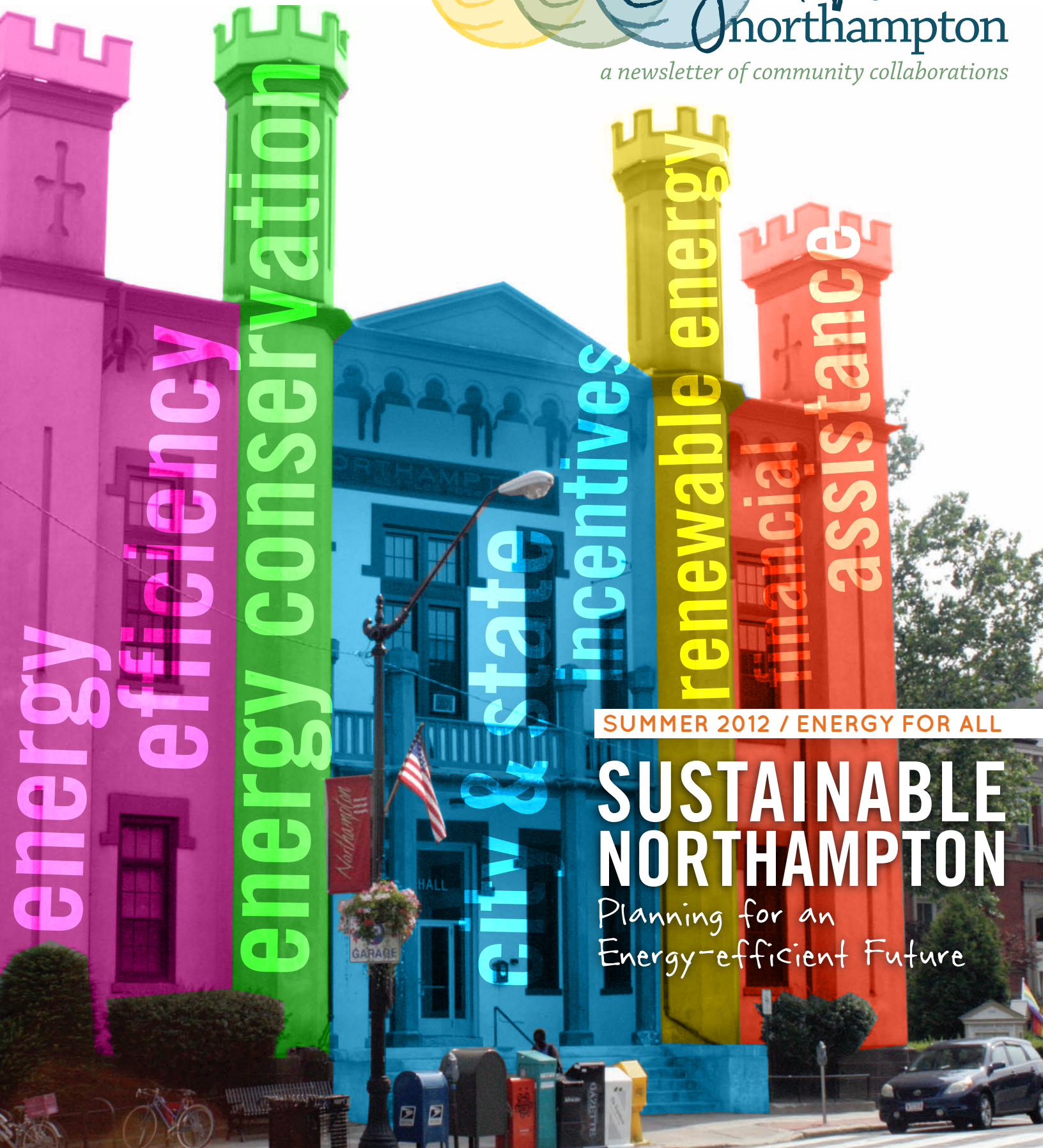


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SUMMER 2012 / ENERGY FOR ALL

SUSTAINABLE NORTHAMPTON

Planning for an Energy-efficient Future



FROM THE PUBLISHER

Imagine our community ... our world ... with no one left behind.

In a nutshell, this is the underlying theme of Let Us Move Together – the collective spirit and working group behind *Together Northampton*.

In keeping with this spirit, *Together Northampton* is being mailed for free to every home and every business in all of the communities that are part of our city.

This is our second issue, *Energy for All*, created in partnership with the Northampton Energy and Sustainability Commission. For our first issue, *Food for All*, we partnered with Grow Food Northampton. The themes of future issues will include: *Arts and Culture for All*, *Health Care for All*, and *Housing for All*, in addition to new issues of *Food for All* and *Energy for All*.

Here are some of the key ideas that have inspired me over the years and led to the development of Let Us Move Together and *Together Northampton*:

- ▶ **The Economic Bill of Rights** envisioned by Franklin Delano Roosevelt
- ▶ **Gross National Happiness**, a movement, which envisions our goals to be the happiness and well-being of our community and nation
- ▶ **Economic Democracy**, a movement, which seeks to manage our economy democratically for the well-being of all instead of for the benefit of a few

My dream is for *Together Northampton* to highlight and encourage the many ways in which our community is working in cooperative, collaborative, and democratic ways to meet life's basic necessities and improve the happiness and well-being of all. I hope this resource guide will help our community become more informed about and engaged in the great work our neighbors are leading and inviting us to join.

We are very happy to work with the Northampton Energy and Sustainability Commission to bring you this issue of *Together Northampton: Energy for All*.

Warmly,

Prakash Laufer
Publisher

Share *your* work with the community

This mission-based resource guide is made possible by funding from our community partners and advertisers. If you are interested in supporting future issues by purchasing space to tell our community about the local work you do, please contact me at prakash@letusmovetogether.org or (413) 478-1241.

LetUsMoveTogether.org



Prakash Laufer
Publisher

For 18 years Prakash and his wife, Jody Wright, were the owners of Motherwear, a catalog company for breast-feeding mothers in Northampton. He is one of the founders of Pioneer Valley Local First, a long-time board member of United for a Fair Economy, and now helping to organize the Economic Democracy Conference in Madison, WI in October of 2012 (see the ad on page 20). A dancer, meditator, and yogi, Prakash has lived in Florence for 26 years and raised his family here. He and Jody have 5 grown daughters (4 of whom were adopted from around the world) and 2 grandchildren.

Erica Silber
Editor and Writer

Erica is a freelance writer and editor, specializing in non-profit communications and grant writing. She also offers constructive criticism and editing for writers of all kinds. Erica fell in love with the Pioneer Valley and moved here from the Boston area two years ago. She is currently writing her first novel and enjoys dancing, hiking, beading, yoga, and meditation.

Seth Gregory
Designer

Seth runs an independent design practice focused on making professional design work accessible to non-profit organizations and small businesses in the region. He has also been able to employ his design talents in a meaningful way as a member of the Board of Directors for Grow Food Northampton. Seth lives in Northampton with his wife, Angie and three young children. He enjoys cooking and gets a break from his work by playing soccer and basketball.



