

NEMSN Profile: Greenfield, MA

Community Profile¹

<i>Area (sq. Miles):</i>	21.4
<i>Population:</i>	17,514
<i>Population Density:</i>	817.40
<i>Households:</i>	7,731
<i>Median Age:</i>	43.7
<i>Median Household Income:</i>	\$49,612
<i>Poverty Rate:</i>	14.20%

City Department:

Title: Department of Energy and Sustainability

Staff: Carole Collins: Manager, Laurie DiDonato: Assistant

Responsibilities: Overview of City projects dealing with energy. Implementing programs in City's Master Plan pertaining to energy and sustainability.

Programs/Policies: Greenfield Light & Power (100% Green Power), Greenfield Solar Farm (50% of City's energy), Sustainable Master Plan and Greenfield Energy Park.

Interview:

What have been your biggest successes in the part 2-3 years?

- Energy upgrades
- Recently been focusing on the strategizing and getting everyone on the same page to start creating plans for the programs.
- Awarded "Crown Communities" for innovation programs-pioneered a method to buy local SRECs.
- Pilot project for Municipal Aggregation.
- Added community shared solar.

Given the range of your priorities, which do you consider to be your top priorities?

- New LED light replacement, as of now the town is having a hard time finding the right contractor. But out of all the projects on the list this is the most feasible.
- To have everyone included in the decision making process before projects are started/completed. There are times when the Energy Department is not consulted or in the loop with the building process.
- Trying to get Net-Zero building policy.
- Upcoming project that was solar & battery storage and is not just battery storage 250kW.
- Replace the modular units at the schools.
- e.g. Water heater at school was replaced without consulting with the Energy Department to find the most efficient water heater.

- Creating a Climate Action Plan, as of now there have a Master Plan with a sustainable scope.
- Identifying the energy needs and upgrades for all the town's buildings.

Please explain why you have chosen these priorities?

The strategies were chosen because they were the most feasible (LED replacements) or they are will have the greatest impact in helping the town make decisions with a sustainable scope.

How important are the metrics to projecting the progress of the programs and policies? How did you develop them?

- Currently, the town does not do enough projecting metrics to community. But it is important that the residents see more to get an understanding on program progress.
- It is important to make the data easy for the average person to understand, therefore the town needs a new combination/method of showing the data. Needs to be consistent as well as short and sweet.
- Being able to show the data will allow the town and the residents to understand the annual goals/targets.

What resources are needed to complete your strategies and priorities? Are they currently available to you? If not, do you know where/how to obtain them?

- Funding having the time to look and apply for grants to support projects/programs.
- Finding the right consultants and professionals to develop/implement programs.
- Having the time and the man power to take on these projects, many times there are many projects spread out amongst the departments.

How has the local community promoted its sustainability efforts to members in the community?

- There is data provided online that can be accessed by residents. It would be much more beneficial to have more data available that show progress and updates pertaining to the projects.
- Would like to have a Sustainable Committee progress report, press releases, newspaper, local T.V.
- Outreach through Sustainable Greenfield.

What are your top 3 barriers that you consider to be beyond the control of the municipality, which have limited your ability to implement sustainability initiatives?

- When implementing programs or starting new projects the town knows that there are other communities that have taken on similar projects but it is difficult to find the right people to connect with.

- There needs to be a common language so it is easier to connect to the community and other departments. For example, what does it mean to be carbon neutral?
- Finding experts that are on the forefront of these renewable energy technologies.

Sustainable Profile²

Overview

- Solid Waste Reduction & Recycling
- Food & Agriculture
- Transportation
- Storm Water
- Energy
- Development
- Greenhouse Gas Reduction
- Climate Preparedness
- Equity & Economics
- Community Engagement

Solid Waste Reduction & Recycling

Top Priorities

- Reduce solid waste and disposal costs through a comprehensive program that includes recyclable materials, compostable food and yard waste, and reduction of disposable items.
- Received grants to reduce waste in schools. All of which are composting.

Strategies

- Reduce the cost and amount of sewage sludge disposal.
- Apply for composting grant and implementing it, while washable or compostable trays, plates and flatware.

Food & Agriculture

Top Priorities

- Preserve agricultural land to ensure a vibrant local food supply.
- Implement a farm-to-school program by working with local farmers and farming organizations for access to locally grown food and farming expertise.

Strategies

- Increase Greenfield's role as a regional food hub including production, aggregation, and processing and distribution infrastructure.
- Increase productive agricultural land by fostering backyard gardening.
- Inventory all agricultural land and its infrastructure to assess and encourage its

potential preservation.

- Identify affordable sources of local food, and create a plan to utilize those local sources.

