

City of Worcester



October 4, 2011

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Worcester Climate Action Milestones

Summary

- Sept. 2011: City partners with NGrid to host successful Community Summit focusing on Sustainability and smart electric grid pilot
- July 2011: New energy-saving, building Stretch Code goes into effect
- June 2011: City executes a \$26.6 million energy services contract with Honeywell International, Inc. to implement a comprehensive energy conservation and building modernization program across 92 City-owned buildings, including the Worcester Public Schools.
- Feb. 2011 Energy Task Force reconvenes to commence drafting Climate Action Plan policies and goals for 2017
- May 2010: City of Worcester is designated a Green Community by the State of Massachusetts Green Communities Program.



- 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
 - Jobs
2. Community Outreach – Increase Demand
 - 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”
- Increase demand for energy efficiency and renewable energy products and services



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
4. This is a VIRAL campaign



Supply vs. Demand

- Supply-side focus = training, startups, and new businesses
- Worcester's Outreach Program is designed primarily to encourage Demand
 - Residential
 - Small Business
 - Commercial



Sub-Grant Programs

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



A Greener Future, Today

- ***Be focused – do the job well***
- ***Build capacity – don't overstretch***
- ***Leverage existing resources - share your story***
- ***Your audience is everyone – just need to find how to connect***



WORCESTER
A GREENER FUTURE, TODAY



THANK YOU!