

Subject: Pioneer Valley Sustainability Network Newsletter
From: Pioneer Valley Sustainability Network <adover@pvpc.org>
Date: Wed, 8 Jul 2009 17:04:56 -0400 (EDT)
To: [REDACTED]



Network News

Pioneer Valley Sustainability Network Newsletter July 2009 Vol 1, Issue 5

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Network Meetings

PVSN Meeting:
Wed., July 15, 2009

Location: Greenfield
Franklin County
CDC
324 Wells Street
Greenfield, MA
01301

*****Note Late start
time and early
ending*****

Meeting Agenda:
8:30-breakfast and
informal networking
9:00- networking and
group discussion on
Fall retreat
10:30-adjourn

Greetings!

**Dear Pioneer Valley Sustainability Network
Members,**

There is much exciting sustainability news in the Pioneer Valley-a robust conversation about biomass, the adoption by the regional economic development planning entity, the Plan for Progress, of a "Green Region Strategy", and the ongoing progress of our Commonwealth and our region as leaders in the transition to a clean, safe, sustainable energy future.

As the new state fiscal year starts, Tony and I will re-energize our efforts to develop the Pioneer Valley Sustainability Network into a thriving resource to connect you sustainability professionals with groups, organizations and others in the region that need your assistance, counsel, knowledge, skills and abilities. We hope you will be able to attend the July meeting, which we are devoting entirely to networking. Come and share your great work with your peers.

I hope you are all having a pleasant, rewarding and sustainable summer.

Peace,

Catherine

Status of Deliverables

A Short update on deliverables: no news on the decision support tool or the indicators.

Art of Sustainability--we need communities to host the show. So far it has been in Northampton, Greenfield, Westfield and Charlemont. If you would like to host the Art of Sustainability winner, "A Table set for forever" please contact Catherine at cmiller@pvpc.org or call 413/781-6045. We will bring the art to you and set it up.

-Catherine

Local Activism

Good Bye to ener-G-save Program

After many initial months of research and 16 months of active outreach in the Western Mass community, the ener-G-save program is ending. Established and administered by the Harold Grinspoon Charitable Foundation, ener-G-save helped to educate many homeowners about the importance of energy efficiency and drive them to the state-wide MassSAVE program.

These great outreach efforts will continue to be made by area utility companies and their contract partners as part of the MassSAVE program as funds have increased significantly for outreach and program design. The Harold Grinspoon Charitable Foundation is confident that awareness of the need for and implementation of residential energy efficiency improvements will be met through the expanded MassSAVE program.

By making presentations at area businesses, elementary and high school classrooms, and exhibiting throughout the region, ener-G-save had registered the interest of 1800 homeowners in energy audits. As part of this effort, and in addition to the incentives provided by area utilities, approximately \$10,000 was awarded in \$50 or \$100 increments to homeowners in Western Mass for insulating their attics. To all the homeowners, educators, contractors, business managers (and their green teams), political allies, and friends I thank you and wish you well.

Karen Ribeiro
Program Director

THE ONE GALLON CHALLENGE

Cars you've never seen before will start trip to Boston in Greenfield,
MA

Greenfield, MA, nestled in the Connecticut River valley, is 100 miles west of Boston. Could a safe, comfortable car be designed and then driven from there to Boston using the amount of energy stored in a single gallon of gasoline? This summer, we'll find out!

On Wednesday, August 19 the public and press will be invited to inspect an unusual gaggle of next-generation cars in downtown Greenfield, and the following morning the checkered flag will signal the start of an unusual race.

These high-efficiency cars must get to Boston's Greenfest, at City Hall Plaza, using as little fuel as possible. Some will be electrics, some hybrids, and others will use diesel or gasoline for fuel. But all the cars will display how much energy they used for the trip while they are on display at Greenfest on Friday and Saturday, August 21-22. (bostongreenfest.org)

"At this point, we're looking for cars to participate." says Jory Squibb, organizer of the event. "It doesn't necessarily take new technology to produce a 100 MPG vehicle."

The three vehicles already entered use light weight, excellent aerodynamics, and small engines to achieve exceptional energy

efficiency. Dirigo, a diesel-powered three-wheeler, recently took second place at Watkins Glen's Green Grand Prix achieving 89.9 mpg. Roo Trimble's sleek "Roopod" is also a diesel-powered three-wheeler. See roopod.com for details. Squibb's own entry, Moonbeam, may take some yoga to be comfortable in, but has already traveled 10,000 miles at 100 MPG.

But hold your hats, we expect several contestants from the Progressive Automotive X PRIZE, which is offering multi-million dollar prizes in 2010 to vehicles that get more than 100 mpg. Many of these cars will go far beyond traditional concepts and some are already in limited production.

