

# How and Why to Choose Green Electricity

Quincy Rotary Club  
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# Caryn Smith

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- Glad to be here
- Caryn Smith – Las Vegas
- Medford in January
- Melrose in February
- Caryn's helping us on a project that I will take about in a few minutes



# Intro to Mass Energy

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- Non-profit established in 1982
- Dedicated to making energy more affordable and environmentally sustainable
- Over 7,000 members
- Programs include discount heating oil, green power, solar, energy efficiency and advocacy.



# Mass Energy and Green Power

- Since “choice” introduced in MA in 1997, working to enable consumers to use buying power to support renewable energy
- Reseller of ReGen “green tag” product (1998-2002)
- Now 2 green products available!





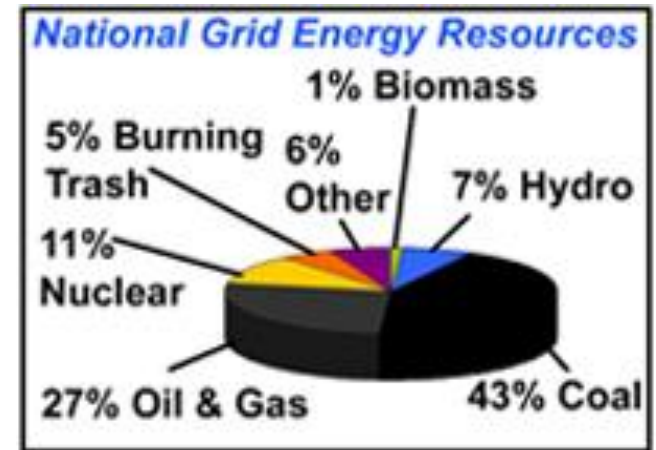
# Overview of Presentation

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- Why Green Electricity Matters
- National Grid Green Up Program
- Why Choose Mass Energy
- Combining Energy Efficiency and Green Power
- Conclusions

# Why Green Electricity Matters

- **Over 80% of Quincy's energy is from fossil fuels and nuclear**
- Fossil fuels=
  - Dependence on foreign / finite sources = foreign conflict, security threats, price volatility
  - #1 source of industrial air pollution -US EIA
  - Source of 1/3 of all U.S. CO2 emissions, 9% global CO2 emissions -US EIA
  - Pollution → asthma, heart disease, mercury contamination
  - Oil spills, environmental / worker dangers from mining
- Nuclear energy = hazardous waste, security threats





# Why Should YOU Buy Green Electricity?

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- ***It's an easy, affordable way for you to:***
  - Increase America's energy independence
  - Help create local jobs
  - Reduce harmful air emissions
  - Reduce the environmental impacts of extracting and transporting fossil fuels
  - Reduce vulnerability of central power plants, and the need to store hazardous nuclear waste

***..... Make a Difference!***



# National Grid GreenUp Program

- Mass Energy one of 4 companies offering green electricity through NGRID (Mass Electric)
- Allows people to choose the source of their electricity
- New sources will show up on quarterly disclosure label
- Nearly 2,000 people enrolled through postcard in electric bill

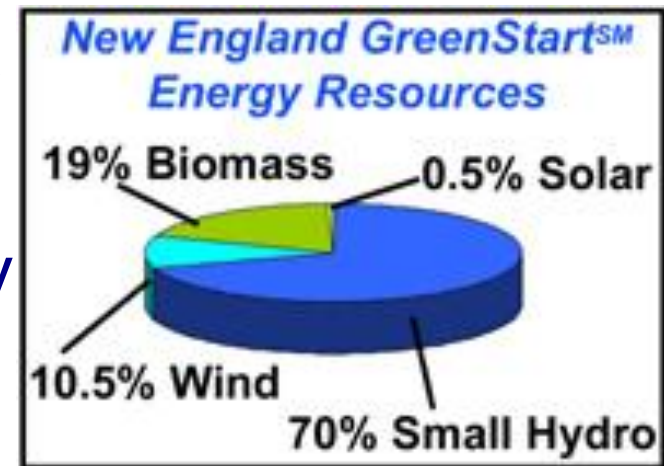




# Mass Energy's GreenUp Products

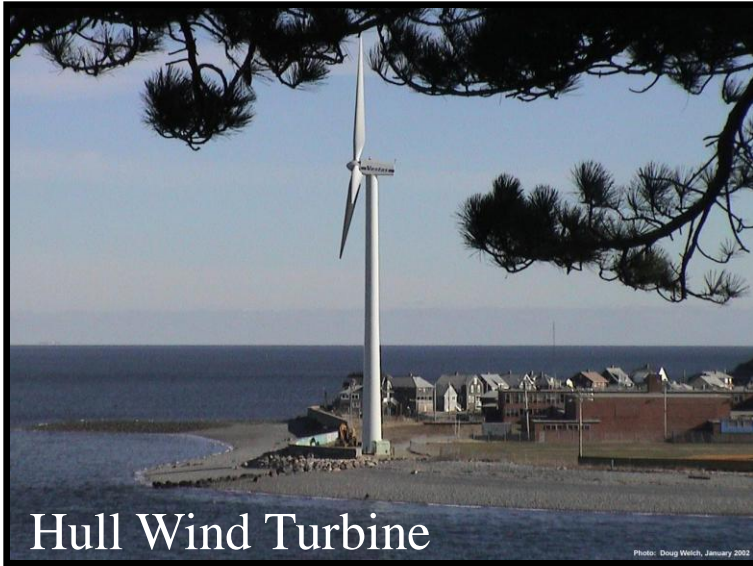
## Options:

- Green Up **ALL** of your electricity
  - costs ~20% extra (2.5 cents / kWh)
- GreenUp **HALF** of your electricity
  - costs ~10% extra (1.25 cents / kWh)



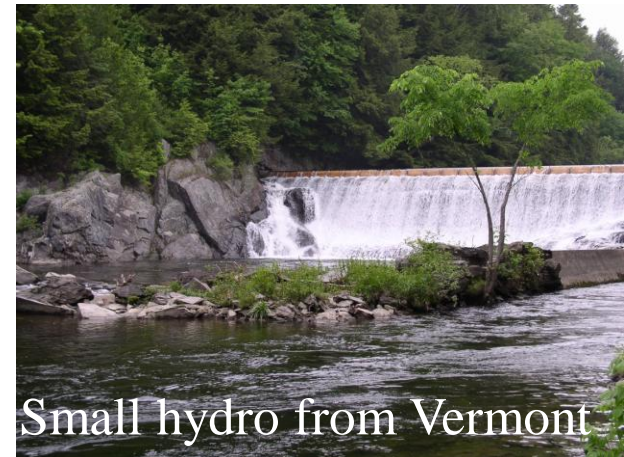


# Our Resources



Solar from Local Homes and Businesses

Landfill  
Methane from  
Chicopee, MA



# We're Adding More Renewables Everyday

- Second Hull turbine on its way
- Hoosac wind project in its final stages
  - 20 land based turbines, 30MW
- We're adding new solar installations every week





# North Quincy High School

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- We include solar in our portfolio, so that our consumers can help finance solar, but solar is still expensive
- State grant money
- North Quincy High – PV and DAS
  - Donated labor + ROTARY \$ ???
- Quincy High = Green Building



# Why Choose Mass Energy?

- Local **non-profit** committed to consumers and environment
  - Advocacy
  - Charitable programs
- Working with Advisory Committee of trusted environmental organizations
  - **MASSPIRG, Mass Audubon, ELM, Sierra Club, MCAN, Clean Water Action, Quincy Environmental Network, etc.**
  - Worked together since 2001 to develop products
  - Meet quarterly to make decisions that will ensure **products reflect priorities of MA-environmental community** as market progresses



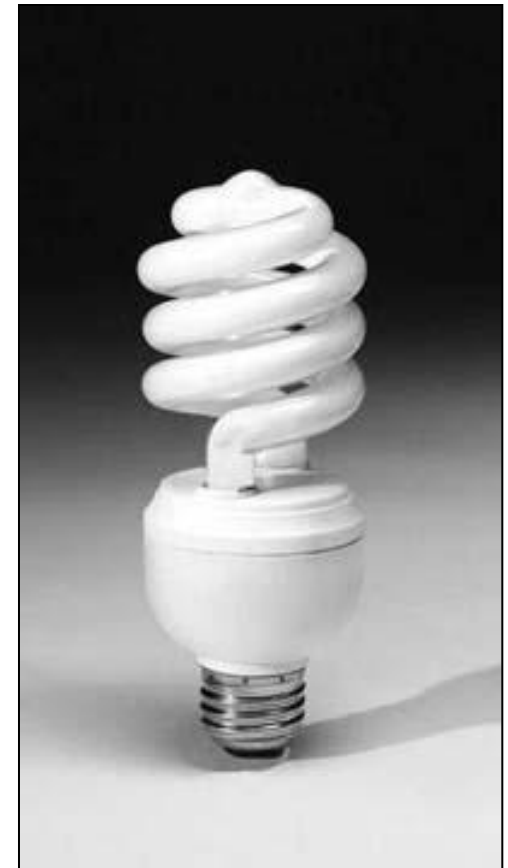
# Why Choose Mass Energy

- Features **Hull** wind and local **solar**
- Products will include even more **LOCAL** wind and solar over time
- Carefully evaluate all resources
- Can help you identify energy saving opportunities

***New England GreenStart 100%* does more to stimulate development of New England renewables than any other GreenUp choice.**

# 2 Easy Ways to Offset the Cost

- Implement energy efficiency measures
  - Mass Electric performs free energy analysis audits 1-800-889-0096
  - Energy Star lighting catalog 1-800-473-9150 or [www.myenergystar.com](http://www.myenergystar.com)
  - <http://homeenergysaver.lbl.gov/>
  - Switching just one incandescent to compact fluorescent saves \$50 over the life of the bulb
  - See our website [www.massenergy.com](http://www.massenergy.com) for more information
- If you heat with oil join Mass Energy's Heating Oil Network and save between \$150-\$200 a year!



# Buy Green and Go Lean!



- Savings from energy efficiency measures can more than cover the premium for renewable energy.
- Combining **Energy Efficiency** and **Green Electricity** is the smartest, most cost-effective way to help improve the environment through your energy choices



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# Conclusion

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- Clean, healthy *Renewable* energy options are available today
- Savings from Energy Efficiency can pay for green power
- Biggest environmental and health benefits come from combining e<sup>2</sup> with 'green power'
- You can make a difference!
- Sign up online [www.massenergy.com](http://www.massenergy.com) or call us at 1-800-287-3950.



# Contact Me to Get Involved!

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