FROM THE NESC

Dear Readers,

We each take our own personal steps toward greater energy conservation, but we can only reach our ultimate goals as a community. Imagine a city in which homes, businesses, and municipal buildings are far greener than average, a city in which the need for cars is reduced, and hybrid and electric cars are common for both personal and municipal use. Imagine a city full of people walking or biking everywhere we need to go. This is tomorrow's Northampton and we are well on our way.

All this change is driven by community members like you, and the engine is Northampton's Energy and Sustainability Commission (NESC). When I began my first term as Ward 4 City Councilor, I was thrilled by the opportunity to serve on NESC. Two years later, as I begin my second term, I continue to be inspired by all the progress we are making together, and humbled by all I have yet to learn.

Opportunities for sustainability and energy conservation abound. There is so much we can do! NESC offers this publication as an exciting overview and introduction to all the possibilities. Where to start, you might wonder. You might try what I just did, call Mass Save to get the wheels turning for a home energy assessment (go to page 18 for the article). Thanks to that one phone call, I just spent an eye-opening two hours with an energy expert and am on the path to using less energy in my home and saving money in the process. What a compelling combination!

While my own learning curve continues, I am repeatedly awestruck by the knowledge, commitment, and innovation surrounding me on this Commission. You will discover the same from the following pages.

This is your community, and it is something to be proud of. So thank you for joining us in taking care of ourselves, our environment, and our future generations. Read on to get inspired, and remember – small or large, EVERY effort adds to the whole, and EVERY effort counts.

Sincerely,

Pamela Schwartz
Ward 4 City Councilor

CONTENTS

SUSTAINABLE NORTHAMPTON	4
Sustainability is a high priority in Northampton – in fact, it is the focus of the City's Master Plan.	
ELECTRIC CARS IN NORTHAMPTON	10
Do you want to drive an electric car? Northampton has just received grant funding to be part of an Electric Vehicle Charging Corridor that will allow electric vehicle (EV) drivers to park and charge cars along Route 91.	
NORTHAMPTON LEADING THE WAY	12
Massachusetts just deposed California as the number one state for residential energy efficiency programs, and Northampton is leading the way in Massachusetts.	
MASS SAVE	18
The Mass Save® Home Energy Services Program not only performs free home energy assessments, but offers programs to make improvements cheaper or even totally free.	
SOLAR POWER FOR HOMES AND BUSINESSES	22
Maybe your roof, driveway, or parking lot gets a warm wash of sunlight for several hours a day. Would it be practical to harness that power with solar panels?	
PACE: ENERGY EFFICIENCY FINANCED BY FUTURE SAVINGS	24
We want to go green for the environment and we know it saves money over time, but what about the obstacle of up-front costs?	
DO-IT-YOURSELF ENERGY EFFICIENCY	26
Northampton's Center for EcoTechnology (CET) is now offering a workshop series on how to make do-it-yourself storm window inserts called "Winserts."	
COMMUNITY PARTNER PROFILE & RESOURCE LIST	30

SUSTAINABLE NORTHAMPTON



GOALS

of the

Sustainable Northampton Comprehensive Plan

IMPROVE ENERGY EFFICIENCY IN CITY BUILDINGS AND PROGRAMS

REDUCE GREENHOUSE GAS EMISSIONS

ENCOURAGE CONSERVATION AND USE OF ALTERNATIVE AND RENEWABLE ENERGY

MAKE THE CITY MORE WALKABLE, BIKEABLE, AND TRANSIT-ORIENTED

Sustainability is a high priority in Northampton – in fact, it is the focus of the City’s Master Plan.

The Sustainable Northampton Comprehensive Plan was passed in 2008, and some of its goals are to “significantly improve energy efficiency in city buildings and programs, reduce greenhouse gas emissions, and encourage conservation and use of alternative and renewable energy resources throughout the community,” and to “make the city increasingly more walkable, bikeable, and transit-oriented.”

Northampton has won state-wide recognition for our sustainability work. We are an official Cities for Climate Protection city and in 2010 became one of the first cities to earn the status of Massachusetts Green Community, making us eligible for large sustainability grants and cutting-edge advancements. In the same year, the Commonwealth presented us with the Leading by Example Award for clean energy and environmental quality achievements. In addition, Northampton has recently completed the construction phase of the \$6.5 million energy efficiency improvement project, which will reduce total municipal energy use by 20% annually, and CO₂ emissions by 3,228,049 lbs/year.

Northampton is an official Cities for Climate Protection city and received a Green Communities Designation in 2010



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A dedicated team of specialists works for the City to bring our sustainability plan to life. Chris Mason, Northampton's Energy and Sustainability Officer, has been in office since 2007, and in 2011 his outstanding environmental and energy leadership earned him the Leading by Example Award for individuals. The Northampton Energy and Sustainability Commission (NESC) has been operating since 2008. Our sustainability plan includes objectives, actions, and metrics for greenhouse gas reduction, increased energy efficiency and renewable energy use, green building design and construction, waste reduction and recycling, reduced toxic chemical and product use, and water conservation. Read on to learn about the multitude of changes greening Northampton.

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See the Sustainability Commission's meeting agendas and minutes at

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RENEWABLE ENERGY

WASTE POWER

Northampton's 800 kW landfill produces enough gas to electrically power 528 energy-efficient homes, and the sale of gas earns revenue for the City. The facility went online in 2007, and its effect is like reducing consumption by 3,828,533 gallons of gasoline every year. That much gasoline would have an energy content of 474,738 MMBTU, over 4 times the municipality's total energy use.

SOLAR POWER

In 2006, the City installed a 10 kW solar-electric array on the roof of JFK Middle School, producing enough energy to power 6 classrooms, almost half of the second floor. Solar-electric pay and display



parking meters were installed downtown in 2007; they give the added benefit of reducing meter collection costs. In 2010, a 13 kW solar-electric array was installed at James House Learning Center. It has generated 25,650 kWh since it went online, and reduced emissions by 32,602 lbs CO₂. In the same year, the City installed a 108 kW photovoltaic array at Smith Vocational and Agricultural High School, which students are now using in renewable energy coursework. This project is funded by Clean Renewable Energy Bonds and a Green Community Grant. Revenue from the array will be used to fund municipal energy efficiency projects. This past year, the City changed its zoning regulations to make it easier to get a permit for new photovoltaic panels on roofs and over drive-ways and parking lots (see the article on page 22). Solar panels are now a common sight in Northampton.

TRANSPORTATION

Pedestrian-scale living reduces a city's vehicle miles traveled, need for new roads, and general energy footprint.

Plus, it makes the city a nicer place to live, work, and visit. Northampton's Transportation Plan calls for improvements to support bicycle and pedestrian traffic. Our Master Plan calls for the development of downtown amenities, which will increase the attraction of urban living and decrease residents' incentive to drive elsewhere. Taller office buildings are allowed downtown, and Kollmorgen has been encouraged to stay in the former State Hospital, allowing employees to walk to work instead of commuting to a suburban office park in Holyoke. Use of buses, Zipcars, and electric cars is also encouraged, and the City is working on reducing municipal vehicle emissions.



