



Pioneer Valley Sustainability Network

Network News

Pioneer Valley Sustainability Network Newsletter March 2009 Vol 1, Issue 4

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Greetings!

Welcome to the Pioneer Valley Sustainability

Network Newsletter

This morning I received an email from Amazon (I know-I don't shop there anymore, but I did once in the past and so they have my email) offering the sale of a series of "Dummies" books, including solar power installation, energy efficiency, and greening one's home, among other topics. All I can say to all of you is, CONGRATULATIONS! Your work, some of it paid and much of it done for free, is coming to fruition. It's not just that giant corporations see the possibility of making money while at the same time helping people to change their lives so they can meet their needs without jeopardizing the ability of future generations to meet their own needs, but it's also the support from our state and federal governments in words and actions, including lots and lots of money to do the kind of work that many of us have been doing for years that makes me feel extremely hopeful about our mission.

Governor Patrick and our Massachusetts legislature advanced our cause significantly with last years passage of the Green Communities Act, the Green Jobs Act and the Global Warming

PV Sustainability Network

MA Climate Action Network

Empowerment Institute

American Recovery & Reinvestment Act

Green Communities Division DOER

Network Meetings

PVSN Meeting: Wednesday, March 18, 2009

Location: El Mercado, Holyoke

Meeting Agenda:

8-8:30-breakfast and informal networking

8:30-9-breakfast and more formal networking

9-10-EPA grant funded deliverables

10-11-Network business

11-adjourn

Solutions Act. ([Green Communities Division of DOER](#))

President Obama and the United States legislature upped the ante with the focus on clean energy, and energy efficiency in the federal stimulus, with actual funding for the Energy Efficiency and Conservation block grants, and with Obama's integrated understanding and emphasis on sustainable energy, education and health care.

I know we highlighted Massachusetts amazing new legislation in a previous issue, but it's worth mentioning that the implementation of these acts is happening now and things look pretty darn good as a result! I don't have space here to go into detail on all the new laws and programs, but a look at one of the new laws is instructional.

Let's take the community-related elements of the Green Communities Act. These are the ones I know the most about. I have been learning and talking about them for almost a year and as the terrific staff at our Massachusetts Department of Energy Resources transforms the legislation into a program, it is becoming increasingly clear just how amazing this new act can be.

What has been a major hurdle in the development of renewables in Massachusetts? Local permitting processes and lack of community involvement in project development. What does the GCA do? It streamlines permitting, incentivizes by right permitting of renewables, and requires community discussion of renewables because to pass by right and streamlined permitting you need a vote at Town meeting. What are the two largest users of energy and as a result emitters of greenhouse gases? Buildings and our transportation network. What does the GCA do? It requires municipalities to inventory their energy use in buildings, street lights and vehicles and commit to reducing the use by 20% in 5 years. It requires energy efficient building code for all new buildings and all major renovations and it requires municipalities to commit to purchasing only fuel efficient vehicles.

We are doing the right work at the right time. It is up to all of us to make the best use of this flood of interest and support for sustainable behaviors and choices. I am humbled by your efforts and by your successes. I am honored to be collaborating with all of you to create this Pioneer Valley Sustainability Network. Thank you.

Catherine

Network Feature

Stimulus Funding: Allocation and Access



Now is the time for local governments to act and secure stimulus funding for their climate and sustainability initiatives. With the passage of the [American Recovery and Reinvestment Act](#), local governments have new sources of funding to help further their climate action and sustainability goals. Below is an overview of funds allocated for energy and climate related programs, program descriptions, and information on how to access funding.

Overview of Stimulus-Funded Programs and Initiatives

The following amounts have been allocated for energy- and climate-related programs and initiatives:

- \$3.1 billion for the State Energy Program
- \$3.2 billion for Energy Efficiency and Conservation Block Grants
- \$5 billion for the Weatherization Assistance Program
- \$400 million for transportation electrification
- \$300 million for Energy Efficient Appliance Rebate Program and ENERGY STAR®
- \$300 million for Alternative Fueled-Vehicles Pilot Grant Program
- \$300 million for diesel conversions
- \$500-\$750 million for workforce assistance
- \$2.5 billion for applied research, development, demonstration and deployment including:
 - \$800 million for biomass
 - \$400 million for geothermal
 - \$50 million for information and communications technology
- \$2 billion for advanced battery manufacturing grant
- \$4.5 billion for smart grid & meter
- \$1.6 billion for clean renewable energy bonds
- \$2.4 billion for qualified energy conservation bonds
- \$1.4 billion for green infrastructure
- \$2.75 billion for green housing
- Energy-related tax incentives

Alternative Fuel Vehicles Pilot Grant Program (DOE Clean Cities Program)

The Clean Cities Program received \$300 million, which will help acquire motor vehicles with a higher fuel economy, including hybrid vehicles, electric vehicles, commercially available plug-in hybrid vehicles and the necessary infrastructure. A total of 30 grants, based on geography, will be awarded on a competitive basis. Eligible recipients include states, local governments, metropolitan transportation authorities, air pollution control districts, and private or nonprofit enterprises. It should be noted the \$300 million is only available until September 30, 2011.

How to access funding: For more information on the grant application process, visit <http://www1.eere.energy.gov/cleancities/>.

Energy Efficiency and Conservation Block Grant (EECBG)

The EECBG received a total of \$3.2 billion in funding, with \$2.8 billion to be distributed by formula to states, eligible local governments, and Indian tribes. Eligible cities include those with a population of 35,000 or greater or a population that causes the city to be one of the 10 highest populated cities of the state in which it is located. Eligible counties include those with a population of at least 200,000 or a population that causes the county to be one of the 10 highest-populated counties of the state in which it is located. The remaining \$400 million will be distributed via competitive energy grants administered by the Office of Energy Efficiency and Renewable Energy (EERE) of the DOE.

