



GWSA Implementation Advisory Committee (IAC) Meeting

March 28th, 2024

Executive Office of Energy & Environmental Affairs



Agenda

1. Updates and Introductions
2. Review of Meeting Minutes
3. EEA Project Spotlight: Launch of Climate Campaign
4. Mass EEA Sector Workplans
5. Areas for Focused IAC Engagement in 2024
6. IAC Work Group Updates
7. Public Comments



IAC Introductions and Updates

- **Welcome new and returning members and delegates!**
 - Manikka Bowman, State Director, The Nature Conservancy
 - Dr. Noelle Eckley Selin, Professor, MIT
 - Julie Curti, Director of Clean Energy, MAPC
 - Caitlin Allen-Connelly, Senior Advisor on Transportation, ABC



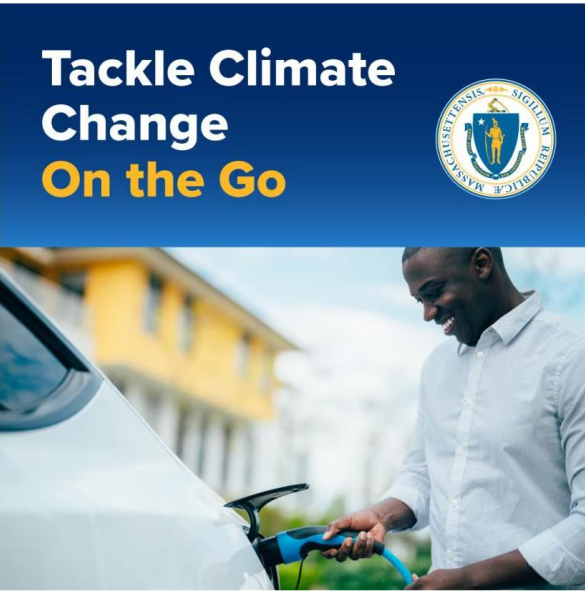
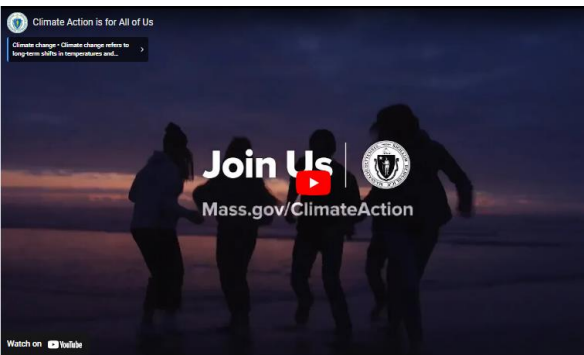
CPRG Update

- Massachusetts submitted its state [Priority Climate Action Plan \(PCAP\)](#) on March 1, 2024
- The Commonwealth is applying for three CPRG implementation grants:
 - In-state proposal to electrify medium- and heavy-duty fleet vehicles
 - Coalition proposal with NH, RI, ME & CT to deploy heat pumps via mid-stream rebates and a quick-start program
 - Coalition proposal with ME to unlock floating offshore wind in the Gulf of Maine via port developmentApplications for implementation grants are due April 1, 2024.
- The state's Comprehensive Climate Action Plan (CCAP) is due July 1, 2025. The Commonwealth issued a [Request for Proposal \(RFP\)](#) to procure consultant support, and aims to have this team on board later this Spring.
 - The CCAP will build on the Clean Energy & Climate Plans (CECPs) by assessing the costs, LIDAC benefits, and GHG contributions of specific programs.
 - We will ensure stakeholders are made aware of upcoming engagement sessions as these get developed and scheduled.



EEA Project Spotlight: Launch of Climate Campaign

“Climate Action is for All of Us” is an integrated marketing campaign to raise awareness and inspire climate action. Based on market research, it drives residents toward resources for programs including EEA's energy efficiency, weatherization, electric vehicle adoption, and residential solar programs.





