



AN ENERGY-SAVINGS FINANCING PROGRAM FOR MASSACHUSETTS  
INSTITUTIONS REQUIRING NO UPFRONT COSTS

## PROGRAM SUMMARY

Following the success of a pilot program launched in 2013, GreenerU has again developed an “energy-efficiency supply contract” that requires no upfront capital from participating institutions.

Private colleges and universities, independent schools, community health centers, and other nonprofits located in the Commonwealth of Massachusetts are invited to take advantage of this opportunity to make energy efficiency improvements to their facilities with no upfront cost. Program participants pay only a portion of the verified delivered energy savings over a performance period of up to seven years. After the performance period, the participating institution keeps 100% of the savings. Not only do participating institutions see positive cash flow throughout the project lifecycle; they will get that cash flow with no risk of a savings shortfall. If savings are less than anticipated, participants pay less.

## TYPES OF PROJECTS

A range of energy-efficiency projects can be implemented under GreenerMass. Some of the most common projects include installing efficient LED lighting, occupancy sensors and controls, a variety of building automation system improvements, boiler economizers, variable frequency drive installations, laboratory efficiency measures, and more.

Participating institutions will continue to benefit from significant cost savings resulting from reduced energy use well beyond the seven-year performative and payment period of the program.

## HOW IT WORKS

- Institutions should submit a GreenerMass application to GreenerU, a turnkey energy solutions provider.
- GreenerU will perform a quick credit check to pre-qualify institutions.
- GreenerU will work with your institution to define a set of projects that meet your needs and fit within the program criteria.
- If approved, your institution will enter into a no-cost project development agreement with GreenerU.
- Working with institutional stakeholders, we will develop a proposal that includes a scope description and anticipated energy savings, as well as how they will be verified.
- Your institution will enter into an “Energy Efficiency Supply Agreement” with GreenerMass LLC, a subsidiary of GreenerU.
- GreenerU will design and implement the project.
- Your institution will begin saving on energy costs immediately, paying an agreed-upon percentage of verified energy savings to GreenerMass.
- GreenerU will measure and verify savings and provide support to ensure that implemented measures continue to work properly throughout the contract term (typically seven years).
- After the contract term is complete, the institution will benefit from 100% of the energy savings resulting from energy conservation measures implemented.



GreenerMass is a program of GreenerU, Inc.  
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## BACKGROUND

In 2013, GreenerU, Inc. collaborated with and MassDevelopment to create a program called Mass College Green. The goals were to provide an affordable option for a select group of Massachusetts colleges and universities to reduce energy consumption and fuel costs without requiring the schools to provide upfront capital, and without risk to the school.

The program covered the costs associated with implementing energy conservation measures, as well as all project development costs, engineering, project management, commissioning, and five years of maintenance, performance monitoring, and verification. Participating schools paid only for delivered energy efficiency for the duration of the five-year contract. After the performance period, all savings accrue directly to the participating school.

Mass College Green kicked off in 2013. Five Massachusetts institutions participated in the program:

Dean College, Hampshire College, Lesley University, Mount Holyoke College, and Nichols College.

Based on the success of that program, GreenerU and MassDevelopment have launched a similar program, GreenerMass, to reach a broader audience. In addition to colleges and universities, independent schools, community health centers, and other nonprofits located in the Commonwealth are eligible to participate in GreenerMass.