Flexibility in the use of funds is one of the hallmarks of the EECBG. The parameters include any type of program that contributes to the reduction of fossil fuel emissions and/or total energy use, as well as programs that improve energy efficiency in the transportation sector, building sector and other appropriate sectors. DOE will provide 68 percent of the total amount in direct formula funding to eligible cities and counties; 28 percent to the states, of which 60 percent must be passed through to cities and counties not eligible for direct formula funding; 2 percent will be allocated in the form of competitive grants to cities and counties not eligible for direct funding; and Indian tribes will receive the remaining 2 percent of funding.

How to access funding: Each eligible grant recipient must become familiar with FedConnect, the mechanism for applying for the EECBG Program. The web link for submitting applications through FedConnect is: https://www.fedconnect.net/FedConnect/PublicPages/FedConnect_Ready_Set_Go.pdf. Before submitting an application through FedConnect, each organization must complete the following steps:

- Step 1: Request a DUNS Number at <http://fedgov.dnb.com/webform/displayHomePage.do>
- Step 2: Register with the Central Contractor Registry (CCR) at <http://www.ccr.gov/>

- Step 3: E-Business Point of Contact must register in FedConnect at <https://www.fedconnect.net/FedConnect/>
- Allow 21 days to complete the registration process. For more information, visit <http://www.eere.energy.gov/informationcenter/>.

EPA and Department of Labor Green Funding Opportunities

The EPA has received \$300 million to implement the Diesel Emission Reduction Act, and the Department of Labor has received \$750 million for a program of competitive grants for worker training and placement in high growth and emerging industry sectors. Of that \$750 million, approximately \$500 million is to be made available for job training projects that prepare workers for careers in energy efficiency and renewable energy. Funds are available through June 30, 2010.

How to access funding: For EPA's Diesel Emission Reduction Act, funding comes in the form of both grants and loans. Seventy percent of the available funds will be distributed as grants and low-cost revolving loans to eligible entities, which include regional and local governments. To receive a grant or loan, eligible entities must submit an application that includes a description of the air quality of the area; the quantity of air pollution produced by the diesel fleets in the area; a description of the project, including any certified engine configurations, verified technologies or emerging technologies used; an evaluation of the quantifiable and unquantifiable benefits of the emissions reductions; an estimate of the cost; a description of the age and expected remaining lifetime of the vehicle/equipment, a description of the fuel used, including the sulfur content, provisions for monitoring the project and other requirements deemed appropriate by EPA. In addition, 30 percent of the funds will be used to support state-level grants and low-cost revolving loans on a competitive basis.

Guidelines for accessing funding for the Department of Labor's program have not yet been issued but are expected soon. For more information, visit <http://www.doleta.gov/grants>.

State Energy Programs

State Energy Programs will enjoy \$3.1 billion of funding to further renewable energy and energy efficiency technologies. States can use the money for a broad range of activities that include preparation and implementation of their own state energy plans, as well as providing money to local governments for local renewable and efficiency projects.

How to access funding: The State Energy Program provides grants to states and directs funding to state energy offices from technology programs in DOE's Office of Energy Efficiency and Renewable Energy. Grants are awarded both by formula (one-third equally among all states and territories, one-third according to population, and one-third according to energy consumption) as well as competitively for special projects. There is a matching requirement for formula grants in that states must contribute

their own funds worth 20 percent of the DOE grant. States often leverage funding from the State Energy Program with other sources of monies, both government-based and private entities. Communities should contact their state energy offices for guidance on accessing the additional stimulus dollars appropriated for this program. For more information, visit http://apps1.eere.energy.gov/state_energy_program/.

Transportation Electrification

Four hundred million dollars is included for transportation electrification. This will be distributed as grants that either encourage the use of plug-in electric drive vehicles or for projects that implement electric transportation technologies that would significantly reduce greenhouse gas emissions and the use of petroleum. Funding would go directly to either states, local governments, air pollution control districts, metropolitan transportation authorities, or non-profits; however, a minimum of one-third of the funding must go to local governments.

How to access funding: The actual allocation process has not yet been determined.

Weatherization Assistance Program (WAP)

The WAP received \$5 billion for the installation of energy efficiency measures in low-income households. Expansion of this program can help local governments reduce their community-wide greenhouse gas emissions, so it will be important to get the word out to community members.

People automatically eligible for funding include those receiving Supplemental Security Income or Aid to Families with Dependent Children. Usually those over 60 years of age, families with one or more members with a disability, and families with children also qualify. Distribution of funds is based on income level, and ARRA enables more people to qualify by increasing the maximum income from 150 to 200 percent of the poverty level as well as increasing the amount that can be spent weatherizing each home from \$3,055 to \$6,500.

How to access funding: Weatherization services are provided directly by the states with the actual installation of energy efficiency components handled by local weatherization agencies. The states, not DOE, keep updated lists of local weatherization agencies. Encourage community members to apply! To apply, they must first call the local agency, which may be a nonprofit or a branch of local government. They must apply at the office, which is estimated to take approximately 20 minutes, and bring proof of income for the year prior to application. If they are eligible, the weatherization agency places them on a waiting list for an initial professional energy consultation and then schedules workers to install the needed features in their home. For more information, visit <http://apps1.eere.energy.gov/weatherization/apply.cfm>.

Other Programs: Energy Efficient Buildings and Advanced Battery Manufacturing Grants

While not directly applicable to local governments, please note that \$4.5 billion has been appropriated to green federal buildings, specifically to modernize them and install energy efficiency upgrades. In addition, \$2 billion in grants is available to support the manufacturing of advanced batteries, including awards to facilities that manufacture advanced battery systems and vehicle batteries produced in the U. S., including advance lithium ion batteries, hybrid, electrical systems, component manufacturers and software designers.

