



Clean Energy Choice®

**Voluntary Purchases Generate
Matching Grants for Cities and Towns**

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Renewable Energy Trust

- **Mission:**
 - Increase the supply of and demand for clean energy
 - Promote the development of a vibrant Massachusetts renewable energy industry
 - Maximize benefits to Massachusetts ratepayers
- **Funded by a system benefits charge as part of 1998 electricity restructuring (\$25 million annually)**
- **Managed by the Massachusetts Technology Collaborative (MTC), the state's development agency for renewable energy and the innovation economy.**



MTC's Role in the Massachusetts Voluntary Market

Starting October 2004, MTC provides:

- Comprehensive, unbiased information
- Quality choices (e.g. minimum 25% new certificates) from the following suppliers:
 - Clear Sky Power
 - Community Energy
 - Mass Energy Consumers Alliance
 - Sterling Planet
- Matching grants for towns when residents, businesses, municipalities participate



Clean Energy Choice®

When you pay extra to support renewables, you are helping to develop new renewable energy sources for Massachusetts.

Therefore, MTC provides benefits

for you: most offerings are up to 100% tax deductible

for your town/city: matching funds for local clean energy projects



MTC Matching Grants

For every \$1 of voluntary premium paid, MTC provides up to \$2 in grants for clean energy products and services:

- Up to \$1 goes to ratepayer's community
- Up to \$1 goes to benefit organizations serving low-income residents

Extra bonus dollars for towns who achieve 3% or higher participation (18 towns as of 9/06)



Over \$1 million in CEC Matching Grants to 231 Towns

“Clean Energy Fallout, Cash Back to Towns”



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Flexibility for Towns to Use Matching Grants For Their Needs

- PV systems for libraries, schools, etc. ranging from 2 to 10 kW (26 cities/towns)
- Educational materials: for schools: lab kits, books, etc. (1 town)
- BigBellySM solar-powered trash compactors (5 towns)
- Grant for development of municipal climate change plan (1 city)



\$500,000 in Clean Energy Choice® Matching Grants to Low Income Orgs

- 30 kW solar installed and energy efficiency measures implemented at **The Food Bank of Western Massachusetts**
- **Boys and Girls Club of Roxbury (Boston)** installed 7 kW solar PV system and improving energy efficiency to electricity needs by 16%
- **City of Haverhill, Mass. Senior Citizen Center** installing a 6 kW solar PV system and making energy efficiency improvements



Enrollment as of 11/30/06

Utility Territory	Total Number of Households in Territory	Enrollment Nominal and %	Option on bill?
National Grid Customers	1.2 million	~6000 ratepayers; 18 towns > 3%; territory = .5%	Yes
Cape Light Compact Customers	180,000	1800 ratepayers; 1 %	Yes
NStar Customers	800,000	Negligible	No
WMECO Customers	430,000	Negligible	No

Massachusetts Voluntary Market Major Challenges

- No option via electric bill for:
 - a) 900,000 Boston metro area households
 - b) 430,000 Western Mass. Households
- No standard statewide offering
- New RECs are expensive (e.g. ~5.5 cents/kWh for landfill gas)



SmartPower/Clean Energy Choice Consumer Research

- Significant community-based rewards for household participation are a motivator
- Tax deduction is also valued
- Energy independence benefits are what drives most participants





Most of America's electrical energy comes from fossil fuels, like oil. But you can help change that. It only costs about 35 cents more a day to support the development of locally produced clean energy from wind, water, solar and biomass. Take control at www.CleanEnergyChoice.org, by filling out this coupon or the GreenUp™ card sent with your National Grid electric bill. Clean energy. It's real. It's here. It's working.

YES, I CHOOSE CLEAN ENERGY!

Check for more information on clean energy choices at www.cleanenergychoice.org

Sign me up to receive renewable energy credits from the GreenUp program. I have designated the right amount of my bill to be applied to my GreenUp account. I will receive a renewable energy surcharge added to my monthly National Grid bill, and I'll National Grid will credit my electricity supplier and provide my customer service and energy program support.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PHONE _____ E-MAIL _____

BUSINESS NAME (if applicable) _____

DATE _____

Request National Grid to adjust your credit to the full amount of the amount indicated here.

Check ONLY ONE as you prefer below:

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COMMUNITY CHOICE
www.howthehell.com
20% AND MORE, 75% RE-NEWABLE ENERGY & 2.5 CENTS PER HOUR, 100% AND 100% CREDITS ONLY!

*Amount will be credited to your account.



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Next Steps

1. Create convenient access to choices for Boston metro area ratepayers
2. Support key towns with electric bill option to lead/provide examples:
 - Northampton, MA has 5% participation
 - Shutesbury and some other small Western Mass. Towns have 9%+ participation