The Greening Greenfield Energy Committee (GGEC) is co-sponsoring the One Gallon Challenge in Greenfield, MA. "For car geeks and consumers this will be a fabulous opportunity to see futuristic vehicles," said Nancy Hazard, co-chair of GGEC and former director of the Tour de Sol. "We are hoping that everyone will start asking for 100 mpg or better cars, so that quality energy efficient cars are available so that we will need less gasoline from foreign countries and that we all emit less damaging climate change emissions."

GGEC is a citizen committee that works closely with the Town of Greenfield to build a more sustainable future. It recently launched the Greenfield 10% Challenge to encourage people to reduce their energy use by 10% by the end of 2010. "Using fuel efficient vehicles, or choosing to walk or bike, is a great way to meet the Challenge," said Becca King, Co-chair of the Challenge. (GreeningGreenfield.org)

Mark your calendars Today! Aug 19-20 in Greenfield, or Aug 21-22 at Boston's Greenfest at City Hall Plaza. If you have a car to enter, write to Jory Squibb at jsquibb@myfairpoint.net. For more details and updates on the One Gallon Challenge, see moonbeamplans.com.

GREEN Northampton and Alteris Renewables host a Free Seminar

Solar Energy for Homeowners

GREEN Northampton and Alteris Renewables will host a free public seminar on solar energy for homeowners in the Pioneer Valley on July 14th at 7pm at the Media Education Foundation (60 Masonic St.) in Northampton. The seminar will explain how solar works and is cost competitive with electricity supplied by utilities for the first time.

Homeowners are encouraged to register for the seminar by calling 800-955-1548 or via email info@GREENNorthampton.org.

The seminar will focus on the affordability of solar energy in the Pioneer Valley. Through its partnership with California-based SunRun, Alteris Renewables is turning home solar into a monthly service, like cable or phone service, for residents of the Pioneer Valley and others in Massachusetts. With this new program, upfront costs plummet from \$30,000 to as little as \$1,000 for customers to install solar electric systems on their homes. Customers will enjoy immediate savings with locked-in rates for the next 18 years - a valuable protection from future electric rate increases. They can also make a good return on their initial investment.

GREENFIELD 10% CHALLENGE

Greenfield, MA has recently launched its Greenfield 10% Challenge to homeowners, businesses, worshipping communities and several

large institutions. We are using the New Hampshire Carbon Challenge to measure progress as well as allowing people to simply sign up on a pledge form. Our goal is to enlist 10% of our households and businesses to reduce energy use by 10% by 2010. In just two months we are 1/4 way toward our goal with 176 sign ups.. Given that our town wide ICLEI audit revealed that we spend \$88 million on energy each year, this goal represents a saving of \$88,000 per year.. To reward those who sign up, we have a lawn sign, which appears to be a great motivator! It is being sprinkled all over town and in stores, in front of Town Hall, on lawns of churches and schools. We are creating a culture shift so that the next 25% reduction of carbon emissions will be easier. Go to www.GreeningGreenfield.org to find lists of simple things you can do, links and more.

LEGISLATION

National

On June 26, 2009 the House of Representatives passed the first comprehensive climate and energy bill, the "American Clean Energy and Security Act," by a 219 to 212 vote. The American Clean Energy and Security Act (H.R. 2454) sets us on the path toward curbing global warming, reducing our dependence on oil, and putting Americans back to work. Specifically, the bill (read more from [Union of Concerned Scientists](#) or [Mondaq.com](#))...

DOE Delivers \$288 Million in Recovery Act Funds for Weatherization
DOE delivered more than \$288 million in funds from the American Recovery and Reinvestment Act to seven states on Monday, allowing those states to dramatically expand their weatherization assistance programs. The programs improve the energy efficiency of the homes of low-income families, helping the residents lower their energy bills. DOE awarded the funds to Arkansas, Iowa, Kentucky, Massachusetts, Michigan, Minnesota, and New Hampshire, and the states may spend up to 20% of the funds to hire and train new workers. The new spending will help the states achieve their collective goal of weatherizing 91,000 homes, creating new green jobs while helping to reduce greenhouse gas emissions. The new funds represent 40% of the total weatherization funds available to those states under the Recovery Act and follow the award of 10% of the funds in March to support planning and ramp-up activities. The second half of the weatherization funds will be released when the states meet the reporting, oversight, and accountability milestones required by the Recovery Act. Details on the funds awarded to each state, as well as the weatherization goals set by each state, can be found in the [DOE](#) press release. (see Massachusetts details below)

Massachusetts

MASSACHUSETTS - \$48.8 Million Awarded

Massachusetts will use its Recovery Act funds to weatherize more than 16,900 homes over the next three years, while ramping up a Clean Energy Center to train and support a growing energy-efficiency workforce in the state. Under the program, Massachusetts is increasing the number of auditors and other professionals that will be needed to meet the increased demand for weatherization activities. More than 25 additional auditors have already been hired, along with new private-sector employees that will work with local organizations responsible for weatherization work.