Program funding and access information provided by Pam Lesser, an ICLEI National Policy Analyst.

Member Profile



"Knowing the Network"

an interview with **Chris Mason**

Chris Mason gives a tour of the LEED Certified Senior Center

1. How long have you lived in the Pioneer Valley? Why here?

12 years. The village of Montague Center provides an idyllic setting to raise a daughter, wonderful

bicycling opportunities, lots of fresh local produce, and access to cultural events and good restaurants in the Valley. For my daughter, many of her friend's backyards connect directly with ours. One neighbor taps a half-dozen maple trees in our yard and we get some of the syrup. Our family can walk to the village store, the library, a local bookstore and café, and to a local conservation area for outdoor play such as swimming, sledding or cross-country skiing. When I worked in Greenfield I often commuted by bicycle-half-hour "vacations" that bracketed my workday. Local college towns and many of the smaller villages provide a wealth of arts and fun food opportunities. The Valley is comfortable and beautiful.

2. Tell us about your vision for your position at the city of Northampton & how it relates to sustainability. What projects related to sustainability are you working on?

My position with the City is all about sustainability, although with a strong focus on energy and climate change issues. My top priorities are energy efficiency and cost-effective renewable energy. I am starting with City buildings while laying the groundwork to expand out to assist residents and businesses.

For City-owned buildings, Northampton is close to entering into a comprehensive energy efficiency project that will cover all City buildings of any size, including libraries and the Academy of Music. I am securing funds for the installation of a decent-sized solar-electric array and will continue to seek out other funding opportunities. I am also working with Northampton's Energy and Sustainability Commission to ensure Northampton moves forward on the energy and climate change goals spelled out in the Sustainable Northampton Comprehensive Plan and make Northampton one of the first Green Communities under Massachusetts's new Green Communities Act.

At the same time, I work with local citizen groups such as Green Action in Northampton (GAIN) and GREEN Northampton on education programs in Northampton schools and educational events and workshops on energy efficiency and sustainability for City residents. Looking to the future, I am working with partner organizations throughout the Valley to identify and/or develop organizations, networking, and resources that we will need to help residents and small businesses throughout the Valley-including Northampton-greatly improve energy efficiency on a large scale.

3. Why are you interested in sustainability? Why do you do what you do?

Through many outdoor travels-hiking, skiing, climbing trips, and simple walks through the local countryside-I have had the incredible good fortune to experience a fair slice of the beauty and wonder that can be found in this world. Yet, I can read about beauty and wonder that used to be that far surpasses what I have seen and that no human can now experience-the sky darkened with flocks of birds or seas of bison to name just two. I want my daughter and all future generations to be able to experience at least what I have had the opportunity to experience and climate change poses a grave threat to that dream.

At the same time, I recognize that I have lived during the most incredible "bubble" of human history, a "bubble" of available energy that we have used to create much of the warm comfort and convenience that we now take for granted. A bubble that, ironically, has enabled me to experience much of the

beauty the world has to offer and which is now threatened more than ever by human use of that energy. We must find the balance that keeps safe the rich beautiful wonder of this planet and keeps us safe and secure as well. I dearly wish that for my daughter and all future generations.

4. Why did you get involved with the PVSN?

I believe it is important to be aware of who is doing what on sustainability issues so as to best coordinate efforts. It is also important to help each other maintain morale and focus through what is proving to be a very long process of developing a sustainable community.

5. What is the future of sustainability in the Valley? State? Nation?

I live with the trust that change can happen rapidly, even after years of what feels like stagnation. I believe the Valley is a fertile place for a change toward sustainability to take root and thrive. A relatively large portion of our population desires a change toward sustainability and we have many resources available to make this happen-local food, community centers that could be linked with effective public transport, a labor force that could, with training, enable us to invest in energy efficient buildings, forestlands and the scientific community to guide us in their sustainable use for energy production, sun-power here in the Valley and wind-power nearby, and a spreading political will to move toward sustainability.

Book recommendation: Influential reading for you.

I can't think of one. Instead, I would suggest a walk outside and time to talk with your neighbors.

National Indicator

1,000 Points of Data

By KENNETH M. DUBERSTEIN

Published: February 23, 2009
NYTimes

THE speech that President Obama gives tonight to Congress reminds us of the more formal one he must deliver next January to meet his obligation to, in the words of the Constitution, "from time to time give to the Congress information on the state of the Union." That address, traditionally given each January, is something the founders intended to be a serious tool of real, measurable accountability to Congress and to the American people.

The State of the Union address served this purpose for more than 200 years. But given today's challenges and the rapid pace of change, a yearly formal address is no longer sufficient to measure the true state of our Union. To recapture the spirit of the founders - and to fulfill President Obama's own promise to provide greater accountability in Washington - another tool is needed, one that enables all Americans to gauge whether we are making progress as a nation.

What we need now is a Web-based system for measuring our changing society with key national indicators - in a free, public, easy-to-use form. Ideally, it would be run by the nonpartisan National Academy of Sciences, which would ensure it has the best quality of information and is kept up to date. The system would enable us to offer in one place statistical information that we spend billions of dollars collecting but that is now underused and undervalued.

Imagine everyone having at their fingertips answers to questions like: How many quality jobs are we adding to the American economy? How many more students are getting into college? How many more people are gaining access to affordable health insurance? Are we increasing economic growth along with savings and investment? Are we reducing our greenhouse gas emissions?

