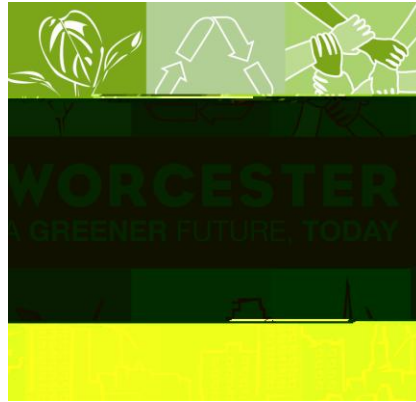


City of Worcester



IES – Conference

September 13, 2010

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Worcester Climate Action Milestones

Summary

- July 2010 City's Green Community grant application is approved by DOER
- May 2010 City of Worcester is designated a Green Community by the State of Massachusetts Green Communities Program.
- Feb. 2010 Energy Task Force reconvenes to commence drafting Climate Action Plan policies and goals for 2015 & 123 kW solar array announced for Water Filtration Plant
- Nov. 2009 ESCo Investment Grade Audit completed & City awarded \$1.733M EECBG ARRA grant
- Sep. 2009 Outreach Coordination Consultant hired.
- Aug. 2009 The City amends its electricity contract to include the purchase of an additional 15% of its supply from renewable resources bringing its overall total to 20%.
- Feb. 2009 City hires Program Manager for Energy Efficiency and Conservation.
- 2007 - Energy Task Force completes City's first Climate Action Plan (CAP).
- 2005 - City Council adopts resolution that sets as a goal 20% clean, renewable electricity for municipal use by 2010.
- 2003 - Council adopts resolution to join the Cities for Climate Protection Campaign.



CAP – City's Current Focus

Major Projects Now Underway

1. Energy Services Contract – Honeywell
 - Investment Grade Audit
 - Energy Conservation Measure Selection
 - Implementation
2. Community Outreach
 - Energy efficiency (focus on increasing number of energy audits completed)
 - Clean energy
3. Other Projects



Energy Services Contract: Goals

1. Reduce and Better Manage Energy Costs for the City and the Worcester Public Schools - ~ \$1.4M/yr reduction in energy costs
2. Reduce Fossil Fuel Associated Carbon Emissions - ~20% from FY 2009 baseline



Community Outreach: Goals

- Measurably increase the number of completed Energy Audits in Worcester
- Measurably increase the implementation of cost-effective (less than 7-yr ROI) recommendations noted in audit
- Lather, Rinse, Repeat
- Create a tipping point, neighborhood by neighborhood, for making energy efficiency the “new normal”



Overview of Community Outreach

1. Materials/Programs: Worcester Green Pages, Training Modules, Case Studies, PSAs and Worcester Athletes for a Cleaner Planet
2. Communication: Workshops, Public Schools and Community Groups
3. Media Campaign: Branding, Website and PSAs



Supply vs. Demand

- IES – Supply-side focus
- Worcester's Outreach Program is designed to encourage Demand
 - Residential
 - Small Business
 - Commercial



Sub-Grant Programs

- Green Communities Grant
- ARRA Energy Efficiency & Conservation Block Grant



A Greener Future, Today

- ***Conduct a Community Education, Outreach and Marketing Campaign***
 - ***Directly market Sub-Grant programs***
 - ***Start a viral campaign to encourage residents to obtain an energy survey on their home***



THANK YOU!