motivating Investment



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## Scorecard Design Criteria

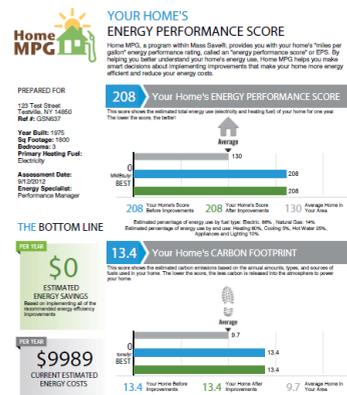
- Asset rating (not billing data)
- Energy performance: MMBtu/year
- Carbon footprint: carbon metric tons/year
- Compared to area average & expected score after implementing recommended measures
- Expected cost savings associated w/recommendations
- Post-implementation scores based on what was implemented & compared to prior scores



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For more information on Home MPG or to create an online account to manage your home's information, visit [masssave.org/energyperformance](http://masssave.org/energyperformance).

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### Poll Question #1

If you were buying a home, would you find it useful to know the Energy Performance Scores of homes you were considering?

- Yes
- No
- Not sure



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### Bonus Incentives and Rebates

- Insulation bonus incentive of 75% up to \$3,750
  - \$2,000 from Mass Save
  - Additional \$1,750 from Home MPG if needed
- High efficiency equipment rebates
  - Focused on most efficient models
- Higher bonus rebates for renewable thermal technologies
  - Cold Climate Air Source Heat Pumps
  - Heat Pump Water Heaters
  - Central Biomass Pellet Systems



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### Home MPG Outcomes

- 3866 initial scorecards issued via energy assessment
- 1611 updated scorecards to participants that completed efficiency work
- 42% of participants completed work
- 1252 homes completed multiple measures
- 21 MMBTUs = avg energy savings at homes that completed work
- CSG and PSD audit software can generate scorecards (built-in or API)

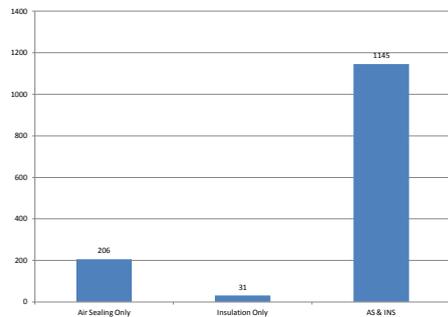


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### Weatherization by Household (1452)

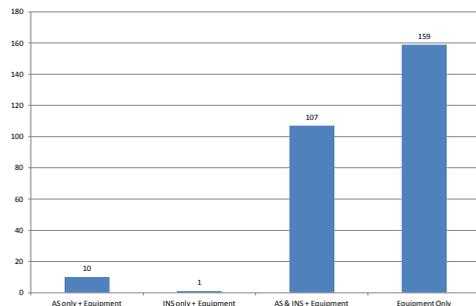


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### Bonus Rebate Equipment (277)

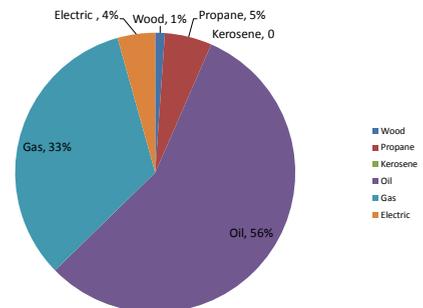


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### Completed Work by Fuel Type



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## Customer Feedback on Scorecard

- EPS helped customers decide to make energy-saving improvements to their home:
  - 67% “very useful”
  - 31% “somewhat useful”
- 74% said the EPS would be “very useful” when buying a house
- Additional feedback in June



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## A picture is worth a thousand words...



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## Poll Question #2

Would seeing your home's thermal image analysis be useful in deciding whether or not to implement efficiency work?

- Yes, very helpful
- Yes, somewhat helpful
- Maybe
- No, I don't think this would be helpful



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## Outreach & Technical Assistance

- Local outreach coordinated by PVPC
  - 150+ community events
  - 593 customer leads
- Mailing response rate over 3%
- Technical assistance service for customers considering equipment upgrades
  - 83 customers



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## Real estate trainings

- 6 total trainings for CEUs
  - 4 broker with 93 attendees
    - (locally developed 2 CEU curriculum seeking state real estate board approval on June 20<sup>th</sup>)
  - 2 appraiser with 58 attendees
    - 20 Accredited Green Appraisers through the Earth Advantage Institute
    - Massachusetts Board of Real Estate Appraisers (MBREA) and Earth Advantage are working out a curriculum licensing deal to continue offering the course in MA and in New England
  - Positive feed back from attendees



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## What's next?

- Further analysis of Home MPG data
- Feedback from customers & partners
- Scorecards in MA beyond Home MPG?
  - Other local MA initiatives (Worcester and Belmont)
  - Discussions with PAs/lead vendors
- Collaboration with DOE and other states



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## Thank You

For questions, contact:  
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