

## 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

## WHO

## INTRODUCTIONS

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## Green Communities Division

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



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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  
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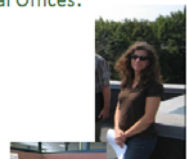
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Helping Massachusetts Municipalities Create A Cleaner Energy Future



## 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



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## WHAT HOW WHEN

### AGENDA

#### 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

### THE CHALLENGE

#### 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

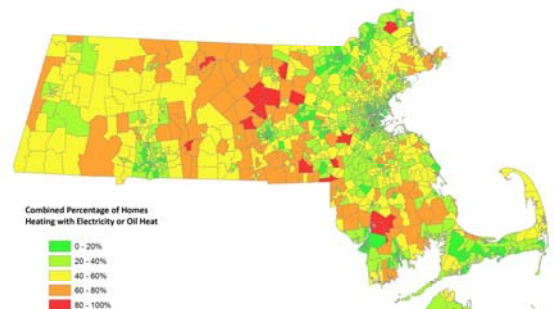
#### What challenge does the Community Energy Strategies Pilot program address?

- 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



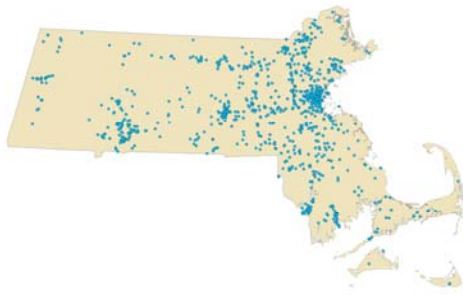
Source: Massachusetts, U.S. Census Bureau, 2008-2012 American Community Survey

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 a range of values around the estimate, indicating that the reported estimate is likely to fall within this range. In addition to sampling variability, the ACS estimates are subject to non-sampling errors. The effect of non-sampling errors is not representative of these values.

DISCLAIMER: This map is for general information and only. The Massachusetts Clean Energy Center (MassCEC) does not warrant the accuracy of the information presented on this map or in individual project files.

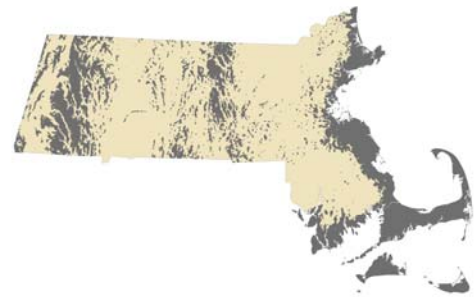
## RENEWABLE THERMAL POTENTIAL

DEP AIR PERMITS FOR LARGE BOILERS



## WIND ENERGY POTENTIAL

WIND SPEED > 6 /s @ 70m



## HOW

### RESPONSE

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.



## HOW

### DESIGN

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

## PROCESS

### 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



# WHO

## ROLES

MassCEC	<ul style="list-style-type: none"> <li>• Administer pilot in partnership with DOER</li> <li>• Develop and provide GIS Clean Energy Analysis Tools</li> <li>• Facilitate participation in MassCEC programs</li> </ul>
DOER	<ul style="list-style-type: none"> <li>• Partner with MassCEC to implement pilot</li> <li>• Regional Green Communities Coordinators</li> <li>• Facilitate participation in DOER incentive programs</li> </ul>
Municipality or RPA	<ul style="list-style-type: none"> <li>• Provide personnel to represent municipality during Pilot</li> <li>• Participate in local stakeholder identification and goal setting process</li> <li>• Participate in clean energy working group</li> <li>• Identify local strategies to enable clean energy potential w/ facilitator</li> </ul>
Facilitator	<ul style="list-style-type: none"> <li>• Work with grantee(s) to identify and engage stakeholders</li> <li>• Facilitate clean energy working group meetings</li> <li>• Assist Clean Energy Inventory with Technical Consultant (Town GIS staff or MassCEC provided GIS consultant)</li> <li>• Assist with plan implementation</li> </ul>
Technical Consultant/GIS Analyst	<ul style="list-style-type: none"> <li>• Conduct Clean Energy Inventory w/ MassCEC-developed tools on behalf of stakeholder group</li> <li>• Collaborate with facilitator</li> </ul>



# HOW

## PROCESS

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).



# HOW

## PROCESS

STAGE	GUIDING QUESTION	GOAL	DATA	RESULTS
Pilot Kick-off	What is the local potential for individual clean energy technologies?	Provide high level picture of individual clean energy technologies for Energy 101 Community Forum	Existing clean energy resource data	Characterize technologies as: - Locally suitable - Suitable anywhere - Not suitable
Assess Potential	What are the local opportunities for clean energy development?	Characterize opportunities for each technology in each of the following development paths: - Residential - Municipal - Commercial	Technology specific data for each specific development path: - Residential - Municipal - Commercial	Inventory of clean energy opportunities
Enable Potential	1. How do we enable local clean energy opportunities?  2. What available clean energy opportunities does the community choose to pursue?	1. Assist community to identify activities to enable specific clean energy opportunities  2. Community identifies clean energy opportunities to be pursued	1. Community and project specific needs identified by clean energy working group.  2. Community goals and preferences for clean energy development	Community Energy Roadmap consisting of clean energy opportunities and strategies to enable them.



## WHAT

### TOOLS

#### 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

### BENEFITS

#### 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

### ELIGIBILITY

#### 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

### APPLICATION

#### 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
Solicitation Released	November 9, 2012
Informational Webinar	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:	
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