PUBLIC VEHICLE USE

- ▶ **BUSES** The Transit Committee is enhancing bus stops and plans to build a park-and-ride lot.
- ▶ **ZIPCARS** Smith College, aided by strong zoning incentives from the City, has introduced Zipcars to be shared by people who need cars only occasionally.
- ▶ **TRAFFIC FLOW** New roundabouts will decrease emissions from idling cars.
- ▶ **ELECTRIC VEHICLE CHARGING STATIONS** Ten EV charging stations will be installed downtown during 2012.

BICYCLE- AND PEDESTRIAN-SCALE LIVING

- ▶ **NEW INTERSECTIONS** have been designed to be bicycle- and pedestrian-friendly.
- ▶ **NEW BIKE LANES** have been created to serve an additional 10% of the population.
- ▶ **EXPANDED RAIL TRAILS** provide a non-motorized transportation system for 65% of the population.
- ▶ **BIKE PARKING** has been increased by 140 new bicycle parking spaces.
- ▶ **BIKE LOCKERS** 12 new bicycle lockers have been installed.

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MUNICIPAL VEHICLE USE

- ▶ **HYBRID VEHICLES FOR DPW** The Department of Public Works now uses two high-efficiency Ford Escape Hybrid vehicles.
- ▶ **HYBRID AND ELECTRIC VEHICLES FOR FIRE DEPARTMENT** The Fire Department has committed to using hybrid passenger vehicles and purchased the first one in 2010. It has also set aside funds to purchase an electric Nissan Leaf as its new inspection vehicle.
- ▶ **EFFICIENT METER-READING VEHICLES** Meter-reading vehicles have been downsized from 4-wheel drive to more efficient 2-wheel drive vehicles.
- ▶ **ANTI-IDLING POLICY** The City has adopted an anti-idling policy for all City vehicles.
- ▶ **PEDAL PEOPLE** The City contracts with Pedal-People to collect downtown trash by human-powered bicycle instead of by diesel-powered garbage truck.

HIGH-OCCUPANCY AREAS

The City preserves open space in areas which are environmentally sensitive or in which development would be highly car-dependent. Instead, higher density housing such as the new Village Hill is supported within walking distance to downtown. To increase residents' incentive to avoid driving, Village Hill's efforts include an improved bus stop, access to zip cars, and a contribution to the Route 9 Transportation Management Association, which funds programs such as guaranteed rides home. Smith College's strategies include payment for students choosing not to drive, increased on-campus parking fees, contributions for park-and-ride lots, and Zipcar access.



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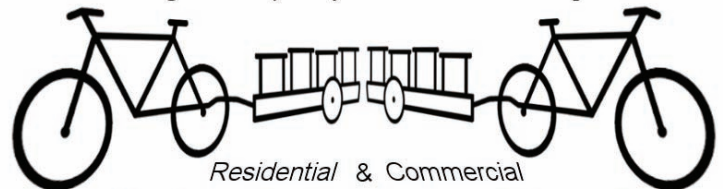
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GREEN BUILDING



MUNICIPAL BUILDINGS

The City of Northampton promises that all new and renovated City and school buildings will meet environmentally-friendly LEED certification standards and incorporate renewable energy wherever possible. Energy use in municipal buildings has been tracked since the 1990s, and energy assessments of City and school buildings are ongoing, with an eye toward possible improvements. The parking garage, wastewater treatment plant, two school buildings, and the DPW Highway Division buildings have recently been converted from oil heat to cleaner-burning natural gas. The new Senior Center, built with geothermal heat pumps to reduce its need for natural gas, received a Silver LEED rating, and a new police station meeting LEED standards has just been completed.



BUSINESS AND RESIDENTIAL BUILDINGS

To encourage businesses to adopt environmentally-friendly building standards, the City presents informal annual recognition to any businesses that take the initiative to go green. Northampton is also starting several programs to help business owners, homeowners, and landlords green their buildings. In 2011, City Council passed an ordinance enabling Northampton to begin developing a PACE program to finance green renovations for owners of businesses and multi-family homes (see the article on page 24). Northampton Leading the Way's pilot program is underway, providing free expert advice on energy-saving renovations and financial incentives. It will be expanded during 2012 (see the article on page 12).



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FOOD WASTE



Plumbing students learn about solar thermal technology from NABCEP (National Board of Certified Energy Practitioners) certified instructor Mark Wendolowski. Photo and caption courtesy of Smith Vocational and Agricultural High School

GREEN BUILDING EDUCATION

In 2010, the City purchased energy-assessment tools for Smith Vocational Agricultural High School students to use in Home Building coursework. These include a blower door, infrared camera, smoke pen, and boroscope.

LIGHTS

Lights can use up a lot of power, so Northampton has replaced many City lights with energy-efficient bulbs. All red and green traffic lights, as well as street lamps in one downtown parking lot, have been replaced with LED light bulbs. The City Parking Garage's lights have been upgraded to fluorescents. Combined, these light upgrades reduce the City's energy use by 324 MMBTU per year. Next, the City plans to upgrade every street lamp in Northampton.



Northampton has promoted residential and commercial composting for nearly two decades. During this period, the DPW has sold more than 6,000 backyard composting bins and 1,200 rainbarrels. Currently, 310 households participate in the residential food waste drop-off program at the Department of Public Works. The City partnered with nonprofit GREEN Northampton to establish the Green Action in Northampton Schools project, which successfully implemented school waste reduction initiatives and two pilot food waste collection programs. Working with the Pioneer Valley Planning Commission and the Center for EcoTechnology, Northampton is establishing new commercial and institutional organic waste diversion programs, and also exploring opportunities to increase our region's organic waste processing capacity.



The DPW has sold more than 6,000 backyard composting bins

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Electric Cars in northampton

Do you want to drive an electric car? Northampton has just received grant funding to be part of an Electric Vehicle Charging Corridor that will allow electric vehicle (EV) drivers to park and charge cars along Route 91.

At the northern end of the corridor, EV charging stations will be installed in downtown Greenfield and at Greenfield Community College; at the southern end of the corridor they will be set up at the Holyoke Mall; and in the center, they will be installed in downtown Northampton.

EV CHARGING STATION LOCATIONS

During 2012, ten EV charging stations will be installed in four locations in downtown Northampton: two at the Parking Garage, two at the Roundhouse Parking Lot, two in public parking spaces at the Fire Station, two at on-street public parking places on Crafts Avenue, and two in a public lot at the new Police Station. The Parking Garage spaces will be located on the ground floor just inside the entrance, across from the elevator and stairwell leading up to the bridge to Thornes Marketplace. The Roundhouse Parking Lot spaces will be next to the shops and restaurants off of Roundhouse Plaza and the Pulchaski Municipal Building; the chargers here will be mounted on a single pedestal or lamp post. At the Fire Station on King St, two of the five public parking spaces will have pedestal-mounted chargers. The chargers at the new Police Station will be installed in parking spaces dedicated to court personnel during working hours, but available to the general public in the evenings. All EV charging stations will be marked with clear signs and highlighted on City maps.

The cost of chargers and installation will be covered by the EVSE Grant Program, with assistance from Northampton's DPW and the city electrician. All chargers will be protected from collision and from vehicles driving away while still connected. For safety reasons, electricity will not flow into a charging cord unless it is firmly attached to an electric vehicle.