Senators Edward M. Kennedy, Democrat of Massachusetts, and Michael Enzi, Republican of Wyoming, plan to soon introduce a bill that would allocate about \$7.5 million a year for such a comprehensive database of key national indicators, and the idea already has wide bipartisan support. The data, selected by the National Academy of Sciences, would come from public and private sources of information on issues like education, the environment, the economy, energy use, housing, health care and the state of our roads and other public works.

In the realm of health care, for example, it could include the 20 measures of progress on our health and health-care systems that were recently recommended by the Institute of Medicine - including self-reported health status, the prevalence of chronic diseases, health-related behaviors like physical activity and nutrition, insurance coverage and health expenditures per capita.

Great steps forward in American history occur at moments when our deeply held values are reaffirmed in the face of changing realities. Such a moment is at hand. We need a shared frame of reference that will enable us to practice collective accountability. If Congress acts soon, by the time President Obama delivers his first formal State of the Union address next year, Americans will be able to continually

assess the state of the Union for themselves.

Kenneth M. Duberstein was the White House chief of staff from 1988 to 1989.

Status of Deliverables

EPA Project

The EPA-funded project has two main thrusts right now. One is to develop a set of sustainability indicators, intended to reflect local sustainability values and be used by local professionals, policy makers, and the public, to enhance sustainability decision making. The other thrust is developing a web-based decision support tool to help individual decision makers evaluate building energy technologies in the context of sustainability.

Indicator Project

In conjunction with the members of Pioneer Valley Sustainability Network (PVSN) we had put together a long list of potential indicators. This list can be found at PVSustain.com by clicking on "Sustainability Indicators" on the right-hand side of the page. Each potential indicator is associated with one or more of the Fundamental Objectives; and has a rationale associated with it. Based on voting, this long list was pared down to a shorter list as follows:

Water Quality

Air Quality

Bio-diversity

Energy Use per person

Carbon Footprint

Community Walkability

Health Status

Total Waste

Access to Transportation

Local food production

Affordable housing

Voter Participation

Income and income distribution

This list was presented and discussed at the PVSN January 14 meeting. On February 11 an Indicators' working group of the PVSN met to discuss the process for choosing the first round of indicators (given funding the group may want to develop new indicators or add more indicators to the list; this exercise is to choose the initial set of indicators for the EPA funded project.) The group provided a number of recommendations. The EPA grant leadership team (Erin Baker, Catherine Miller, Rick Taupier) were asked to present a proposal for the initial set of indicators at the next PVSN meeting.

Decision Support Tool

The decision support tool is being designed by UMass Master's student Ben Ewing under the supervision of Erin Baker. A prototype has been completed and is being tested for accuracy and quality. The prototype evaluates the following technologies: solar photovoltaics, solar hot water, geothermal heat, biomass heat, biodiesel heat, daylighting, insulation and window improvements, and CFLs. It evaluates each technology in terms of total discounted financial cost, carbon emissions, and local health impacts from Sox and Nox emissions. It has the ability to perform a simulation over the future "cost of carbon". This is to reflect uncertainty over the valuation of the future damages that will be caused by climate change; and the resulting carbon tax (or equivalent). Once this prototype has been tested for accuracy, we will make it available on the PVSustain website for evaluation by the network members. If you'd like to get involved, contact Ben Ewing at ben.r.ewing@gmail.com

Moving Toward Sustainability

COOL MASS CAMPAIGN

David Gershon introducing Cool Mass Campaign

How we live our lives is a major part of the global warming problem and solution. Our daily lifestyles represent 47% of Massachusetts carbon footprint and between 50% and 90% of a community's carbon footprint. Household carbon emissions are also the lowhanging fruit, because we can make these changes immediately without waiting for long-term solutions - laws, new technologies or alternative energy sources to scale up. Further, engaging people builds demand for policy change and a green economy. The Cool Mass Campaign goal is to empower 25% of the households in the state to reduce their carbon footprint 25% by 2012. This will be accomplished by



supporting local organizations through three-year campaigns to help between 25% and 85% of the households in their community reduce their carbon-footprints by an average of 25 percent. It is our

intention that Cool Mass and the participating Cool Communities serve as prototypes for bold and timely carbon reduction action for states and communities across America. It is time for Massachusetts to start the second American Revolution!

"Cool Mass" is a ground-breaking new program that brings the strength and determination of Massachusetts residents to the fight against global warming. The "Cool Mass" Campaign enables households across the Commonwealth to act boldly to reduce their carbon footprints. The program is a partnership of Massachusetts Climate Action Network (MCAN) and the Empowerment Institute.

COOL MASS RESPONSIBILITIES

Select and enroll communities to participate in Cool Mass.

Provide a two-day train the trainer capacity building workshop for participating communities with monthly follow-up telephone coaching and master classes over twelve months.

Manage the Cool Mass website on greenopolis.com for collection and aggregation of results and exchange of best practices.

Manage and coordinate statewide and regional media outreach.

Finance campaign and disseminate seed grants to Cool Communities (funding permitting).

COOL COMMUNITY RESPONSIBILITIES

Outreach to partner organizations per Cool Community strategy described in the application.

Host meetings to introduce Cool Community campaign to partner organizations.

Host and lead capacity-building training for community partners.

Provide coaching support to community partners.

Support partners and/or collect carbon reduction and participation results for posting on the <http://www.greenopolis.com> website.

Promote campaign results and stories to local media.

Participate in Cool Mass coaching and master classes.