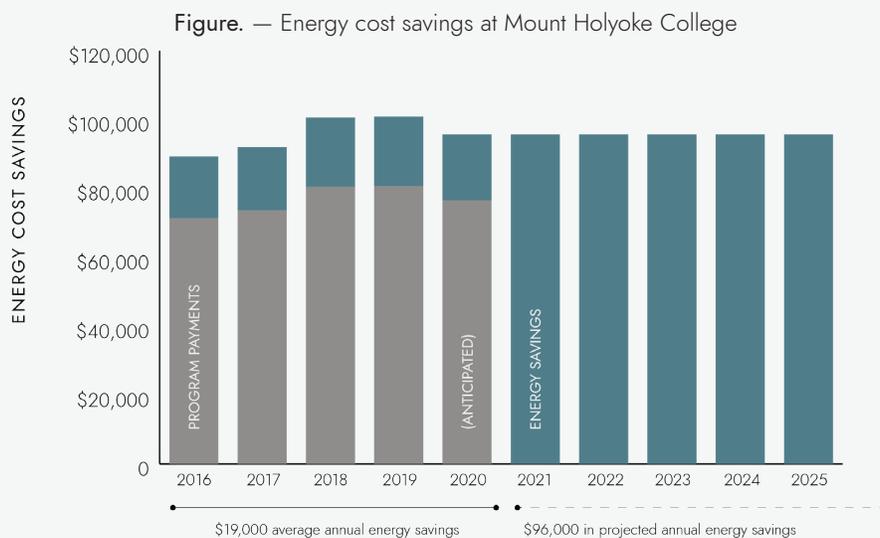
## CONTACT

If you're interested in having a conversation and determining your institution's eligibility to receive funding for energy-efficiency projects, please contact David Adamian at GreenerU at [david.a@greeneru.com](mailto:david.a@greeneru.com) or directly at 617-905-7589.

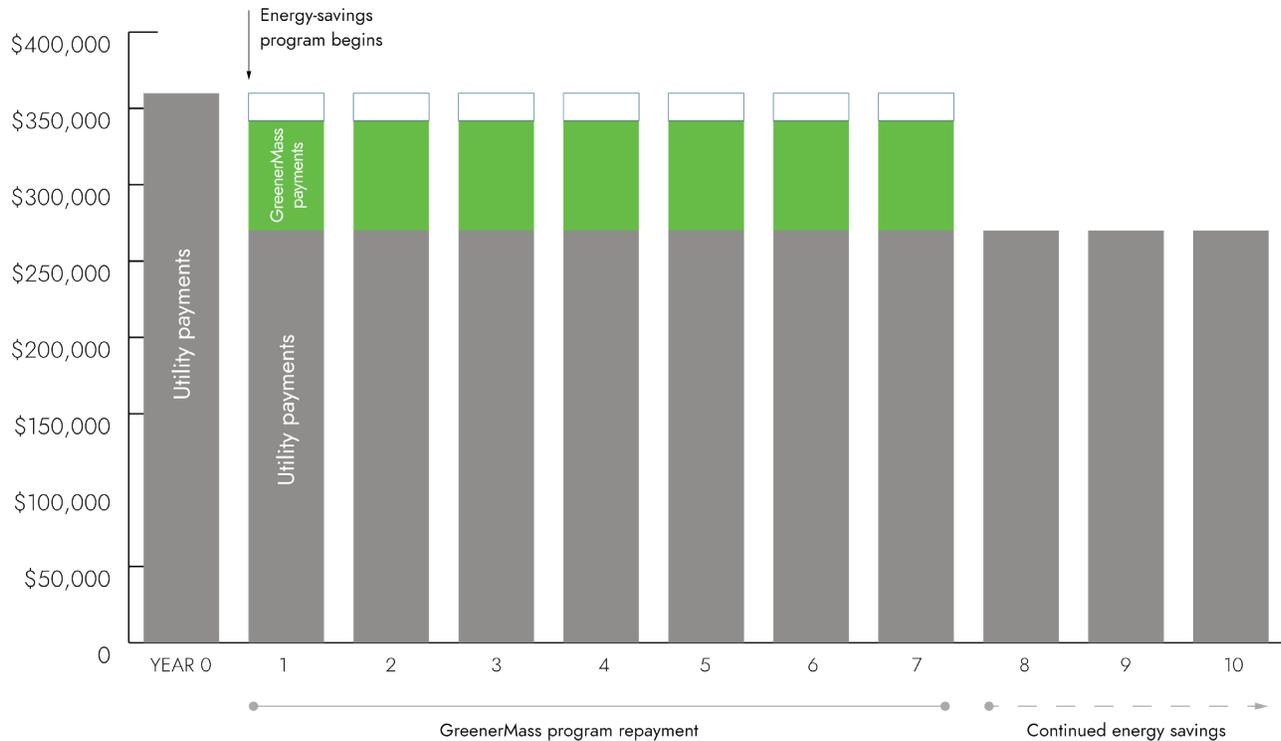
## CASE STUDY

Mount Holyoke College partnered with GreenerU in 2014 to implement a suite of recommended energy-efficiency measures on campus, including lighting and controls upgrades, and, most significantly, the installation of a boiler economizer at their central heating plant. Through careful consideration of a past failure of an economizer, GreenerU custom-designed an economizer with a pressure sensor and bypass damper to prevent flue gases from leaking into the plant building (the reason for the failure of the previous economizer).

