

Unbeatable Energy Efficiency Programs Available!

Mass Energy has joined with the state, local cities, utilities, and energy assessment providers to bring you incredible energy efficiency programs. There is an unprecedented amount of funding going into energy efficiency right now so the time has come to make changes to your home that will make it more comfortable to live in and *much* less expensive to operate.

The new programs are designed to make it easy. The first step is to sign up for an energy assessment. A team of energy efficiency experts will come to your home to investigate ways that you can save money by saving electricity, water, and heat. After the appointment, they will go over the results of their assessment with you to make a plan for the recommended
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Many homes lack adequate insulation or have gaps that need air sealing.

Jim Clift Design: A Green Business Enterprise Purchasing 100% Green Power

Jim Clift Design Inc. is a family-owned business that manufactures hand-cast, lead-free Fine Pewter pins and other small pewter pieces in their own factory. Jim Clift, the owner of Jim Clift Design and the artist of these unique pins, handcrafts each of his three dimensional sculptures right in Coventry, RI. This local company serves hundreds of other groups and businesses, such as The American Heart Association and The American Forest Foundation. They've recently crafted and produced a sequence of pins for Discovery College in Hong Kong, China.

How else is Jim Clift Design putting New England on the map? By purchasing *New England GreenStart*SM 100% of course! They have been proudly greening up their energy with *New England GreenStart*SM since 2004. Jim Clift expressed his

company's support of local renewable energy this way: "we found that it was an investment, not only in our region's future, but also in an issue that resonated with our customers, even before the recent upsurge in green interest."

Check out Jim Clift Design's countless special and affordable pins today at www.LapelPinPlanet.com or call them at 1-800-423-9099 to order or customize your own. Look out for their Wind Energy Lapel Pin, our favorite! ■

The youngest of the four generations working at the studio on a given day sports a pin as she tends to the garden.



ANNUAL MEETING

Monday, October 25, 2010 | 5:30 – 8:00 pm | Lenox Hotel Back Bay
61 Exeter Street | Boston, MA 02116-2966 | www.lenoxhotel.com

Mass Energy will host our annual meeting on October 25. We will award achievements in the private sector, public sector, and outstanding members. We love to meet members in person, so we hope you can join us.

RSVP by Friday, October 8 to massenergy@classic-communications.com | Questions? Please call Molly at 508-698-6810.

Frequently Asked Question: How Does New England GreenStart work?

As a *New England GreenStart member*, you've given money to support renewable energy and you've seen the projects that Mass Energy supports. But how do we get from one to the other? In New England, everyone is served by a large, interconnected electricity grid, which makes it nearly impossible to deliver energy produced by a specific generator to a specific end-user. So, in order to track generation, the Independent System Operator (ISO) New England, the organization in charge of coordinating the region's grid, established a system to create, trade, and track certificates that describe electricity generated anywhere on the grid (even if it's behind someone's meter). When the certificate comes from a renewable source, like a wind turbine, the certificate represents all of the benefits associated with renewable energy, and is called a Renewable Energy Certificate or REC. We purchase and retire these RECs on behalf of our members.

By retiring the RECs, we prevent double-counting, ensuring no one else can claim to have used that renewable energy. This is extremely important, and is verified by the system operator. (An independent accountant also checks our accounting to ensure the accounting is accurate.)

The REC recombined with energy from the grid that you buy from the utility then officially becomes green power. Since we buy the exact number of RECs to match the amount of electricity you use each quarter of the year, you can be sure that the amount of energy you used came on to the grid on your behalf from renewable resources.

Green power marketers like Mass Energy aren't the only ones buying RECs. The utility company has a mandate to get 5% of its electricity from renewables in 2010 and also uses RECs to certify their compliance with the renewable energy standard.

With your purchase of green power, you create additional demand in the REC market, which supports new renewable energy projects coming online. So while we can't deliver that electricity to your home, we can ensure that you have the exclusive right to claim that enough renewable energy came onto the grid to cover your electricity use.