After demonstrating successful implementation of its plan, the state will receive an additional \$61 million, for a total of more than \$122 million.

Stretch Energy Code Approved - The Massachusetts Board of Building Regulations and Standards (BBRS) approved the "Stretch Energy Code" at a meeting held on May 12th. The new provisions provide cities and towns the option to adopt higher standards for energy performance in commercial and residential buildings compared to the state's base code. For the stretch energy code to take effect, the City Council would need to hold a public process and vote to adopt it. For more information, see the [BBRS website](#).

Upcoming Events

July 2009

Green Drinks- Northampton

July 8th

Northampton Brewery 5:30-7:30

Open House at Montague Home

July 9th, 2009

Time: 4:00-7:00pm

Tour this prize-winning home to find out how it makes more energy than it uses. This home took 1st Prize in MA Zero Energy Challenge!
Directions:

>From Montague City Road in Montague City, look for signs for the open house directing you to turn onto Greenfield Road, one block north of the bridge over the Connecticut River. Go one block on Greenfield Road and turn left at Sherman Drive (look for another sign), before crossing the bike path. From there, follow signs for parking and to the open house. You can get an online map by looking up Sherman Drive, Montague, MA. Tour organized by the Montague Energy Committee.

Boston GreenFest

August 20-22

Boston GreenFest 2009 is a fully inclusive festival filled with fun learning experiences to address the important changes we need to make in our daily lives and our neighborhoods. It will take place on Boston City Hall Plaza all day long, Friday-Saturday August 21-22, and is an event that will have something for everybody, young and old. More info at

<http://www.bostongreenfest.org/>

Searsburg Wind Facility Tours

Wednesday, July 15

Wednesday, July 29

Tours are offered at: 10 a.m., 11:30 a.m., 1 p.m., 2:30 p.m.

Searsburg, Vermont

The Searsburg wind power facility is comprised of eleven 550-kilowatt wind turbines that make up the 6-megawatt power plant providing enough emission-free electricity to supply 1,600 average Vermont households. It is owned by Green Mountain Power and went online in July, 1997.

Searsburg also serves as an educational resource and research tool for investigating wind generation in cold climates. As a result, Searsburg has established the standard for wind energy generation in the Northeast's harsh climate - exemplified by the facility's 90%+ availability over its 10 years of operation.

It is important to maintain a balance between the requests of tour groups and wildlife habitat preservation efforts, so tour dates and size of groups are limited. If you would like to experience an operational wind power facility up close, contact [Cynthia Grippaldi](#).

[Grand Opening at Hagers Farm Market and Creemee](#)

Saturday, July 18

Hagers' new market is full of locally grown products from vegetables to milk, meat, eggs, cheese, baked goods, and more. Come celebrate the grand opening on July 18th! The excitement includes horse and buggy rides through the orchard, Hagers Friend Dough with Maple Cream, face painting, lunch, and more. The market is located on Rt. 2 between Greenfield and Shelburne. For more information call 413-625-6323.

[Solar Energy for Your Home or Business](#)

Tuesday, July 21, 2009

6:30 p.m. to 8:30 p.m. (6 p.m. check-in)

Agawam Senior Center

954 Main Street

Agawam, MA 01001

This presentation is sponsored in part by Western Massachusetts Electric Company (WMECO), Massachusetts Technology Collaborative, the Energy Federation, and Go Green Agawam Committee.

Registration is required and a donation of \$10 is suggested. For more information, or to register, contact [Tomasin Whitaker](#).

[Tours of the Zephyr at Jiminy Peak](#)

Saturday, July 25

Saturday, August 22

1 p.m.

Jiminy Peak Resorts

Hancock, MA

Zephyr, Jiminy's 1.5MW wind turbine, provides approximately 33% of the electrical demands of Jiminy Peak annually.

During the winter months when the wind resource is the strongest it may provide as much as half of our electrical demand. The turbine generates approximately 4,600,000 kWh each year of which, Jiminy Peak uses about half.