Campaign Content

- Creative assets developed for this campaign include:

- [Campaign Landing Page](#)
- [YouTube Video](#)
- Digital and Transit Ads
- Social Media Content
- In Language Promotional Flyers

- Assets drive viewers to resources such as:

- Mass Save
- MOR-EV
- Clean Energy Lives Here educational resources
- DCR Forest Stewardship Program
- Storm-related flooding toolkits





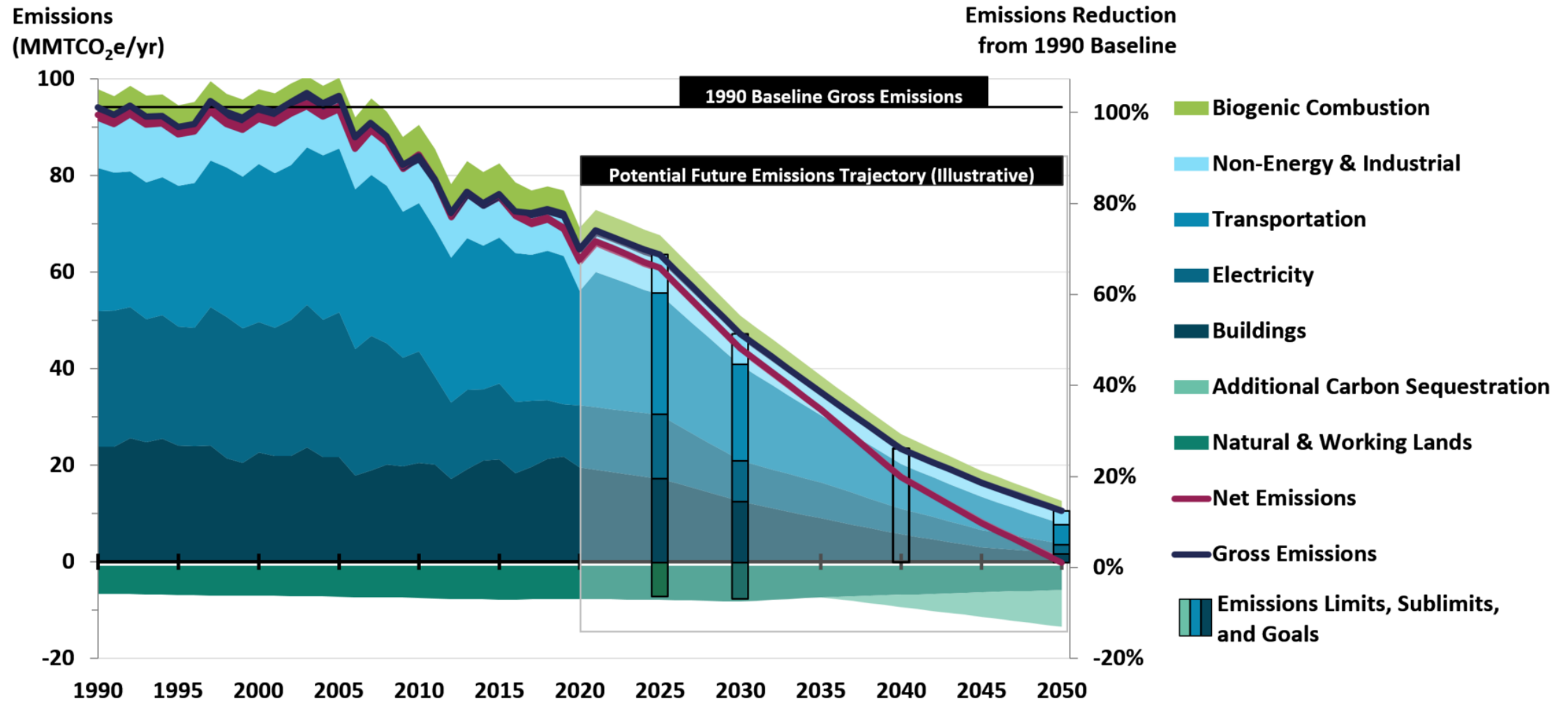
Massachusetts EEA Sector Workplans

March 28, 2024



Where are we headed?

Massachusetts' Path to Net Zero





How do we focus our approach?

Buildings (1/2): Decarbonization Strategy

We follow these strategies:

Energy Efficiency*

Electrification*

Alternative Fuel Use

With these policy levers:

Planning and Building Market Capacity (CECPs, workforce development, building benchmarking, rate design)

Education & Awareness (Mass Save, Campaign, Clearinghouse)

Incentives (Mass Save, DOER grants, C-PACE, Climate Bank, tax credits, Solar for All)

Standards & Mandates (Clean Heat Standard, Building Codes)

Pilots & Market Accelerators (BETA, Climate Finance pilots)

Environmental Justice Overlay

And measure progress against these indicators:

Number of residential heat pump installations

of communities which have adopted specialized and stretch codes

Number of residential audits;
Number of weatherization projects, broken into income-eligible and all others.

