



Helping Cities cut
carbon emissions from
buildings 20% by 2020

What is EE-2020?

Intensive multi-year project,
supported by the Barr Foundation,
to help Massachusetts cities
create financially viable energy
efficiency programs for residents and
businesses.

EE-2020 offers no cost expertise to Mayors, City Managers & Staff

- Team led by principals of Serrafix, Inc.
- Working with Peregrine Energy Group and marketing and community organizing strategists
- Decades of experience
 - state and local government
 - utility management
 - consulting and enterprise development
 - policy advocacy
 - Utility-based energy efficiency programs
 - Community-based energy efficiency program

Energy Efficiency v.3.0

Why Cities?

- Massachusetts cities can lead the nation because our utilities *must triple* spending on energy efficiency.
- Commonwealth commitment -- Massachusetts established a Green Communities Division within the Department of Energy Resources.

Beyond Global Warming: Energy Efficiency Benefits

- reduces energy costs & keeps dollars in the community;
- improves the local building stock;
- harnesses additional resources from utility programs, increasing local influence over their operations, and positioning the community for state and federal grants;
- connects the community to the national clean energy economy;
- creates jobs; and
- becomes a source of local pride and "branding."

Goal: Energy efficiency programs for every city in the Commonwealth

- increase the flow of support from utility and other programs;
- feature strong marketing, financing, project planning and oversight, and customer service capabilities;
- use local community and business networks as marketing channels; and
- build on the experience of the city, as well as on best local energy efficiency programs across the nation.

Started working in 2010 with Initial Round of Cities

- New Bedford
- Newton
- Chelsea
- Somerville
- Fitchburg
- Leominster
- Northampton
- Greenfield
- Pittsfield

Why Mayors Matter, 1

- Bully Pulpit
- Connections to citizens and businesses
- Can lead by example – retrofit city buildings
- Convening authority – Mayor can get Chamber, environmental groups, citizens groups, neighborhood groups all supporting one initiative
- Create a community effort
 - Make energy efficiency part of what it means to be a member of the community

Why Mayors Matter, 2

- Create goals that are meaningful to the citizens
 - weatherize 100 homes in ‘X’ neighborhood
 - install energy efficiency measures in 100% of the businesses on Main St.
- Can focus on a place and what is distinctive about that place
 - Target certain types of businesses or neighborhoods
 - Know building stock
 - Know what resonates with community values

Why Mayors Matter, 3

- Geographically concentrated target areas
- Have sustained engagement with the customer
- Can build synergies with other city programs
 - Pittsfield economic development loans
 - Boston DND programs
- Regulatory authority
- Local knowledge and connections

Program Model, 1

- Program model – City/Mayor partners with utilities
 - City designees manage process
 - Economic development directors have relationships and knowledge about C&I
 - Planning department has parcel information, zoning, special initiatives and districts, spatial data for mapping efforts
 - Assessor has data on building stock, ownership, heating type

Program Model, 2

- Retrofit all city-owned buildings - lead by example
- Organize sectors/ targets
 - C&I – work through chambers of commerce, main streets organizations and other business associations.
 - Multi-family residential owners – condo associations, major landlords, CDCs and housing authorities
 - Rental housing – landlords and tenants
- Expand access to financing retrofits
 - Local banks to participate in utility loan programs
 - New financing mechanisms where needed – Revolving Loan Funds, Loan Loss Reserves, Commercial Pace

Program Model, 3

- recruit implementation force for outreach and technical assistance
- provide guidance/policy/rules for the contractors/retrofit workforce
- Effective use of data - partnering with Peregrine
 - City works with Peregrine and utilities to analyze energy usage data and find the best opportunities
- Where necessary, pass ordinances and policies

Next Steps

- Mayoral commitment and dedicated point person needed from City – but expert help is free
- Contact Douglas Foy: foy@serrafix.com