These combined measures yielded an average of \$19,000 in annual utility bill savings (net of Mass College Green payments) for Mount Holyoke College for during the five-year repayment period, after which time the College is expected to see approximately \$96,000 in annual energy savings (see figure below).



## EXAMPLE BILLING STRUCTURE



**Example.** Let's say a campus is paying \$30,000 a month for 200,000 kWh of electricity at \$0.15/kWh. A GreenerMass LED lighting retrofit reduces their energy use by 25% (50,000 kWh). By Year 8, that campus is keeping \$90,000 in annual savings.

YEAR 0

YEARS 1–7

YEARS 8–



200,000 kWh  
\$0.15 / kWh

UTILITY BILL = \$30,000 / month



150,000 kWh  
\$0.15 / kWh

UTILITY BILL = \$22,500 / month



50,000 kWh  
\$0.12 / kWh

GREENERMASS = \$6,000 / month



SAVINGS = \$1,500 / month



150,000 kWh  
\$0.15 / kWh

UTILITY BILL = \$22,500 / month



SAVINGS = \$7,500 / month

x 12 months

= \$90,000 / year  
in annual savings

# GREENER MASS



## PROJECT TIMELINE

**Table 1.** — Typical timeline (note: implementation schedules can vary)

Stage	Month							
	1	2	3	4	5	6	7	8
Initial meeting	█							
Sign project development agreement	█							
Develop proposal		█	█	█				
Sign efficiency supply contract				█				
Implement project					█	█	█	█
Begin saving								█

**Table 2.** — Timeline with project phases

Time	Phase	GreenerMass	Program participant
Month 1	Initiation	<ul style="list-style-type: none"> <li>○ Perform credit check</li> <li>○ Meet to discuss project parameters</li> <li>○ Execute project development agreement</li> </ul>	<ul style="list-style-type: none"> <li>○ Submit program application</li> <li>○ Provide utility data to GreenerU</li> </ul>
Months 2-3	Project development	<ul style="list-style-type: none"> <li>○ Investigate site</li> <li>○ Develop engineering recommendations</li> </ul>	<ul style="list-style-type: none"> <li>○ Provide on-site support, such as access and introductions</li> </ul>
Month 4	Agreement	<ul style="list-style-type: none"> <li>○ Present final proposal</li> <li>○ Sign contract</li> </ul>	<ul style="list-style-type: none"> <li>○ Review final proposal</li> <li>○ Sign contract</li> </ul>
Months 5-8	Implementation	<ul style="list-style-type: none"> <li>○ Invest capital</li> <li>○ Procure equipment</li> <li>○ Implement project</li> </ul>	<ul style="list-style-type: none"> <li>○ Provide on-site support, such as access, scheduling assistance, and communications</li> </ul>
Years 1-7	Payback	<ul style="list-style-type: none"> <li>○ Measure and verify savings</li> <li>○ Provide warranty support</li> <li>○ Perform inspections and provide operational support</li> </ul>	<ul style="list-style-type: none"> <li>○ Operate systems</li> <li>○ Realize savings</li> <li>○ Make payments to GreenerMass</li> </ul>
Year 8	Post-fulfillment		<ul style="list-style-type: none"> <li>○ Keep all energy savings</li> </ul>

## What does the program cost to participants?

There is no upfront cost and no risk. Energy-efficiency improvements are installed at no cost. In exchange, the participating institution agrees to pay a percentage of verified energy savings to GreenerMass over a maximum seven-year period. After the performance period, the program participant retains 100% of energy savings associated with the installation.

## What types of energy-efficiency measures can my institution do with this program?

Some of the most common projects include installing efficient LED lighting, occupancy sensors and controls, a variety of building automation system improvements, boiler economizers, laboratory efficiency measures, and more.

## Can I also apply utility incentives to maximize my energy savings opportunities?

Expected utility incentives are taken into account in qualifying projects for the program. Actual utility incentives are assigned to GreenerMass under the energy efficiency supply contract. GreenerMass is responsible for qualifying the projects for incentives and takes all risk for receiving the incentives.

## Are there benefits my institution can realize sooner than the end of the seven-year payback period?

Yes. In most cases, the participating institution pays only a portion of the verified savings, thus realizing net savings from Day 1. Additionally, many projects, such as LED lighting retrofits, yield maintenance savings that the institution will benefit from immediately. Often projects address deferred maintenance and improve occupant comfort and the experience of building occupants.

## What is the window of time for implementation to be eligible for this program?

Projects must be completed by October 2021.