Reduced emission intensity of building fuels

Buildings investments going to EJ communities

With these modeled targets, where applicable:

At least 100,000 homes install heat pumps between 2020 and 2025 and at least 500,000 homes between 2020 and 2030.

At least 300,000 sq. ft of commercial space retrofitted with heat pumps between 2020 and 2030

1.5 million units with upgraded envelope†

Delivered heating oil contains minimal fossil blend by 2050

*Note: Energy efficiency and electrification are often paired together across EEA programs, but are separated here to distinguish their roles.

†More descript energy efficiency discussions are active



Where are we focusing now?

Buildings (2/2): Decarbonization Program and Policy Landscape

Policy/ Lever	Current	Planned
Planning and Building Market Capacity	<ul style="list-style-type: none">• **Workforce Training and Education	<ul style="list-style-type: none">• Joint Energy System Planning• **Electric Rate Reform
Education/ Awareness	<ul style="list-style-type: none">• Clean Energy Lives Here• **Mass Save• Green Communities & Climate Leaders• Leading by Example	<ul style="list-style-type: none">• Climate Campaign• **Decarbonization Clearinghouse• Building Benchmarking
Incentive/ Financing	<ul style="list-style-type: none">• **Mass Save• **Affordable Housing Grants• Federal Grants & Incentives• SMART/APS• Commercial PACE• Green Communities & Climate Leaders	<ul style="list-style-type: none">• **Community Climate Bank• **Federal Grants, Rebates and Credits
Standard/ Mandate	<ul style="list-style-type: none">• Building Code (<i>new construction & major renovations only</i>)	<ul style="list-style-type: none">• Clean Heat Standard

** Equity-focused program



Net Zero Strategy

Natural & Working Lands (1/2): How do we achieve the needed sequestration & storage?

We follow these strategies:

Protect NWL

Manage NWL
(incl. Sustainable
Wood Use)

Restore NWL

Explore
Additional
Sequestration

With these policies & initiatives:

State actions (land acquisition & stewardship; proactive wetland restoration; infrastructure investment & siting decisions)

Education, Outreach, Technical Assistance (Service Foresters; Wetlands Circuit Riders; Farmer Consultant Program; nutrient management)

Incentives (grants for land acquisition, climate-oriented management, tree planting & retention, wetland restoration, planning assistance; Chapter 61 current use tax rate; tax credits for land conservation and cranberry bog renovation)

Regulations (WPA permits, forest cutting plan reviews, MEPA environmental reviews, mitigation measures/fees, in-lieu fees, plant nutrient management)

Policy mechanism TBD for hybrid/engineered carbon dioxide removal and/or interstate carbon purchase

Environmental Justice Overlay

And measure progress against these indicators and goals:

28% of MA permanently conserved by 2025, 30% by 2030, 40% by 2050

Land conversion reduction goal
TBD

20% of private forests & farms adopting climate-smart practices by 2030

5% improvement between 2025-2030 in durable wood product recovery of harvested timber

5,000 acres of new riparian/urban trees by 2025, 16,100 acres by 2030, and 64,400 acres by 2050

No net loss of carbon storage in wetlands by 2030



How are policy levers being implemented?