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NORTHAMPTON CHARGING STATIONS TO BE INSTALLED DURING 2012



MUNICIPAL ELECTRIC VEHICLES

The City of Northampton plans to purchase at least four electric vehicles in the next five years. The Fire Department has already set aside funds for a Nissan Leaf inspection vehicle, and the DPW, Parking Garage, and Central Services are all interested in buying electric cars once the price lowers. These municipal vehicles will be charged overnight, leaving the EV charging stations available for the public throughout the day.

ELECTRIC VEHICLE GROWTH INTO THE FUTURE

The Northampton community has a proven record for early adoption of clean energy strategies, especially in transportation. Since 2001, when the first hybrid car became available in the US, Northampton residents and businesses have purchased about 40 to 70 new hybrid vehicles each year. Hybrid cars are also popular in neighboring communities. Even if the rate of growth for electric vehicle purchase is a very conservative 80% less than the hybrid rate, and even if a mere 5% take advantage of Northampton's EV charging stations, the eight public spots will still be operating at their maximum within five to nine years. At an average of three hours a charge during a twelve hour day, each charger will be able to service four vehicles a day, for a combined total of 40 vehicles daily.

For several years, EV drivers will be able to power up their cars in Northampton free of charge.

For several years, EV drivers will be able to power up their cars in Northampton free of charge. The City will add a fee only after electric cars become more popular or commercial paid-charging stations appear. Our new EV charging stations will attract electric car drivers to downtown Northampton, and will also help grow the clean energy movement by increasing the practicality of buying electric cars.



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Massachusetts just deposed California as the number one state for residential energy efficiency programs, and Northampton is leading the way in Massachusetts.

To help us create a city of energy-efficient residences, businesses, and municipal buildings, the model program Northampton Leading the Way (NLTW) will be developed with the intention of replicating it in other cities across the state, spreading sustainability. Steve Burrington of the consulting group Serrafix, which helped arrange the initiative, called NLTW “a statewide first” and “the way of the future.”

We can improve our building stock, reduce our environmental footprint, and make our businesses more secure because they are more efficient. There is reason upon reason to do it.

~Chris Mason, Northampton’s Energy and Sustainability Officer

Massachusetts boasts the best-funded energy efficiency programs in the country. Through NLTW, the City partners with businesses and nonprofits to connect people to available programs, easing the way to affordable improvements. Each participant’s commercial, residential, or municipal property will be assessed by an *Energy Concierge*, a trained expert from the Center for EcoTechnology (CET) who offers tips for saving energy and guidance for expedited access to energy-saving programs.

Going green is a tricky process. The City has taken on ambitious energy efficiency renovations, as have Smith College and Cooley Dickinson Hospital, two of its largest employers, but as Columbia Gas President Steve Bryant says, many small business owners and homeowners “don’t have time to think about these things unless we make them as simple as possible.” People looking to take advantage of available energy efficiency initiatives may need to meet with multiple assessors and contractors, and the process can get complicated. That’s where Energy Concierge services come in. According to Chris Mason, Northampton’s Energy and Sustainability Officer, “There are a lot of resources out there for businesses – small businesses, residents, large businesses – yet it takes time and effort, persistence, and having the right information to take advantage of these programs. We saw a real need for someone to be a hand-holder.” An Energy Concierge has the knowledge to explain the options, to turn complicated processes into simple steps, and to tailor each plan to the unique needs of the individual, family, or business. Collaboration with all building tenants improves the efficiency of each building as a whole, magnifying the results.

Center for EcoTechnology, originally named Center for Ecological Technology, is a nonprofit with 35 years of experience guiding individuals and businesses in the use of economical methods to increase energy efficiency and decrease pollution. “It really does take a partnership to get this done,” says John Majercak, Executive Director of CET.



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GREENER BUSINESSES

Northampton Leading the Way for businesses went into full swing in January 2012. Within a month of full implementation, the program had helped over 50 Northampton businesses submit efficiency upgrade proposals to utility companies for rebate evaluation, and had met with over 50 more businesses to start on assessments. Each business will continue to receive Energy Concierge services from the initial assessment all the way through the installation process.

NLTW for businesses is paid for by grants from Columbia Gas and National Grid, so it can provide free CET Energy Concierge services to Northampton commercial property owners. If recommended upgrades are basic, contractors come in and perform the work with no expense or extra effort required from the business. For more customized or advanced renovations, the business is connected with the best-available programs, financing options, and rebates to lower the expense of contractor work.

The Center for EcoTechnology, Greater Northampton Chamber of Commerce, and the Business Improvement District have been contacting local businesses since last fall to offer energy assessments. However, you do not need to wait to be contacted in order to join the program... all you need to do is ask.

FREE ENERGY ASSESSMENT FOR YOUR BUSINESS

To learn more or sign up your business or commercial property, contact CET's Jenn Cranshaw Parsons at (413) 727-3142

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GREENER HOMES

Improved home energy efficiency reduces utility bills and increases the comfort, durability, and value of a house.



Northampton Leading the Way for homes, funded by a grant from the Barr Foundation, offers free Energy Concierge services to all interested residential property owners and managers in Northampton. It particularly targets electrically heated houses, for electric heat is not only the most expensive and least efficient, but carries the worst carbon footprint.

The NLTW pilot began at the end of September in the area near Ryan Road School in Florence, where many residents have electric heat and higher electricity bills. Residents were informed of the program at the “Warm Community Gathering,” co-hosted by Ward 6 City Councilor Marianne LaBarge and then-Acting-Mayor David Narkewicz and held at Ryan Road Elementary School. The very next week, the first home energy assessments for NLTW’s residential program began. Participants are now

making improvements and enjoying recommended Massachusetts programs (such as Mass Save, article on page 18).

According to Laura Biddulph, CET Community Outreach Specialist for the Pioneer Valley, the average residential participant may enjoy annual savings equivalent to not paying for the coldest month of winter heat. The state has a program to help make these improvements easily affordable, and even offers access to 0% interest financing to ease the burden if a larger project is needed. Many homeowners save \$350 to \$500 annually in reduced utility bills, and these savings often exceed the costs of implementation within three years, or even within just one year.

Many homeowners save \$350 to \$500 annually in reduced utility bills

You can spend \$20,000 and remodel your kitchen, and in 20 years you’ll have an outdated kitchen. Or, you can spend a few hundred dollars making use of some wonderful programs that we have access to in Massachusetts, and in 20 years your home will still be warmer, more comfortable, and more valuable.

~Laura Biddulph, CET Community Outreach Specialist



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~ John Majercak, Executive Director, Center for EcoTechnology



CET Energy Analyst Beth Paulson demonstrates a blower door test during an instrumented air sealing at a Florence, MA, home. The blower door test indicates how “leaky” a house is. The leaks can be found and sealed, to make the home more efficient.

Photo and caption courtesy of Center for EcoTechnology

COMMON ENERGY SAVING RECOMMENDATIONS

- ▶ **ADDING INSULATION TO ATTICS, WALLS, AND BASEMENT SILL PLATES**
- ▶ **AIR SEALING TO REDUCE DRAFTINESS AND HEAT LOSS**
- ▶ **IMPROVED ATTIC VENTILATION**
- ▶ **UPDATING OF HOME HEATING AND/OR WATER HEATING EQUIPMENT**

NLTW services will be provided free of charge to any Northampton resident, property owner, or property manager who asks.