We encourage you to come to our event in Medford, Mass., where you can see an example of the type of project made possible by your support. Collectively, our members are increasing the amount of renewables on the grid, bringing the benefits of clean, local, and fossil fuel-free energy to New England. ■



Princeton Wind turbine visit in September

Wind turbines need a little love every once in a while, and our members in Worcester rose to the occasion on Wednesday, August 18 when they gathered at the base of Holy Name's wind turbine for a BBQ. Everyone enjoyed a burger or dog and learned about the project from conception through current curriculum at Holy Name.



The Harvest your Energy Festival will happen on October 23 from 1pm-4pm at the McGlynn Middle School in Medford, Mass.

Come check out the wind turbine there and learn about energy opportunities in the area.

New England GreenStart Disclosure Label

Fall 2010



Electric Power Suppliers are required by the Department of Public Utilities to provide customers with a disclosure label. The label enables consumers to look at the energy sources, air emissions and information about the supplier in order to make a more informed choice of a power supplier. Consumers can compare energy labels to make the best choice based on their energy needs.

Generation Price: (cents per kWh)

Prices do not include regulated charges for customer service and delivery.

Customer Type	Basic Service Fixed Pricing Option
Residential	January - March: 8.282
Sm. Commercial, General Services	January - March: 8.720

New England GreenStart 100% is an extra 2.4 cents per kWh for all customer types.

New England GreenStart 50% is an extra 1.25 cents per kWh for all customer types.

*Check your electric bill for your customer type and to see if you are listed for *New England GreenStart* 100% or 50%.

Contract: You may opt out of *New England GreenStart* with no fee at any time by calling: Mass Energy Consumers Alliance at 1-800-287-3950.

Power Sources: Demand for this electricity product in the period 10/1/2008-9/30/2009 was assigned generation from the following sources:

Power Source	Standard Mix	Greenstart 50%	Greenstart 100%
Biomass	3%	10.5%	12.4%
Coal	10%	5.0%	0%
Hydro (Large)	2%	1.0%	0%
Hydro (Small)	0%	35.0%	74.9%
Imported Power	11%	5.5%	0%
Municipal Trash	5%	2.5%	0%
Natural Gas	34%	17%	0%
Nuclear	28%	14%	0%
Oil	5%	2.5%	0%
Other Renewables	0%	0%	0%
Solar	0%	2.9%	6.0%
Wind	2%	4.2%	6.7%
Air emissions as % of NEPOOL mix			
Carbon Dioxide		50%	0%
Carbon Monoxide		98%	104%
Mercury		50%	0%
Nitrogen Oxides		60%	22%
Particulates		52%	4%
Fine Particulates		53%	7%
Sulfur Dioxides		50%	0%
Organic Compounds		50%	0%

(NOx) form when fossil fuels and biomass are burned at high temperatures. They contribute to acid rain and ground-level ozone (or smog), and may cause respiratory illness in children with frequent high level exposure. NOx also contribute to oxygen deprivation of lakes and coastal waters which is destructive to fish and other animal life. Sulfur Dioxide (SO₂) is formed when fuels containing sulfur are burned, primarily coal and oil. Major health effects associated with SO₂ include asthma, respiratory illness and aggravation of existing cardiovascular disease. SO₂ combines with water and oxygen in the atmosphere to form acid rain, which raises the acid level of lakes and streams, and accelerates the decay of buildings and monuments. 4. Labor Information: the information on this label regarding whether generators of suppliers operate under collective bargaining agreements is provided to inform you about whether the energy was produced in plants where employee wages and working conditions are mutually determined by employees and management, and protected by union contracts.

FOR MORE INFORMATION:

Mass Energy Customer Service: 1-800-287-3950 National Grid Customer Service: 1-800-322-3223	Division of Energy Resources 1-800-531-0077 Website: http://www.state.ma.us/thepower	Department of Public Utilities Consumer Division: 1-800-392-6066 Website: http://www.magnet.state.ma.us/dpu/
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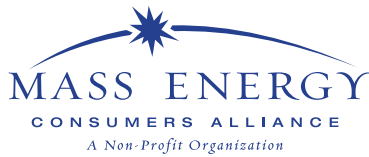
Labor Information

Less than 1% of *New England GreenStart* resources come from generators with known union contracts with their employees.