Natural & Working Lands (2/2): NWL Program and Policy Landscape

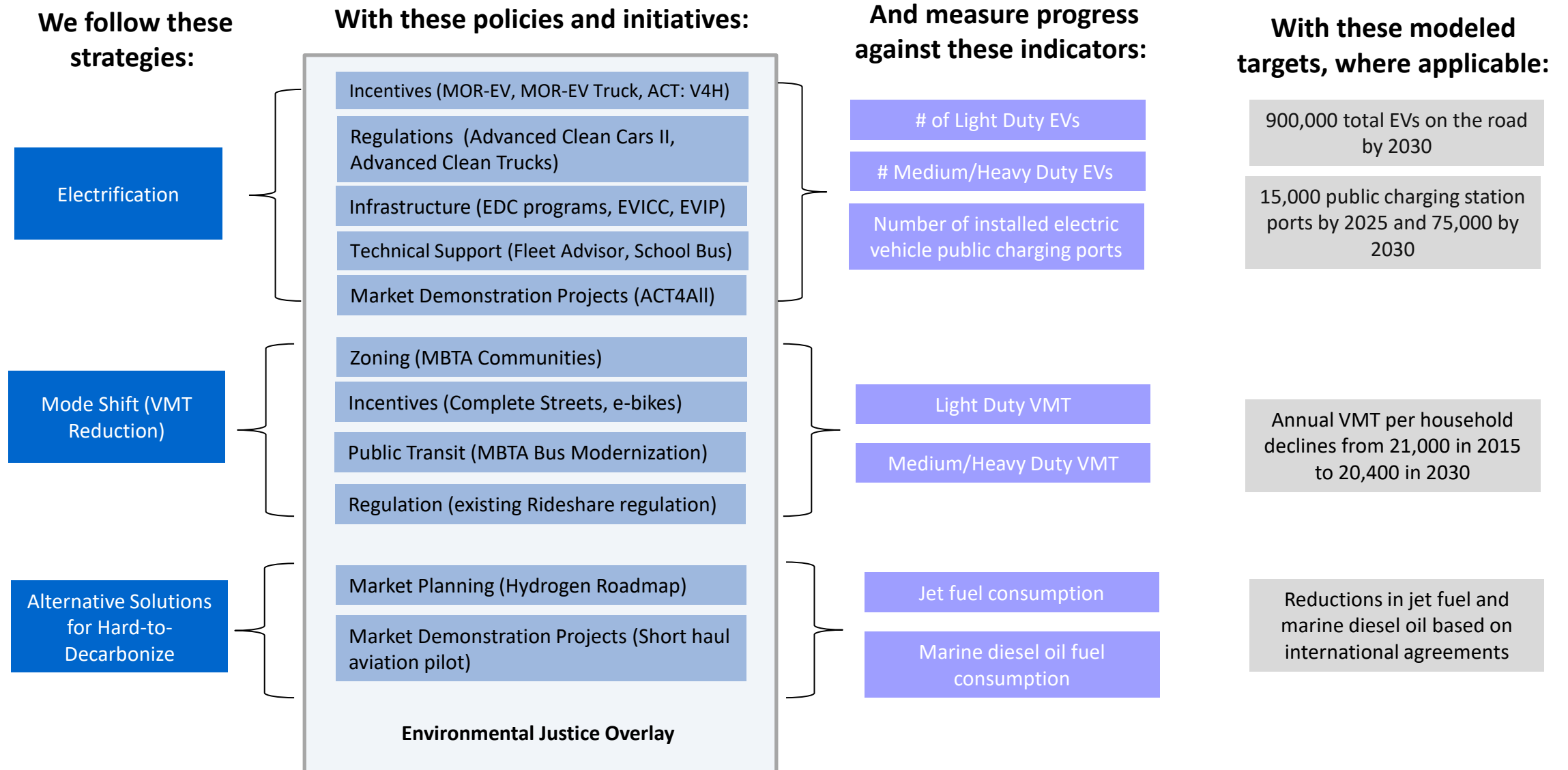
Policy/ Lever	Current	Planned
State Actions	<ul style="list-style-type: none">• Land acquisition & stewardship by DCR & DFG• Proactive restoration by DFG/DER• Infrastructure investment & siting decisions• Net Zero emissions accounting framework	<ul style="list-style-type: none">• Multi-state net zero emissions accounting framework
Education, Outreach, Technical Assistance	<ul style="list-style-type: none">• DCR's Working Forest Initiative - Service Forestry Program• MassDEP's Wetlands Circuit Rider Program• MDAR's Coordinated Soil Health Program, Farmer Consultant Program• Nutrient management plans via NRCS & UMass Ag. Ext.	<ul style="list-style-type: none">• **DCR's Underserved Forest Landowner Program• Online portal connecting forest landowners and businesses to resources
Incentives	<ul style="list-style-type: none">• *EEA's land acquisition grant programs, planning assistance grant program, and MVP Action grants for nature-based projects• **EEA & DCR's grant programs for urban tree planting• *EEA & MDAR's healthy soils grant programs• DCR's grant programs for climate forestry• MDAR's grant program for agrivoltaic systems• DFG/DER's grant programs for ecosystem restoration• Chapter 61, 61A, 61B current use tax rate• Tax credit programs for land conservation & cranberry bog renovation	<ul style="list-style-type: none">• *EEA's riparian tree planting grant program• DFG's blue carbon finance program• DCR's grants for forest soil protection• Incentives for use of native lumber in buildings
Regulations	<ul style="list-style-type: none">• *MA Environmental Policy Act (MEPA)• Forest Cutting Practices Act• Wetlands Protection Act (WPA)• In Lieu Fee Program• Plant Nutrient Management	<ul style="list-style-type: none">• WPA reg. updates requiring organic soils in replicated wetlands• Streamlined permitting for proactive wetland restoration