SCHEDULE FOR COOL MASS IMPLEMENTATION

Applications were accepted until January 16, 2009. The selection of the Cool Communities was announced on February 16. MCAN welcomed the first 13 communities to the Cool Mass Campaign. The Communities are Boston, Braintree, Brookline, Cohasset, Dedham, Duxbury, Hingham, Hull, Milton, Newton, Plymouth, Sharon, and Winchester. MCAN and Empowerment Institute will be working with representatives in these selected communities throughout the spring and summer to prepare for the capacity building training and program launch in fall 2009. After the initial launch we anticipate bringing on additional Cool Communities every six months over the next three years to work toward reaching the goal to reduce carbon footprints by 25% in up to 85% of households.

We will work with selected communities throughout the spring and summer to prepare for the capacity building training and program launch in fall 2009. After the initial launch we anticipate bringing on additional Cool Communities every six months.

If you're interested in participating in the Cool Mass Campaign and want your community to be the next "Cool Community" contact Rob Garrity, Executive Director: Phone: 617-515-0600. rob.garrity@massclimateaction.net

Cool Mass is coordinated as a partnership between Massachusetts Climate Action Network and Empowerment Institute.

The Massachusetts Climate Action Network (MCAN) (<http://www.massclimateaction.net>) is a coalition of locally organized groups tackling climate change by promoting carbonreducing practices in homes and communities; supporting MCAN chapters and allied organizations to grow a focused statewide movement; and communicating policy to members and leveraging our collective voice at the state legislative level. MCAN has active chapters in more than fifty communities across the Commonwealth. MCAN's

LoCaL Program is an effective example of people taking personal responsibility to counteract their impact on global warming.

Empowerment Institute (<http://www.empowermentinstitute.net>) is a consultancy and school for social change specializing in the methodology of empowerment and large scale transformation. Its community-based environmental behavior change program has won many awards including Renew America's top honor for community participation, U.S. EPA's environmental quality award, and recognition from the President's Council on Sustainable Development, and U.S. Department of Energy. It has published five books on environmental behavior change including the best selling *Low Carbon Diet* and *Green Living Handbook* which have been disseminated worldwide.

Local Activism

Rivers to the Range

Just north of the Mount Holyoke Range in Hadley and Amherst, a focused effort to conserve one of the iconic landscapes in the heart of the Pioneer Valley is underway in the watershed of the Fort River-the longest free flowing tributary to the Connecticut River in Massachusetts. Dubbed "Rivers to the Range" or "R2R," the project aims to protect an area of over 2000 acres for its natural, scenic, agricultural and historic character. The conservation vision is of a mosaic of farmland, native habitat, and recreational connections that keeps rural sprawl at bay and provides better options for farmers, access and enjoyment for area residents, and protection for important wildlife species.

The values of this area are significant for many reasons:

Wildlife habitat, including habitat for the federally endangered dwarf wedge mussel, biologically rich wetlands, and grasslands that can support rare birds;

A large area with few impervious surfaces that lies over the aquifer recharge zone for Hadley's primary drinking water well. In Amherst, much of the area provides a natural buffer to the Lawrence Swamp-an important area for water supply as well as wildlife habitat.

Prime soils that support working dairy farms, row crops, hay, and prizewinning breeding programs;

Inspiring vistas, both looking down from the Mount Holyoke Range and in all directions from within the Valley;

Connections to the Connecticut River Greenway, Norwottuck Rail Trail, Skinner State Park and Mt. Holyoke Range State Parks as well as the USFWS Silvio Conte Wildlife Refuge.

A broad conservation partnership including the Silvio O. Conte National Fish and Wildlife Refuge, The Trust for Public Land, the Massachusetts Department of Agriculture, Valley Land Fund, and The Kestrel Trust are committed to giving landowners a menu of options to conserve their land so that it can provide public benefits forever.

For more information about the project, contact Judith Eiseman or Kristin DeBoer at info@kestreltrust.org or call 413-549-1097.

REMINDER

19th Annual Massachusetts Land Conservation Conference 2009

Tuesday, March 28th at Worcester Technical High School, Worcester, MA.

This conference is for board members, staff, volunteers, municipal commission members and anyone else committed to land conservation in Massachusetts.

Sharpen your skills, make connections, and gain knowledge to help you conserve landscapes and landmarks. This day-long conference offers more than 30 workshops plus exhibits and opportunities to talk with peers from across the state. Register sooner than later-this conference repeatedly sells out. Conference registration fee: \$38 if you register by March 13; \$58 afterwards.

http://www.thetrustees.org/pages/38698_massachusetts_land_conservation_conference_2009.cfm

"Secure Green Future" Non-Binding Local Ballot Initiatives: Results in the Peter Kocot and Ellen Story Representative Districts

Creators of the "Secure Green Future" Local Ballot Initiative: Jill Stein MD and John Andrews of the Massachusetts Coalition for Healthy Communities (www.masschc.org), a 501 © 3 non-partisan membership group on health and the environment created a committee in 2008 called the Committee for a Secure Green Future (www.securegreenfuture.org) in order to get a local ballot initiative calling for a green economy on the ballot in as many representative districts in MA as possible. Of the 160 districts in MA, 11 districts managed to get the 200 signatures required to be on the ballot. The ballot calls for 80% reduction in carbon reduction by 2020, not the paltry 10% - 20% reduction by 2020 (that is not even mandatory) in the much touted Patrick administration bill from August 2008. The need to get to 80% reduction by 2020 comes from Lester Brown's group's research starting from 2000, which was presented in the well received book "Plan B 3.0", where Brown's group spells out in detail how this may be done. (An 8-page summary is on their webpage: <http://www.earthpolicy.org/Books/PB3/80by2020.htm>). The UN's IPCC, James Hansen, and Bill McKibben all say that we need to move at this Lester Brown speed or else we are cooked - that no matter how much we reduce after 2020 if we have not gotten this 80% done will be of no use, because the heat will spin out of our control.