NOTES: 1. Electricity customers in New England are served by an integrated power grid, not particular generating units. However you can choose the types of electricity generating sources that will be associated with the electricity you use by selecting a GreenUp supplier. The above information is based on information from contracted renewable energy generators.

DEFINITIONS: 1. Generation price and contract: *New England GreenStart* 100% costs \$0.024 per kWh in addition to regular generation, service, and supply charges of National Grid, which may vary over time according to usage. *New England GreenStart* 50% costs an extra \$0.0125 per kWh. 2. Power Sources: The electricity you consume comes from the New England Power Grid, which receives power from a variety of power plants and transmits the power throughout the region as needed to meet the requirements of all customers in New England. Mass Energy is responsible for purchasing power attributes in an amount equivalent to your electricity use. Standard Mix is based on National Grid's Standard Offer Service. Biomass refers to power plants that are fueled by wood, other plant matter or landfill gas. Hydro resources of greater than 30 megawatts in size are deemed "large hydro." Solar refers to photovoltaic panels and wind refers to wind turbines. Other Renewables include fuel cells utilizing renewable fuel sources, and ocean thermal.

3. Emissions: Emissions for each of the following pollutants are presented as a percent of the regional average emission rate. Carbon Dioxide (CO₂): is released when fossil fuels are burned. Carbon dioxide, a greenhouse gas, is a major contributor to global warming. Biomass and landfill gas generators release CO₂, but do not contribute to a net increase in atmospheric greenhouse gases. Nitrogen Oxides



Making energy more affordable and environmentally sustainable since 1982

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Subsidies for All: But Renewables the Least

For decades, fossil fuels and nuclear power have enjoyed huge federal subsidies: a 2007 study measured the scale of these in comparison to renewables, showing that the old and dying industries get the lion's share. We're pleased that it appears federal and state policies are shifting a bit more towards clean energy, but we have a lot of work to do to level the playing field so that market forces can be harnessed to reduce greenhouse gases enough to ensure a safe climate.

The US Government Accountability Office (GAO) study examined federal incentives for electricity resources for the previous six fiscal years (www.gao.gov/products/GAO-08-102). Between Fiscal Year (FY) 2002 and FY 2007, \$13.7 billion in tax breaks were provided to fossil fuels and \$2.8 billion to renewables. Startlingly, in this period before President Obama was elected, loss of revenue to the federal treasury from tax

breaks grew 88%, from \$2.2 billion to \$4.1 billion annually, mostly for a dying industry. Nuclear R&D subsidies increased 59% during the study period to \$1.2 billion (compare that to the \$1.4 billion total for all six years of renewables R&D spending).

So what do renewables need and deserve in the way of federal, state, and ratepayer subsidy? What exactly would a level playing field look like? Clearly, renewables are less competitive in part because of this different treatment. In addition, renewables are a fledgling industry with much greater needs for R&D. Last but not least, renewable installations need much more capital up front—there are no fuel costs that can be recouped from ratepayers later—and loan guarantees even more important to renewables than nuclear. To boot, loan guarantees for renewables are far less risky to the federal treasury. ■

Unbeatable Energy *(cont'd from front)*

improvements. Later they will come back to perform the agreed-upon improvements...and the best part is that the state of Massachusetts will pay for 75% of the work done up to \$2000! And there is a federal tax credit worth up to \$1500. In many cases a homeowner or renter can recoup their portion of the investment in about 1 year. Renters and owners can take advantage of these programs, and landlords can have the work

done based on the income levels of the renters. We encourage you to get out there and take advantage of these programs for your own home, then tell your neighbors!

To get started, if you live in Eastern Massachusetts, call Mass Energy at 617-524-3950. In Western Mass., call Center for Ecological Technology at (413) 586-7350 x229 to discuss your energy use. ■