FREE ENERGY ASSESMENT FOR YOUR HOME

To learn more or sign up, contact CET’s Laura Biddulph
 (413) 586-7350 ext. 229
laura.biddulph@cetonline.org

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GREENER MUNICIPAL BUILDINGS



Through NLTW, Northampton has upgraded nearly all municipal buildings, all school buildings, Lilly and Forbes Libraries, and the Academy of Music.

The City has recently completed a \$6.5 million project to reduce energy use in municipal and school buildings by more than 20%... and these improvements are paid for entirely through energy savings, utility rebates, and grants – not taxpayer dollars.



THIS PROJECT...

- ▶ **SIGNIFICANTLY REDUCES MUNICIPAL GREENHOUSE GAS EMISSIONS**
- ▶ **IMPROVES COMFORT** for City and school employees, students, and patrons
- ▶ **INCREASES THE VALUE** of Northampton's municipal and school building stock
- ▶ **KEEPS MORE MONEY IN THE LOCAL ECONOMY**, as an alternative to paying for imported energy



WANT TO LEARN MORE ABOUT NLTW?

Visit the Northampton Leading the Way website: www.northamptonma.gov/NLTW/

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Savings through energy efficiency

The Mass Save® Home Energy Services Program not only performs free home energy assessments, but offers programs to make improvements cheaper or even totally free.

Why? Utility companies are required by the state to work toward a more eco-conscious energy system, and this is one of their methods. The program has been helping residents since the mid 80's, and has been continuously expanded and honed throughout its lifetime. People who took advantage of it in past years may not know that its current incarnation boasts a much greater scope of methods to improve home energy efficiency. It also features economic incentives to make the process more affordable than ever.



THE NOT-SO-OBVIOUS BENEFITS OF HOME ENERGY EFFICIENCY

Everything recommended to keep a home warmer during winter will also keep it cooler during summer.

As energy prices rise over time due to growing fuel scarcity, energy efficiency will save more and more money.

Energy efficiency increases a house's property value and structural stability.

Energy-efficient homes are more comfortable for occupants and actually have better indoor air quality.

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ELIGIBILITY

- ▶ **NO INCOME RESTRICTIONS!** People of any income are eligible for Mass Save.
- ▶ **LOW INCOME?** Other programs with additional benefits are available for people with low income.
 - 1) APPLY FOR FUEL ASSISTANCE** whether or not you choose to receive fuel assistance, you must prove your eligibility in order to participate in the other programs. More information at www.massresources.org/liheap.html.
 - 2) CONTACT COMMUNITY ACTION!** in Greenfield at (413) 774-2318 or info@communityaction.us
- ▶ **RENT YOUR HOME?** Participate in Mass Save with permission from the property owner.
- ▶ **OWN A BUSINESS?** Participate in Mass Save's separate business program. The best way to sign up is through Northampton Leading the Way, which you can read about on page 12.

WOULD YOU LIKE SOMEONE TO GUIDE YOU THROUGH THIS PROCESS?

Northampton Leading the Way's Energy Concierge services are here to help. Your Energy Concierge will answer home energy efficiency questions, guide you through the process of learning about Mass Save and its incentives, and more. This service is free to all Northampton residents and property owners. Go to page 12 to learn about Northampton Leading the Way.

THE MASS SAVE PROCESS

Anyone can participate in Mass Save with a simple phone call. Home Energy Specialists, BPI-certified and highly trained building efficiency experts, visit participants' homes and perform basement-to-attic assessments. Insulation levels and air infiltration levels (draftiness) are examined, and a safety and efficiency check is done on all combustion appliances (heating systems, hot water systems, gas ranges, and space heaters). As an instant savings measure, they bring along free energy-efficient light bulbs to help replace any incandescent bulbs currently in use. Next, they sit down with homeowners to explain the findings and any recommended measures for improvement. All recommended measures are shown on the Mass Save assessment report along with projected annual energy savings and the amount of time it will take for this home improvement to pay itself off.

Anyone can participate in Mass Save with a simple phone call

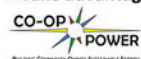
If there are Mass Save recommendations for the house, the program incentives are applied and a contract for services is offered. All work must be done by program-certified contractors. Afterward, a Mass Save Quality Assurance Inspector will come to confirm that the completed work adheres to the program's rigorous standards.

Sometimes assessors recommend improvement measures outside the Mass Save program; these can be completed at your discretion and as budget allows. If a contractor is already coming in for the Mass Save program, it will generally be cheaper to hire that contractor to make additional improvements during the same visit, rather than scheduling the additional improvements separately.



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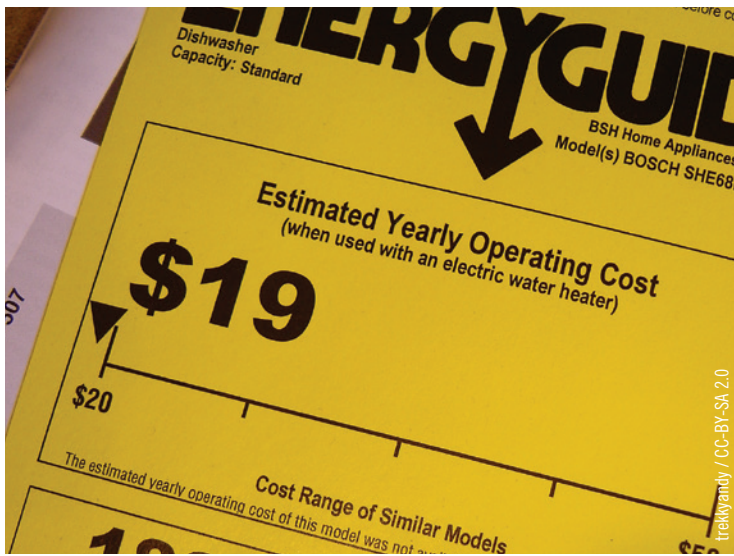
83 Warwick St Springfield, MA 01104 (413) 788-6900 www.EcoBuildingBargains.org



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MASS SAVE INCENTIVES

- ▶ **75% OFF THE COST** of adding recommended insulation, up to \$2,000
- ▶ **FREE AIR SEALING**, up to 8 hours
- ▶ **0% INTEREST** HEAT Loan eligibility
- ▶ **REBATES** on eligible heating and hot water heating equipment, including solar hot water
- ▶ **REBATES** on programmable thermostats and Energy Star refrigerators
- ▶ **FREE CFL LIGHT BULBS** to replace existing incandescent light bulbs in use

TO PARTICIPATE IN MASS SAVE

For electric, oil, or propane heat
Have a copy of your electric bill ready
and call 1-866-527-7283.

For natural gas heat
Have a copy of your gas bill ready
and call 1-800-232-0120.