The wind turbine sits atop a 253 ft tower. The nacelle that sits on top of the structure and houses the shaft for the blades, the gearbox and the generator is approximately 13 ft wide and 13 ft tall and 26 ft long. Each of the 3 blades is approximately 123ft, therefore to the tip of the blade the entire structure is 386 feet tall. The blades turn a maximum of 22 RPM even in high wind conditions. The installed turbine price was approximately \$4 million.

Informative tours are available with advance reservation. Cost: \$9 per person for lift ticket to ride the Berkshire Express. Reservations are required; call 413-738-5500 ext. 3760

Tours involve a strenuous hike approximately 1/4 of a mile from the top of the chairlift and walking down to the Alpine Slide or the base of the mountain. Please wear appropriate footwear.

[Green Drinks- Springfield](#)

July 28th

5-7 pm @ Theodore's 201 Worthington Street, Springfield 5:30-7:30

[Designing a Sustainable Future](#)

Exhibit of selected works by students in the Department of Landscape Architecture and Regional Planning, is on display through Sept. 11 in the Integrated Sciences and Engineering Library.

[August 2009](#)

[5th Annual Northeast Organic Farming Association \(NOFA\) Organic Lawn & Turf Course](#)

Friday, August 7th

UMass, Amherst 8am - 5pm

This one-day course will provide information for managing lawns and turf organically and is geared toward land care professionals who are responsible for the establishment and care of grass, as well as anyone interested in learning organic methods. The course will include a special section on Water Management and Conservation.

All course participants will receive a copy of the *NOFA Organic Lawn & Turf Handbook: Beautiful Grass Naturally*, which serves as the course manual. Topics include: Why Organic? Site Analysis, Soil Health, Cultural Practices, Weeds, Insects, Diseases, Obtaining Materials and Equipment, Running a Business, Client Relations and much more.

The NOFA Organic Lawn & Turf Course is happening concurrently with the NOFA Summer Conference. The NOFA Organic Lawn & Turf Course costs \$150 for the first person from a firm/town and \$125 each additional person. Sat/Sun NOFA Summer Conference registrants receive a \$30 discount on the combined registration fees. For more information or to register, visit www.organiclandcare.net or www.nofasummerconference.org. With questions, please contact Kathy Litchfield, NOFA/Mass OLC Program Coordinator, at (413) 773-3830 or kathy@nofamass.org.

[Green Drinks- Northampton](#)

August 12th

Northampton Brewery 5:30-7:30

["Blues" Fest](#)

Saturday, August 15

Northampton River Valley Market's celebration of blueberries from 12-3pm. Sweet local blueberries and blues music from Art Steele.

[Greening Greenfield: THE ONE GALLON CHALLENGE](#)

August 19-20

Cars you've never seen before will be on display in downtown Greenfield at Fiske Avenue on Miles Street on Wednesday, 4-6pm. Thursday morning starting ceremonies for drive to Boston's *Greenfest*. The Greenfield portion of the event is co-sponsored by Greening Greenfield Energy Committee and its *10% Challenge*. For more details and updates on the One Gallon Challenge, see moonbeamplans.com.

Boston GreenFest

August 20-22

Boston GreenFest 2009 is a fully inclusive festival filled with fun learning experiences to address the important changes we need to make in our daily lives and our neighborhoods. It will take place on Boston City Hall Plaza all day long, Friday-Saturday August 21-22, and is an event that will have something for everybody, young and old. More info at <http://www.bostongreenfest.org/>

Wilbraham Peach Festival

Friday-Sunday, August 21-23

Join Rice Fruit Farm at the 25th annual Peach Festival at Fountain Park in Wilbraham. Live music, lots of peaches from our orchards, and more. www.peachfestival.org

Tours of the Zephyr at Jiminy Peak

Saturday, August 22

1 p.m. (See above for details)
Jiminy Peak Resorts
Hancock, MA

Green Drinks- Springfield

August 25th

5-7 pm @ Theodore's 201 Worthington Street, Springfield 5:30-7:30

Links and Resources

In doing research for the newsletter I often run across interesting websites/new technologies/resources that might be useful (or just entertaining) to further our work toward sustainability.

The [Center for Neighborhood Technology](#) in Chicago has some interesting maps comparing greenhouse gas emissions in the city versus the suburbs. CNT found that the transportation-related emissions of people living in cities and compact neighborhoods can be nearly 70% less than those living in suburbs.

If you have any links you would like to share with the network email me at adover@pvpc.org



Are there topics you would like to see included in future issues? Do you have a success story you would like to share with the community? Are you hosting an event? Please let us know your thoughts by sending an e-mail to adover@pvpc.org with "Newsletter" in the Subject field.

Tony Dover
Pioneer Valley Planning Commission
Sustainable Development Planner
(413) 781-6045 Ext. 334

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