Larry Ely of the Pioneer Valley Relocalization Project coordinated the signature gathering in the Ellen Story district. David Starr of GREEN Northampton coordinated the signature gathering in the Peter Kocot district.

The Text of the SGF Local Ballot Question:

Shall the state representative from this district be instructed to vote in favor of legislation that:

1) reduces greenhouse gas emissions in Massachusetts by 80% by 2020, and

2) phases out tax incentives for energy-intensive projects while expanding job creation programs for locally-owned businesses and cooperatives involved in renewable energy, conservation, and sustainable agriculture?

Results of the Ballot Initiatives for the Kocot and Story Districts(see table below for break outs by towns):

Peter Kocot district: 84% Yes 16% No

Ellen Story district: 86% Yes 14% No

We clearly have a mandate from folks in these two districts of the Pioneer Valley. The results were similar for the other 9 districts in the state where SGF got on the ballot.

Where we go from here:

There is a mysterious disconnect between what the population comprehends about global warming and what it is doing. A big part in that is lack of general political direction coming from top, from the federal government. But another part is that local government does not think it is their province to organize and lead in ways it could: transportation (25 % of our carbon) or insulation (40% of our carbon). I leave you with these words of Obama from his Grant Park speech at midnight of November 5: "Even as we celebrate tonight, we know the challenges that tomorrow will bring are the greatest of our lifetime - two wars, a planet in peril, the worst financial crisis in a century." Global warming got second billing, which is remarkably just behind mention of wars, which are always number one given humanity's long history with wars. Obama's speech also contained this mention of action by citizens: "let us summon a new spirit of service and responsibility where each of us resolves to pitch in".

I think that where we go from here is to broadcast these SGF results to our local mayors, town managers, and their councils, and start changing the way local government works: to make it think outside the box to find solutions. For example, the transportation committees (if they exist at all) are only set up to offer transportation (buses, vans) to those without cars or those who cannot drive. But the ball game has changed, so the transportation committee has a much, much larger role to perform: to offer transportation to get us off our addiction to one person one car via high mph minibuses to weatherized bus stops reachable by foot and by bike, and to offer web pages for finding car pooling solutions.

Town	Total	Yes	No	Blank	%Blank	Yes / (Yes + No)
Hatfield	2,118	1,429	444	245	12%	76%
Montgomery	515	325	113	77	15%	74%

Northampton	16,278	12,606	1,718	1,954	12%	88%
Southampton	3,428	2,061	851	516	15%	71%
Westhampton	1,114	731	236	147	13%	76%
District	23,453	17,152	3,362	2,939	12%	84%
Amherst	12,849	9,981	1,140	1,728	13%	90%
Granby	3,577	2,217	771	589	16%	74%
District	16,426	12,198	1,911	2,317	14%	86%

Upcoming Events

March 2009

[The Art of Sustainability- "A Table Set For Forever" Open House - Artist Lecture](#)

Wednesday, March 4th

6p.m. - 8p.m.

Allen Block Building, Court Square, in downtown Greenfield

Come by and see the Art of Sustainability Winning Artist Jane Wegscheider and her "A Table Set For Forever" exhibited at the Allen Building in downtown Greenfield. The artist will speak about how she came up with the idea for the contest, the process of creating the installation, and what she's learned about sustainability and the Pioneer Valley.

Drop In, Eat, Drink, and See!

[March Workshops at Laughing Dog Farm, \(Gill, Mass\):](#)

Saturday, March 7th

Sunday, March 22nd

The following two practical skills workshops are designed for beginning level growers, actively imagining, starting or expanding into small-plot, "bio-intensive" food production. These workshops will integrate a lively review of the art and science of organic "micro-farming" with relevant skill building, observation, questioning, hands-on experimentation and practice...

Saturday, (March 7th) - Growing Seeds and Seedlings with Minimal Space

Sunday, (March 22nd) - Pruning Backyard Fruit Trees

...plus hot soup on the house, fellowship and further discussion (optional) at the end of each session (around 12:30). Bring your seeds, tools, waterproof footwear, questions, inspiration and ideas. The time is now for building diversified, permaculture-style, food gardens everywhere!

Workshops run from 10:00 AM - 1:00 PM. Suggested donation of \$15-\$40 per class appreciated. RSVP requested - dbotkin@valinet.com Email for directions to Laughing Dog Farm.

Saturday, (March 7th) - Growing Seeds and Seedlings with Minimal Space (10:00 AM - 12:30 PM)

- seeds, seed saving, seed storage, testing and viability
- importance of heirlooms and other open pollinated seeds to local agriculture
- low-tech germination and seedling grow options using minimum space/heat
- using the unheated high tunnel (hoophouse) for early seedling propagation
- compost making, soil mixing and damping off prevention
- knowing what to grow, how much, when, etc...

Sunday, (March 22nd) - Pruning Backyard Fruit Trees (10:00 AM - 12:30 PM)

- basic theory and practice of pro-active backyard fruit tree pruning
- correct use of tools for plant and human safety
- "central leader", "open center", espalier, coppice + alternative concepts
- pruning for tree health and productivity, picking/thinning ergonomics, fruit size, etc
- seasonal and weather considerations
- clean up and disposal ideas

(useful websites on fruit tree pruning:)

<http://www.lawn-and-gardening-tips.com/fruit-tree-pruning-instructions.html>

http://ag.arizona.edu/gardening/news/azdaily/star/pruning_vigor.html

[Northeast Energy & Commerce Association's Annual Renewable Energy Conference "Reconciling Renewable Energy Momentum with New Challenges"](#)

March 5th, 2009

Doubletree Hotel - 5400 Computer Drive, Westborough, MA
The Northeast Energy and Commerce Association's One-Day Conference