Call Monday – Friday, 8:30am – 4:45pm
to schedule your appointment

For more information, visit
www.MassSave.com

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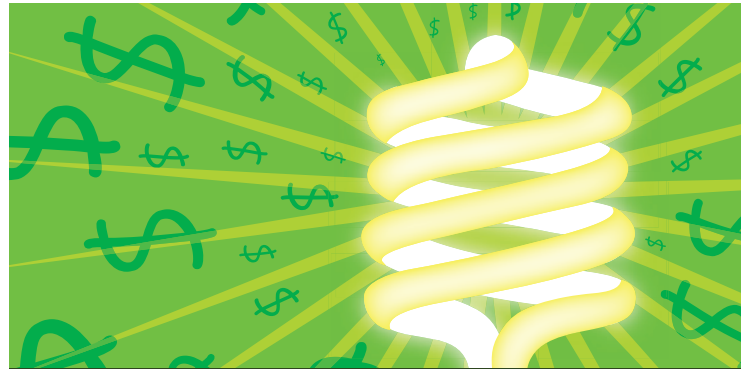
WANT TO GO FURTHER THAN MASS SAVE?

If you have already done Mass Save, or are interested in a major improvement project, a Home Performance Contractor may be the way to go. With this option, you choose a home performance contractor (HPC) approved by Mass Save to perform the home energy assessment and complete all renovations. Current Mass Save incentives that have not yet been utilized for the home will be applied to any part of the project approved by Mass Save.

Find help through MassSave's website

- 1) Go to www.masssave.com/residential/home-energy-assessments/about-home-energy-assessments/working-with-a-contractor/
- 2) Scroll down and select option 3: "Find a participating Home Performance Contractor (HPC)."
- 3) If you heat with natural gas, select: "Home Performance Contractors for Columbia Gas of Massachusetts."

For all other types of heating, select: "Home Performance Contractors for National Grid Customers."



THE TRUTH ABOUT COMPACT FLUORESCENT LIGHT BULBS

SAVINGS Switching over an entire house from incandescent to CFL light bulbs often results in MONTHLY savings of \$20 to \$35. That adds up to an annual savings of \$240 to \$420.

IMPROVEMENTS Many people disliked the original CFL bulbs, but the new generation illuminate faster, have better color quality, and contain less mercury.

SAFETY If you were able to achieve the impossible feat of inhaling ALL the mercury vapor when a bulb broke, you would have breathed in about the same amount of mercury as you would take in from eating a serving of tuna fish.

ECO-FRIENDLINESS CFL light bulbs require 75% less energy to operate, and since we receive so much of our energy from coal-fired power plants which are producers of mercury pollution, CFL light bulbs actually add less mercury pollution to our air and water than powering traditional incandescent light bulbs. CFL production also causes less CO₂ emission than incandescent production.



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Solar POWER FOR HOMES AND BUSINESSES

TO FIND OUT MORE ABOUT ZONING OR GET A PERMIT

Go to the Building Commissioners Office
212 Main St.

Check out the City website
www.northamptonma.gov/building

Call Linda LaPointe
Building Commissioner's Secretary
(413) 587-1240

For parking lots or driveways, go to the above sources first, then:

File online
www.northamptonma.gov/opd

Or call Aleta DeLisle
Planning and Development Secretary
(413) 587-1262

Maybe your roof, driveway, or parking lot gets a warm wash of sunlight for several hours a day. Would it be practical to harness that power with solar panels?

According to Wayne Feiden, Northampton's Director of Planning and Development, energy conservation is generally the most cost-effective way to improve a building's comfort, save on utility bills, keep money in the local economy, and reduce emissions... but if your house is already energy efficient, the next step is to add renewable energy sources such as solar panels.

Last summer, the City of Northampton adopted zoning changes to make it easier for property owners to install photovoltaic (solar electric) and solar hot water panels.

SOLAR-FRIENDLY ZONING CHANGES

- ▶ **ROOFTOPS** can be covered with solar panels. There is no zoning limit and the Building Commissioner's office will grant a building permit for any request.
- ▶ **PARKING LOTS AND DRIVEWAYS** can be covered with solar panels (also shading the area below) to generate up to a set limit of power. A permit will be granted if certain standards are met to protect neighbors.
- ▶ **LANDFILLS AND AIRPORTS** can receive permits to install solar panels if standards are met to protect neighbors.
- ▶ **LARGE COMMERCIAL ARRAYS** can be installed in some outlying residential areas with a Special Permit, but the Planning Board will deny designs that harm neighborhood atmosphere.



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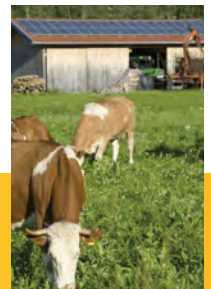
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MASSACHUSETTS ENCOURAGES SOLAR

The state of Massachusetts requires utility companies to generate a certain amount of their energy from solar power. They can produce it themselves or buy it from others. Normally, utility companies buy energy at a lower wholesale rate, then sell it at a higher retail rate to cover other costs and make a profit. However, Massachusetts requires them to buy solar power at retail rates. This means that people with solar panels buy energy from utility companies at night, then sell it back at the same rate during the day. In buildings with solar panels, electric meters run forwards during the night and backwards during the day.

Federal and state income tax subsidies are available to people generating solar power

Federal and state income tax subsidies are available to people generating solar power, resulting in good tax refunds. The state also requires utility companies to finance grants to pay for solar power installation. Most contractors who install solar panels know the ins and outs of regulations and opportunities, and are a great source of information. They will be able to tell you about these and any other incentives for which you qualify.

WANT TO LEARN MORE?

Ask a solar power installation contractor

Visit these helpful websites

Massachusetts Department of Energy Resources

www.mass.gov/doer/

Massachusetts Clean Energy Center

www.masscec.com/

SOLAR POWER BENEFITS EVERYONE—EVEN RESIDENTS WITHOUT IT

- ▶ **IT REDUCES HARMFUL EMISSIONS** that contribute to global warming.
- ▶ **IT IS BETTER FOR THE ENVIRONMENT** than burning fossil fuels, natural gas fracking, building new dams, etc. (All types of energy, even renewable ones, still have some negative effects on the environment, so conservation of energy must always be the first priority.)
- ▶ **IT KEEPS MONEY IN MASSACHUSETTS.** A much higher percentage of the money spent on renewable energy ends up in the hands of Massachusetts residents, and is then likely to be spent again within the state. Profits from fossil fuels are more likely to leave Massachusetts.
- ▶ **IT REDUCES THE NEED FOR NEW POWER PLANTS.** Renewable energy is often more expensive than fossil fuel energy, but much cheaper than the cost of having to build new power plants.
- ▶ **IT REDUCES THE NEED FOR UGLY AND EXPENSIVE TRANSMISSION LINES.** Power from centralized power plants or from renewable energy sources from out-of-state requires new transmission lines. Power from local renewables requires no transmission lines or much shorter ones. It is cheaper to generate power closer to where it is needed.
- ▶ **IT DOESN'T REQUIRE EXPENSIVE DEFENSE SPENDING OR TROOPS TO KEEP OIL SHIPPING LANES SAFE.**

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PACE: Energy Efficiency Financed by Future Savings



We want to go green for the environment and we know it saves money over time, but what about the obstacle of up-front costs?

In July 2010, Massachusetts passed legislation for Property-Assessed Clean Energy (PACE) programs to solve this problem, and Northampton will be one of the first cities in the state to begin. The innovative PACE program uses future energy savings to finance energy efficiency renovations and additions such as new insulation, windows, boilers, and solar panels. Participants borrow money from the municipality for improvements, then slowly repay it by using some of the money saved on energy to pay higher property taxes for up to 20 years. If the property is sold, both energy savings and property taxes move on to the new owner. For most, the tax increase will be lower than the utility bill savings, resulting in a net gain from year one.