Transportation

Top Priorities

- Seek a regional and local system that provides for public and private transportation.
- Provide for vehicular, bicycle, pedestrian and other modes of circulation.
- Complete Streets initiatives- adding bike lanes to main street crossings
- Prioritize list of Complete Street initiatives (along with grants and funding).
- Completed a beautification and informational plan, including unified sign policy.
- Implement access management techniques.
- Implement a Downtown Transportation Improvement Plan.
- Develop a Town-wide Walkability Plan.
- Create and implement a Greenfield Bikes Initiative Program.
- Increase collaboration with public transit.

Strategies

- Incorporate a Complete Streets Policy as part of the Major Development review process.
- Reaffirm Corridor Design Guidelines adopted by the Planning Board in 1993.
- Reduce/prioritize roadway signage to improve appearance and effectiveness.
- Improve traffic flow along major corridors by reducing vehicles-conflict points.
- Increase quality and quantity of sidewalks to improve continuity; upgrade existing sidewalks to meet or exceed disability access standards.
- Establish a Bicycle Committee.
- Develop a Transportation Demand Management Program.
- Develop a Green Infrastructure Program.
- Maintain an Active Bike Committee.

Storm Water

Top Priorities

- Maintain or upgrade sewer and water infrastructure.

Strategies

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Energy

Top Priorities

- Create a staffed resource center to assist residents with education and resources on home purchase, energy use and upgrades, renovation and financing.
- Promote energy conservation and efficiency.

- Increase the quantity of locally produced clean energy.
- Continue public/private partnerships to reduce residential and business energy use and promote installation of renewable energy systems.
- Municipal aggregation that brings green power to community.

Strategies

- Increase local zero-carbon electricity production through town-wide programs such as Greenfield Solar Challenge and Community-Shared Solar.
- Work to improve state and utility energy efficiency programs by working with state agencies, utility companies, non-profits and the state legislature.

Development

Top Priorities

- Encourage development in and around Greenfield’s historic downtown.
- Encourage business development where infrastructure will support it.
- Promote both housing choice and natural resource protection through careful site planning in outlying areas.
- Update the Zoning Ordinance to include sustainable development practices and controls.
- Adopt an infill development ordinance to encourage redevelopment or reuse of vacant or underperforming buildings or parcels.
- Reduce negative impacts on new and existing residential neighborhoods on natural systems while enhancing beneficial access to nature.
- Incorporate cost-effective Green infrastructure and Low Impact Design strategies into all municipal projects and work with developers and residents on what then can do.
- Ensure future residential development promotes watershed protection, land conservation and farm preservation goals by focusing activity in areas with existing infrastructure.

Strategies

- Create a Natural and Open Space Committee, maintain public parks, actively assess and conserve agricultural and other land throughout the community, and establish criteria for prioritizing future land acquisitions.
- Develop priority conservation corridors and/or overlay districts for natural and agricultural lands and rivers.
- Adopt the Community Preservation Act to provide funding for open space acquisition.
- Integrate biological systems into the “urban fabric” of Greenfield to provide an improved ecosystem and infrastructure.

Greenhouse Gas Reduction

Top Priorities

- Reduce the use of fossil fuels.

Strategies

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Climate Preparedness

Top Priorities

- Protect and expand “green infrastructure” to reduce flooding, purify air and water.

Strategies

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Equity & Economics

Top Priorities

- Increase housing choice, expand and update housing stock to reflect changing preferences and population.
- Improve supply and access by ensuring that a full range of quality alternative housing options continue to be developed to serve diverse populations and needs, including the homeless.
- Gave contracts out for Small Tiny Homes (net-zero housing).

Strategies

- Create quality housing; safe, durable, energy-efficient, sustainable, and human-oriented.
- Continue to support replacement of aging affordable housing units.

Community Engagement

Top Priorities

- Create a Sustainable Greenfield Implementation Committee.
- Identify and incorporate additional stakeholders into the implementation stage.

Strategies

- Promote the results of Sustainable Greenfield monthly.
- Use the Sustainable Master Plan as the ‘Go-To’ reference for all projects in the Town.
- Tracking, measure and report progress of implementing the Sustainable Greenfield strategies.

Sources:

- 1 “Census Profile: Greenfield, Ma” *Census Reporter*. N.p., n.d. Web 20 April 2017 <https://censusreporter.org/profiles/40000US34975-greenfield-ma-urban-cluster/>
- 2 “Sustainable Greenfield” *City of Greenfield, Massachusetts*. January, 2014

[http://greenfield-ma.gov/files/Sustainable Greenfield-Greenfields 2014 Comprehensive Sustainable Master Plan.pdf](http://greenfield-ma.gov/files/Sustainable%20Greenfield-Greenfields%202014%20Comprehensive%20Sustainable%20Master%20Plan.pdf)