

## **Town of Wenham**

### **Behavior-Based Energy Use Reduction Program**

#### Project Overview

The Town of Wenham, in partnership with the Towns of Hamilton and Swampscott, the City of Salem and the Metropolitan Area Planning Council, received a grant through the [Massachusetts Clean Energy Center](#) (MassCEC) in January 2015 to hire a consultant to initiate and facilitate a Behavior-based Energy Reduction Program (Program) in local schools. The group is in the process of retaining a consultant, and the Program is intended to kick-off in June 2015.

The chosen consultant will work with the Hamilton-Wenham Regional School District (HWRSD) to (1) Engage stakeholders, (2) Develop, implement, and evaluate a pilot project in the HWRSD, and (3) Produce a plan for context-specific, short- and long-term implementation of a behavior-based energy reduction program in the District. The two avenues by which energy use may be reduced through behavior-based programs are:

1. Raising awareness among faculty, staff and students, and
2. Managing school building operations

Please see the report [“Powering Down”](#) here, put out by the [Center for Green Schools](#), for case-study information on behavior-based programs in schools.

The Town intends to work with the chosen consultant to identify ways to better manage school building operations, including specific upgrades to HVAC and lighting controls. This information will serve as a springboard for future energy efficiency grant opportunities.

#### Funding

This project is fully funded with a grant from the MassCEC through their [“Community Energy Strategies”](#) Program. The total grant amount was \$29,995.

## **Green Community Designation**

Wenham was designated as a [Green Community](#) by the Massachusetts Department of Energy Resources (DOER) in 2010. In order to achieve designation, the Town had to meet five criteria:

1. Provide as-of-right siting in designated locations for renewable/alternative energy generation, research & development, or manufacturing facilities.
2. Adopt an expedited application and permit process for as-of-right energy facilities
3. Establish an energy use baseline and develop a plan to reduce energy use by twenty percent (20%) within five years.
4. Purchase only fuel-efficient vehicles
5. Set requirements to minimize life-cycle energy costs for new construction by adopting the new Board of Building Regulations and Standards (BBRS) Stretch Code.

As a Green Community, Wenham is eligible to apply annually for grant funds to put towards energy efficiency projects. Through FY15, Wenham has received \$457,810 in Green Communities Funding for Town-wide energy efficiency projects.

The Town reports annually to DOER on the progress of the five criteria, and on the progress of grant-funded projects. Through FY14, the Town has reduced its municipal energy consumption by 5% from the baseline year of FY09. This is expected to increase significantly in FY15 with the streetlight conversion to LED.