* Equity prioritization
** Equity-focused program



How do we organize our approach?

Transportation (1/2): Decarbonization Strategies





Where are we focusing now?

Transportation (2/2): Decarbonization Program and Policy Landscape

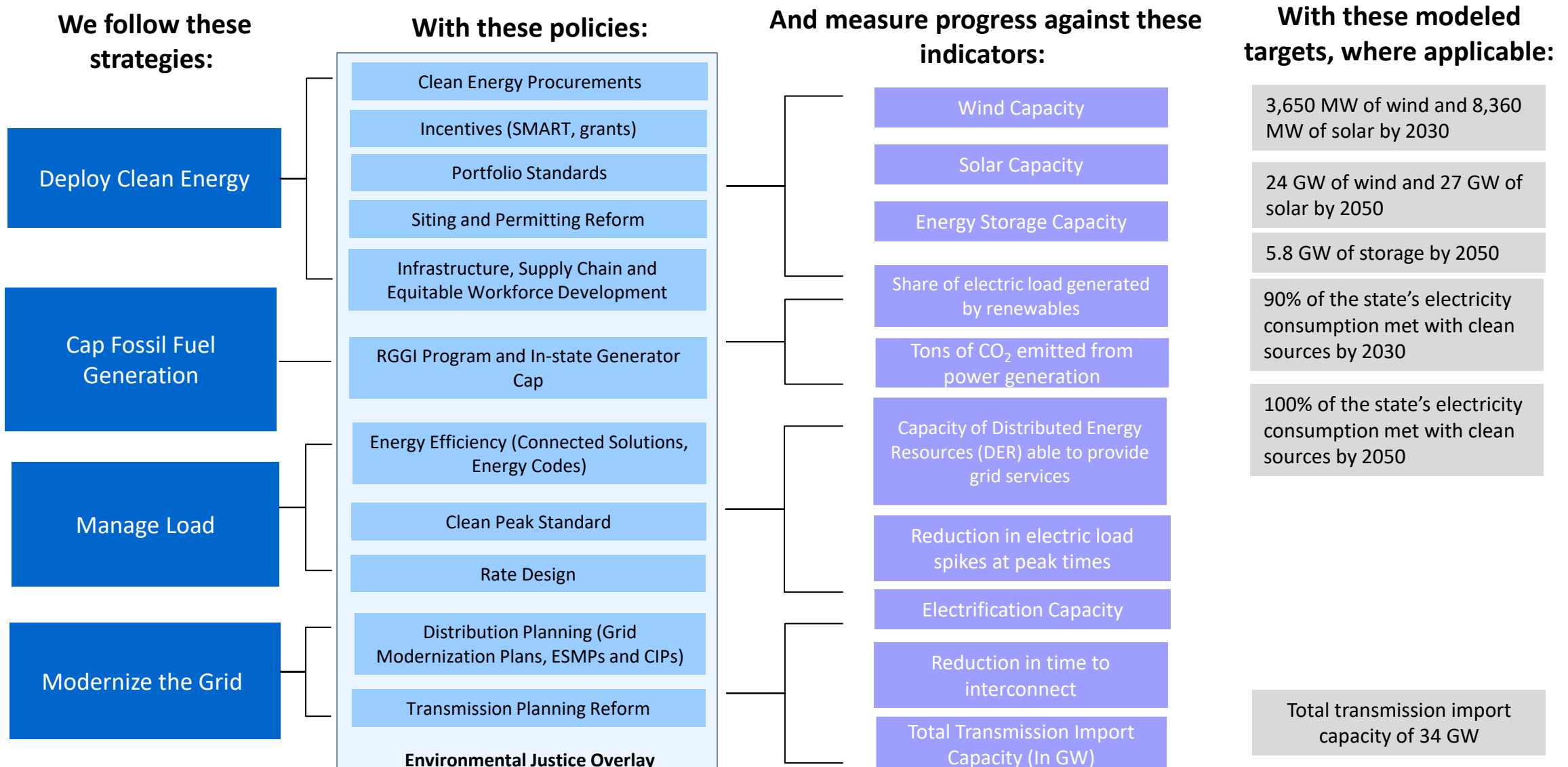
Policy/ Lever	Current	Planned
Vehicle Incentives	<ul style="list-style-type: none">MOR-EV and MOR-EV Truck** MOR-EV+** ACT: Vehicles for Hire	<ul style="list-style-type: none">** Expanded MDHD incentive program** E-Bike rebates
Infrastructure Support	<ul style="list-style-type: none">Utility programs (\$400M for home, public workplace, fleet depot charging)EVIP	<ul style="list-style-type: none">** Curbside charging** TNC charging supportAdditional support for state fleet EVSE.
Innovation, Technical Support and Market Demonstration	<ul style="list-style-type: none">Mass Fleet Advisor** ACT: School bus** ACT4All** Workforce SupportTechnology Innovation	<ul style="list-style-type: none">** Vehicle to grid demonstration projectsMobile charging for MDHDH2 Roadmap
Regulations	<ul style="list-style-type: none">Advanced Clean Cars IIAdvanced Clean TrucksBuilding codesRideshare	<ul style="list-style-type: none">** TNC electrification requirements
Land Use	<ul style="list-style-type: none">MBTA CommunitiesComplete Streets	<ul style="list-style-type: none">Holistic Land Use StudyMEPA Mobile Source