Currently, PACE is being developed only for multi-family homes and commercial properties. These types of buildings account for the majority of Northampton's energy use, so our program will have a huge potential impact. The Federal Housing Finance Agency (FHFA), Fannie Mae, and Freddie Mac have established a federal policy to stop PACE programs for most residential home mortgage holders, but there is a lively bipartisan effort to remove this block. The City of Northampton, anticipating its

success, is preparing to offer PACE to single-family homeowners as soon as federal policy allows.

Without PACE, property owners buying a new energy-efficient boiler can get utility-subsidized HEAT Loans or private financing at market-rate interest. If the property is sold, the seller remains responsible for paying off the loan, yet no longer receives the boiler's energy savings. No-interest HEAT Loans generally must be repaid in full long before a new boiler has paid for itself in savings, and if the property is sold, the seller is still required to pay off the loan. PACE offers an alternative with a longer payback period and no risk of owing money on improvements after a property is sold. Also, people who are not eligible for HEAT Loans may still be eligible for PACE.

The first PACE programs were established in California in 2008. Today, PACE has been enabled by legislation in 27 states running the gamut between Democrat- and Republican-controlled legislatures. Northampton's commercial and multi-family PACE programs are currently in development. According to Chris Mason, Northampton's Energy and Sustainability Officer, PACE-financed projects will be required to create annual energy savings that exceed both participants' annual payments and the administrative costs of the PACE program. PACE will be financially sustained solely by taxpayers who benefit from it, and will not affect general taxes. Sounds pretty efficient, doesn't it?

PACE will be financially sustained solely by taxpayers who benefit from it, and will not affect general taxes.

Any time you can reduce the carbon footprint in an environmentally-friendly and cost-effective way, it seems to be a win-win for all parties.

~Rich Madowitz, Co-President of Hampshire Property Group, which owns Thornes Marketplace

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PACE {at a glance}

Loan

Property owners opt for a higher property tax in return for a loan from the municipality



Upgrade

Improvements can be made without the burden of high upfront costs



Upon sale, the savings and tax payments are passed to the new owner



Payback

Property owners pay back the loan over a period of up to 20 years



Savings

Energy savings typically exceed the cost of loan payments from year one

BENEFITS OF PACE TO MULTI-FAMILY & COMMERCIAL PROPERTY OWNERS

- ▶ **REDUCES LOST CAPITAL** Money wasted on excessive energy use is instead used to pay for building improvements.
- ▶ **NO UPFRONT COST** No money down financing. (PACE can also be coupled with utility rebates to reduce costs needing to be financed.)
- ▶ **IMPROVED CASH FLOW** PACE's 20-year finance option enables annual energy savings from building improvements to exceed annual assessment payments. That means more money in your pocket at the end of each year.
- ▶ **LOW-RISK INVESTMENT** No need to worry about owning the property long enough to recoup your investment. Upon sale, the payment obligation passes on to the next owner, as do the efficiency savings.
- ▶ **INCREASED COMFORT** Energy-efficient buildings are more comfortable for residents, staff, and customers.
- ▶ **MARKET AS A "GREEN" BUSINESS** Business owners can make buildings greener by accessing 20 years of energy savings to fund energy efficiency improvements now.

WANT TO LEARN MORE?

Currently, the program is in development and its timeline is still unknown, so watch for press releases and an announcement on the City's website.

National PACE program
www.pacenow.org

Northampton's PACE program
www.northamptonma.gov/energyresources/PACE/



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do-it- YOURSELF ENERGY EFFICIENCY

Summer is a fun time for creative projects. Why not build something that will be helpful next winter? After all, it is likely to be colder than this winter was.

Northampton's Center for EcoTechnology (CET) is now offering a workshop series on how to make do-it-yourself storm window inserts, called "Winserts." These inserts add an insulation value of R2 to your existing window, which is quite impressive, considering that a standard new Energy Star window's value is around R3. Replacement windows generally take from 35 to 99 years to save enough money to pay for their initial cost, but CET's workshops are grant funded, so participants pay only a \$25 supply fee for each Winsert created.

Replacement windows generally take from 35 to 99 years to save enough money to pay for their initial cost

Laura Biddulph, CET Community Outreach Specialist, began teaching the workshop series in October 2011, and the response has been enthusiastic. Two classes were specially geared toward senior citizens. For these, CET partnered with Smith Vocational

Agricultural High School so that sophomore cabinetry students could help the seniors with building tasks requiring dexterity.

In Part One, the free introductory workshop, Biddulph explains basic building science so that we can all understand it. If there is a draft near a window, we might think the window must be leaking, but actually leaky windows are rarely the primary cause of draftiness. The processes of air movement in a house are quite complicated, and we need to understand them in order to know how to effectively weatherize our homes. Fortunately, we have Biddulph to teach us. She also explains how to determine whether a home's windows are good candidates for Winserts, and if they are, how to measure properly so that a local wood shop can custom-cut an interior storm window frame kit.

Everyone interested in making a Winsert must watch Part One of the workshop before signing up for Part Two. You can watch Part One online through NCTV or at one of the public viewings scheduled in libraries and community centers. Biddulph will also give Part One in person, but she spends more of her teaching time actually showing people how to build Winserts in Part Two.

During Part Two of the workshop, participants each construct one Winsert to bring home and install. The Winsert's design is simple – two layers of plastic shrink film on either side of a wooden frame, which will be held inside the window jam by foam weather stripping. The two layers of trapped air – one between the two layers of plastic and one between the plastic and the window glass – add a surprising amount of insulation, preventing heated indoor air from being as readily lost to the window's cold glass.

Winserts also reduce "drafty" convective loops by windows. And here's the icing on the cake – they do all this without obscuring the natural light we all appreciate so much during shortened winter days. Workshop participant Rollas Batten said, "I was impressed with [the] window design and the materials. The film however, was the very best I have seen."



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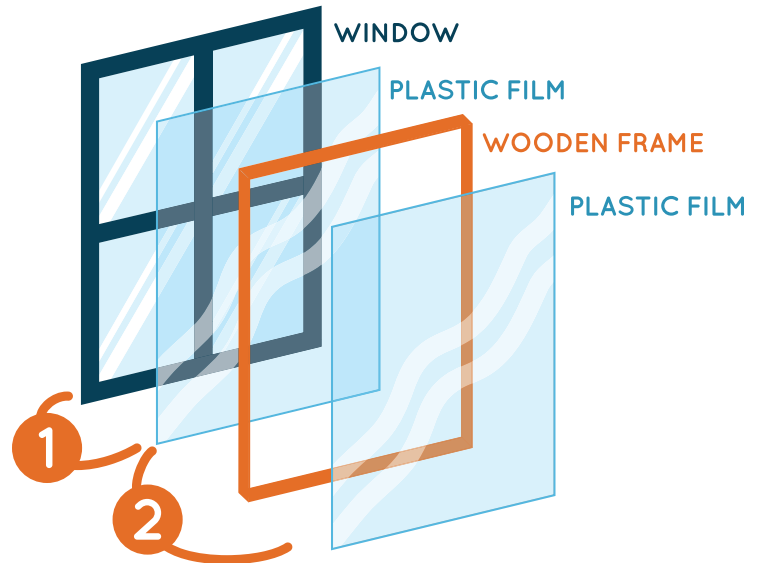
A Winsert in one or two critical windows is a great step toward improving home energy efficiency, but installing them in every window will achieve the greatest energy savings and drastically improve indoor comfort. CET will continue offering sessions of the Part Two workshop for as long as interest remains high. Each participant makes only one Winsert in each workshop, but can attend as many times as desired. People who have already taken Part Two and feel ready to continue building Winserts at home can contact CET for options to buy materials.