## How long does it take to implement a typical project?

Schedules will vary based on the nature of the project and customer scheduling requirements, but most projects are completed within 3-6 months of contract signing.

## When are applications due?

Applications are accepted on a rolling basis.

## How do I know if my building/institution is eligible for GreenerMass?

To be eligible, you must:

- o Be registered as a nonprofit institution in the Commonwealth of Massachusetts
- o Pass a GreenerMass credit screen
- o Have energy savings opportunities on campus
- o Enter into a contractual agreement with GreenerMass

## Will GreenerMass consider funding small sub-projects within a building?

If the project meets the criteria to fit into the financial model. In some cases, it may mean that the small sub-project is coupled with a larger project and in other cases, GreenerMass may fund a portion of an overall larger project.

## If we wanted to install metering, would that be considered for funding?

The extent to which additional metering fits within the objectives of the program, it can be considered for inclusion in GreenerMass.

## How will rebates be calculated into the financial package?

Utility rebates will be assigned to GreenerMass and leveraged to create more robust projects (i.e., to fund projects or portions of projects that might not qualify otherwise).

## Will you only be looking at utility data for the buildings you are working on, or will you be looking at all of our utility data?

It is anticipated that GreenerU will take a comprehensive look at each institution's energy consumption data to find the best opportunities for efficiency. If there is a specific building the institution would like to focus on, please let us know.

## What is the maximum amount that institutions will end up paying back?

This will vary based on the projects implemented.

### **Will institutions have a say in which contractors are used?**

GreenerU is open to working with contractors of your choice. While we cannot guarantee a specific contractor will be selected, we will give preferred contractors a fair shot at the work.

### **What do institutions pay for after the project is complete?**

Once the project has been fully implemented, the college pays only for delivered energy efficiency during the seven-year performance period. The method by which the delivered energy efficiency is verified will be determined by GreenerU, in consultation with each institution, and will be outlined in each contract.

### **How will you determine how much energy is being saved over the seven-year period? What M&V methodology will you be using?**

GreenerU will use industry standards for measurement and verification (M&V). GreenerU will work with each institution individually to determine the most appropriate M&V process for them.

### **Does the money go back to MassDevelopment?**

MassDevelopment has made an investment in GreenerMass. A portion of institutions' payments under this program will go to repay MassDevelopment for its investment.

### **Do you see cases where everything is paid off sooner than seven years?**

The contracts are generally structured to require payments over seven years.

### **What if savings are less than anticipated?**

If savings are less than expected, you pay less than expected. Payments are tied directly to delivered savings. That said, our goal is to make these programs successful. If we identify a shortfall, we will work with you to ensure that systems are optimized.

### **How much value do you see in implementing cutting-edge, new technology as a part of this program?**

GreenerU intends to take a flexible approach to implementing GreenerMass. New technology is certainly something that can be considered so long as it meets the criteria of the program. That said, given the nature of the financial arrangements, where GreenerMass is paid only for delivered energy efficiency, we will require a high level of confidence in selected projects' ability to deliver energy reductions over the seven-year term.

### **How does this program compare to a power purchase agreement (PPA)?**

The program is effectively an energy-efficiency PPA. The

GreenerMass financial model and contract are based on a solar PPA.

### **One of the criticisms of the performance contract model is that it picks the low-hanging fruit. What is different about this program?**

We encourage participating institutions to see GreenerMass as one tool in a toolbox to help reach broader energy-efficiency objectives. As we develop projects, we will work with the participating institutions to integrate these projects into their broader energy-efficiency efforts to ensure that they are not merely used to pick low-hanging fruit.

### **Once the installation phase is complete, do you continue to deal with maintenance contracts?**

GreenerMass will retain full responsibility for performance of the projects for seven years. This will include any maintenance necessary to keep the installed measures performing for that period. Beyond that, it will be the institution's responsibility to maintain equipment.

### **Who owns equipment installed during the program?**

Upon completion of the seven-year performance phase of the program, all equipment is owned by the institution.

### **If we are currently a client of GreenerU, are we eligible to apply for the program?**

Yes, the program is open to all nonprofit institutions in Massachusetts. Existing GreenerU clients will be evaluated based on the same criteria as all other applicants.

### **How long does it take to implement a typical project?**

Schedules will vary based on the nature of the project and customer scheduling requirements, but most projects are completed within three to six months of contract signing. A sample timeline for the process is below. (Note that implementation schedules can vary.)

## **CONTACT**

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