** Equity-focused program



Decarbonization Strategy

Power (1/2): How do we achieve these reductions?





Where are we focusing now?

Power (2/2): Decarbonization Program and Policy Landscape

Policy/ Lever	Current	Planned
Incentives	<ul style="list-style-type: none">• SMART program• Net metering• Energy storage grants• **Low-Income Services Solar Program• **MassSave• Connected Solutions	<ul style="list-style-type: none">• SMART program review• **Solar4All
Standards and Mandates	<ul style="list-style-type: none">• Renewable Portfolio Standard• Alternative Energy Portfolio Standard• Clean Energy Standard• Clean Peak Standard• RGGI• In-state generator cap	<ul style="list-style-type: none">• RGGI program review• Clean Peak Standard review
Clean Energy Development	<ul style="list-style-type: none">• Clean energy procurements (Sections 83, 83A, 83C, and 83D)	<ul style="list-style-type: none">• Siting and permitting reform• Hydrogen roadmap• Energy storage study• **Community Shared Solar Marketplace
Grid and Rates Modernization	<ul style="list-style-type: none">• Electric Sector Modernization Plans (ESMPs)• Capital Investment Projects (CIPs)• Rate design study	<ul style="list-style-type: none">• GRIP funding• Transmission reform• Siting and permitting reform• Virtual Power Plant Roadmap• Grid Services & DER Compensation Study
Workforce, Infrastructure and Supply Chain Development	<ul style="list-style-type: none">• Offshore Wind Port Redevelopment• **Offshore Wind Works• Offshore Energy Marine Energy Innovation and Research Center, Marine Commerce Terminal, Wind Technology Testing Center	

** Equity-focused program



Areas of Specific IAC Engagement

Transportation

- Managing grid impacts of EVs

Natural & Working Lands (NWL)

- Forest Carbon Study & implications for NWL goals
- Mechanisms to close gap between in-state NWL resources and sequestration needed for 2050

Cross-Cutting

- Scope/development of the Holistic Land Use Strategy

Buildings

- Building Decarbonization Clearinghouse & relationship to Mass Save

Power

- Advancement of Commission on Energy Infrastructure Siting and Permitting recommendations
- Review of Clean Energy Procurement strategy



Proposed GWSA IAC Work Plan

June

- Advancing CEISP recommendations
- Refining clean energy procurement strategy
- Holistic Land Use Strategy

September

- Refining concepts for the Building Decarbonization Clearinghouse and its relationship to Mass Save
- Managing grid impacts of EVs

December

- Discussing Forest Carbon Study & its implications for Natural and Working Lands goals



IAC Work Group Updates



Public Comments