The financial meltdown and recession have altered the availability and cost of capital needed to fuel industry growth, while altering trajectories in load growth, input costs, and output revenue. Please join us to examine the issues and trends affecting the industry and to analyze responses that facilitate the development of successful renewable energy projects. Contact: Lois W. Lawson (781)449-5959 email: lois@necanews.org www.necanews.org

["Climate Wars. What one will kill for in the 21st century." Harald Welzer- Lecture and Discussion](#)

Thursday, March 5, 2009

7:00 pm

Goethe-Institut Boston, 170 Beacon Street, Boston

Admission free. Information: 617 262 6050 or info@boston.goethe.org

In his much discussed book Klimakriege (i.e., Climate Wars), the cultural studies scholar and social psychologist Harald Welzer addresses himself to our future and shows himself to be not optimistic. The twenty-first century will be shaped by violence. Worse: wars over climate and resources threaten to shake the very fundament and central values of Western culture - humanity, reason and law. A shattering conclusion, which the downcast reader would like to be able to refute with good arguments. Like many reviewers in German-language features pages, he would all too gladly pooh-pooh the whole book as exaggerated doomsaying. But Welzer's social psychological analysis is simply too convincing for that.

[Green Drinks- Northampton](#)

Wednesday, March 11th

5:30 to 7:30 p.m.

Northampton Brewery

[NESEA Building Energy 09](#)

March 10th- 12th, 2009

Seaport World Trade Center, Boston, MA

Now in its 34th year, NESEA is proud to present **BuildingEnergy09**, bringing together the professionals and decision-makers who shape the practice of sustainability. Nearly 200 of the country's best presenters will define the leading edge of smart building, energy efficiency and renewable energy. Successful retrofit and new construction projects demand the best tools and solutions. The whole systems approach to sustainability that BE09 embraces will give you a competitive edge in a growing market.

<http://www.buildingenergy.nesea.org/home.php>

[EPA Webinar: Energy Efficiency Stimulus Funding Technical Assistance](#)

Thursday, March 12th

Under the American Recovery and Reinvestment Act of 2009, state and local governments will receive substantial funding to implement energy efficiency initiatives in their jurisdictions. Join the U.S. EPA's ENERGY STAR team for this practical session that will provide you with the knowledge you need to leverage ENERGY STAR resources. An interactive webinar will be held on Thursday, March 12, 2009, from 1:00-2:30 pm Eastern, where you will learn:

- 1) Opportunities in existing buildings for quick reductions in energy use.
- 2) How EPA's Portfolio Manager (an energy tracking system for buildings) can be used to quickly and easily prioritize energy efficiency projects in buildings, measure progress, and verify/report results.

3) How you can leverage the ENERGY STAR program to help create a self-renewing energy management program for the long term.

Guest speakers from state and local ENERGY STAR partners will highlight ways they have used EPA's Portfolio Manager as the energy tracking tool for public buildings as well as a platform for private sector building energy efficiency initiatives. Speakers for this session will include:

- Mike Zatz, chief of the ENERGY STAR Market Sectors Group, U.S. EPA, will provide an overview of the tools and resources available through ENERGY STAR.

- Eric Coffman, senior energy planner for Montgomery County, Maryland, will describe how the county is using Portfolio Manager to identify the buildings with the greatest opportunity for improvements (invited).

- Julien Gaudion from the Pennsylvania Department of Environmental Protection will explain how Portfolio Manager is being used to track and report on the results of small business energy efficiency grants disbursed by the commonwealth.

Participants will need to register for this webinar. Visit <https://energystar.webex.com/energystar>.

[ICMA Audio Conference - Sustainable Communities: Successful Strategies from Sarasota County, Florida](#)

Thursday, March 12, 2009

1:00 p.m. - 2:30 p.m. ET

This audio conference is a part of ICMA's Sustainable Communities Leadership Initiative to help local governments meet the challenges inherent in building sustainable communities.

<http://icma.org/main/bc.asp?bcid=981&hsid=11&ssid1=2990>

[Green Drinks- Springfield](#)

Tuesday, March 24th

5-7 pm at Theodore's 201 Worthington Street, Springfield

[Greening Your Business Workshop](#)

Tuesday, March 25th

8:15 a.m. - 10:30 a.m.

Downtown Northampton

Are you interested in creating a greener company or workplace but are not sure what your most cost-effective steps might be? CET is offering a two-hour "Greening Your Business" workshop in downtown Northampton for small and medium-sized businesses on March 25, from 8:15 to 10:30 a.m. The workshop fee is \$75 and pre-registration is

required. Attendance is limited to 20.

Co-sponsored by the Greater Northampton Chamber of Commerce and the Pioneer Valley Planning Commission. For more information or to register, contact [Peggy MacLeod](#) at 586-7350 ext. 26.

[19th Annual Massachusetts Land Conservation Conference 2009](#)

Tuesday, March 28th

Worcester Technical High School, Worcester, MA

This conference is for board members, staff, volunteers, municipal commission members and anyone else committed to land conservation in Massachusetts.

Sharpen your skills, make connections, and gain knowledge to help you conserve landscapes and landmarks. This day-long conference offers more than 30 workshops plus exhibits and opportunities to talk with peers from across the state. Register sooner than later-this conference repeatedly sells out. Conference registration fee: \$38 if you register by March 13; \$58 afterwards.

http://www.thetrustees.org/pages/38698_massachusetts_land_conservation_conference_2009.cfm

[New England Campus Compact Spring 2009 Conference](#)

March 30-31, 2009

University of Massachusetts, Amherst, MA

Questions of social justice the creation of a more just world are present throughout the field of civic engagement: From the motivations staff, faculty and students bring to the training they receive, attention to hierarchies in relationships and questions of whose voice is included and valued in decision making; from examining the root causes of community issues to service that addresses their daily effects and efforts to challenge perceptions of communities, social justice issues are a broad thread woven through the work.