BENEFITS OF WINSERTS

- ▶ **COMPLETELY REUSABLE** Unlike shrink film kits, Winserts can be stored and reinserted every winter.
- ▶ **DURABLE AND CLEAR** Unlike the plastic in kits available at hardware stores, the shrink film used for Winserts is very durable and clear. When a Winsert is in place, the plastic is difficult to even notice.
- ▶ **MAINTAIN THE LOOK OF EXISTING WINDOWS** The wooden frames of Winserts do not block existing trim and can even be painted or stained to match.
- ▶ **PRESERVE** high-quality original windows. Old houses in particular can have beautifully styled windows that new replacement windows simply cannot match.

OLD HOUSES

Many windows in old houses are still holding up and performing better after 100 years than 20-year-old replacement windows have thus far. Replacing older windows is also undesirable because some natural light is lost; replacement windows add framing to the inside of the window opening, reducing glass area. If older windows are sealed for drafts, reconditioned, and augmented with Winserts, they can be better than new.



The two layers of trapped air – one between the two layers of plastic and one between the plastic and the window glass – add a surprising amount of insulation, preventing heated indoor air from being as readily lost to the window's cold glass.

MAKE YOUR OWN!

Watch Part One (required) online
www.northamptontv.org/alternative-window-replacement-introduction-course/

Register for the next Part Two workshop
 Contact CET's Laura Biddulph at (413) 586-7350 ext. 229 or laura.biddulph@cetonline.org

Visit CET'S website at www.cetonline.org
 For information, Part One public viewings, and Part Two workshop dates

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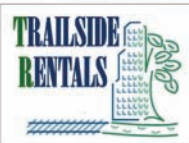
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Together Northampton partners with one or several organizations to produce each issue. We choose partners who offer exemplary programs to the people of Northampton, and with their assistance, we write articles highlighting their work.

For the 2012 Energy for All issue, we partnered with the Northampton Energy and Sustainability Commission (NESC). Established in 2008 by the City of Northampton, NESC is composed of representatives from Central Services, Public Works, Planning and Development, the Building Commissioner, and Smith Vocational and Agricultural High School, along with two City Councilors and four members of the public appointed by the Mayor and confirmed by the City Council. According to the Energy and Sustainability Commission Ordinance, NESC’s job is to “... assist and ensure that the City identify, develop, implement, and manage programs and policies that achieve high levels of energy efficiency and energy resource sustainability and guard against effects of energy resource disruption/depletion and climate change in all of Northampton’s public and private sectors consistent with the goals of the Sustainable Northampton plan, the City’s climate change protection commitments, and other City plans/goals.”

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- PAMELA C. SCHWARTZ**
City Council Member
- DAVID POMERANTZ**
Director of Central Services
- ADIN MAYNARD**
Resident, Commission Chair and Operations Director of a building performance company
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Staff Contact and Ex-Officio Non-Voting Member

- CHRIS MASON**
Energy and Sustainability Officer

CITY OF NORTHAMPTONwww.northamptonma.gov

Browse to learn about the municipality's improvements and plans.

Building Commissioner's Office, 212 Main Streetwww.northamptonma.gov/building

Find out more about solar zoning or get a permit to install solar panels. See the article on page 22.

Linda LaPointe (413) 587-1240**Planning and Development Office**www.northamptonma.gov/opd

To obtain a permit to install solar power over parking lots or driveways, go to the Building Commissioner's Office first, then file online or call the Planning and Development Office. See the article on page 22.

Aleta DeLisle (413) 587-1262**Northampton Leading the Way**www.northamptonma.gov/NLTW

Learn about and participate in this innovative program to help your building go green. See the article on page 12.

Northampton Energy and Sustainability Commissionwww.northamptonma.gov/energyresources/NESC

Read the Commission's meeting agendas and minutes.

NESC Sustainability Planwww.northamptonma.gov/aboutNorthampton/Sustainability_Plan

Read about everything Northampton is doing to go green. See the article on page 4.

CENTER FOR ECO-TECHNOLOGYwww.cetonline.com**Winsert Workshop Part One**

View Part One to learn about building science and energy conservation for your home. You must watch Part One before registering for Part Two and building a Winsert. See the article on page 26.

www.northamptontv.org/alternative-window-replacement-introduction-course/**Winsert Workshops & Northampton Leading the Way for homes**

Learn about the workshops, find dates for both parts, and register for Part Two. Learn about Northampton Leading the Way for homes and sign up to participate. See the articles on pages 12 and 26.

Laura Biddulph (413) 586-7350 ext. 229**laura.biddulph@cetonline.org****Northampton Leading the Way for businesses**

Learn about Northampton Leading the Way for businesses and sign up to participate. See the article on page 12.

Jenn Cranshaw (413) 727-3142**COMMUNITY ACTION!****Fuel Assistance and Weatherization**www.massresources.org/liheap.html

If you have low income, you can apply for fuel assistance to help pay your heating bills. Other weatherization programs are also available. You do not need to accept fuel assistance benefits to participate in other programs, but you do need to apply to prove your eligibility. See the article on page 8.

(413) 774-2318 info@communityaction.us**MASS SAVE**www.masssave.com

Participate in Mass Save to receive a free energy assessment of your home and access to cost-effective incentives to improve energy efficiency. See the article on page 18.

For electric, oil, or propane heat 1-866-527-7283**For natural gas heat 1-800-232-0120****Mass Save Home Performance Contractors**www.masssave.com/residential/home-energy-assessments/about-home-energy-assessments/working-with-a-contractor/

If you have already done Mass Save or are interested in major energy efficiency renovation, take the next step with a Home Performance Contractor. See the article on page 18.

MASSACHUSETTS DEPT. OF ENERGY RESOURCESwww.mass.gov/doer/**MASSACHUSETTS CLEAN ENERGY CENTER**www.masscec.com/**NATIONAL GRID**www.nationalgridus.com/energyreports

See a comparison of your current electric bill to last month's bill, to the same month last year, and to others in your neighborhood. This website also contains tips on conservation.

NATIONAL PACE PROGRAMwww.pacenow.org

Read about the PACE program across the country. See the article on page 24.

Northampton PACE Programwww.northamptonma.gov/energyresources/PACE/

Keep up-to-date on Northampton's developing PACE program.

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Mass Save offers free home energy assessments and savings

Solar power for homes and businesses

PACE: Financing energy efficiency with future savings

Do-It-Yourself energy-saving workshops

SUMMER 2012 / ENERGY FOR ALL

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