<http://www.ase.tufts.edu/macc/events.htm>

[April 2009](#)

[Green Drinks- Northampton](#)

Wednesday, April 8th

5:30 to 7:30 p.m.

Northampton Brewery

["Public Health and Medicine at the End of the Oil Age: Challenges and Opportunities" Richard](#)

[Heinberg, Dr. Jill Stein, and Dan Bednarz, Ph.D.](#)

Tuesday, April 14, 2009

Fall River, MA (Bristol Community College)

Public health and medicine systems will face significant challenges in the face of the world-wide energy emergency. This day-long conference will address the threats to medicine and public health, which will affect us all.

A Day-long workshop with 3 great nationally known speakers:

Richard Heinberg, author and Senior Fellow for the Post Carbon Institute

Dr. Jill Stein, internist and expert on environmental issues in public health

Dan Bednarz, Ph.D., a sociologist who is building a consortium among public health and health care users and providers

For more information, visit: www.BristolCC.edu/postcarbon. Go to www.ridebuzz.org to find ride sharing connections.

[Energy 2009](#)

April 20-24, 2009

Hanover, Germany

The most important industry trade show targeting renewable energy, power generation, transmission and distribution, and conventional energy. If you are interested in participating at this show, contact Diana La Muraglia at the MA Office of International Trade & Investment (MOITI), Boston, for details and incentives. Tel: 617-973-8635 or diana.lamuraglia@state.ma.us

[Green Drinks- Springfield](#)

Tuesday, April 28th

5-7 pm at Theodore's 201 Worthington Street, Springfield

[May 2009](#)

[The Environmental Institute- Lecture Series- "Leadership in Sustainability: The Role of Universities"](#)

Thursday, May 7, 11:30 p.m.

Lincoln Campus Center, Room 163

John D. Spengler, Akira Yamaguchi Professor of Environmental Health and Human Habitation, Department of Environmental Health, Harvard School of Public Health. His research activities are directed at the assessment of population exposures to environmental contaminants that occur in homes, offices, schools, and during transit as well as in the outdoor environment.

http://www.umass.edu/tei/TEI_2005/EnvironmentalChallenges.html

Northeast Energy & Commerce Association's 16th Annual, New England Energy Conference & Exposition

May 18-19, 2009

Mystic Marriott Hotel - 625 North Road, Mystic, CT
New England Energy Markets: Today and Tomorrow

This annual two-day conference unites industry leaders and public officials with a stake in the Northeast energy markets to discuss and debate critical industry issues. Concerns over climate change and an increased desire to control carbon emissions have spurred debate over an appropriate fuel mix to meet increasing regional demand.

Alternative Energy & Energy Efficiency 09

May 19-20, 2009

Hynes Convention Center
900 Boylston Street
Boston, MA 02115

http://www.alternativeenergysshows.com/About_the_Exhibition.html

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. For 2009, every issue will include a few innovative ideas, new technologies, useful websites, or just cool stuff that members can check out.

The **EPA** developed a series of on-line, .pdf format documents, collectively called the **Green Infrastructure Municipal Handbook**, to assist local officials with implementation of green infrastructure programs. Each 15-20 page issue covers a very specific issue associated with establishing and implementing a comprehensive program. Handbook topics cover issues such as financing, operation and maintenance, incentives, designs, codes & ordinances, and a variety of other subjects. The handbook documents are intended to serve as "how to" manuals on these topics, written primarily from the standpoint of municipal implementation. The handbook is being produced in sections, with each new element being released as it is completed.

<http://cfpub.epa.gov/npdes/greeninfrastructure/munichandbook.cfm>

Practical Solar Launches New Product

A new product released this month by Practical Solar, Inc. in Boston, MA gives anyone with a personal computer the power to direct sunlight where they want it, when they want it. The Practical Solar Heliostat System is the world's first PC-controlled, hand-installable heliostat system. For more application ideas, visit <http://www.practicalsolar.com> and for more information, e-mail info@practicalsolar.com

Green Roofs for Healthy Cities, a non-profit industry association, is proud to announce that Washington State Senator Maria Cantwell introduced the Clean Energy Stimulus and Investment Assurance Act of 2009 (S.320) legislation in February and it contains financial incentives for commercial and residential green roof installation. Green Roofs for Healthy Cities worked to draft the section of the bill focused on the green roof incentive in co-operation with the ASLA.

If enacted, this bill will deliver an enormous number of green collar jobs for manufacturers, nurseries, designers, installation and maintenance professionals, while simultaneously saving energy, improving stormwater management, cooling cities, cleansing the air and beautifying our rooftops.

Under section 506 of the bill, residential and commercial property owners will receive a 30% tax credit for qualified green roof expenditures. The tax credit applies to both new and retrofit projects. See the press release at www.greenroofs.org for more information

New Ecology Online Tools (NewEcology.org)

Buildingwell is a green building wiki that is designed to assemble, organize and vet the most valuable and current information about greening affordable housing. [Read More...](#)

Energy Tracker is an on-line tool available free of charge for monitoring and analyzing the energy use of multifamily and single family housing. [Read More...](#)

Green Maps Around the World

Green Map System has award-winning [universal icons](#) and [adaptable tools](#), that engage a locally-led global movement of [mapmaking teams](#) who chart their community's green living, natural, cultural and civic resources.

Explore unique [Green Maps](#) from hundreds of diverse cities, towns and villages in over 50 countries. Preview the perspective-changing interactive [Open Green Map](#), too. You are invited to [take part](#) and chart a sustainable future!

<http://www.greenmap.org/greenhouse/en/home>

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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