

**General Government**  
**Information Systems**  
**Computer Reserve**

In 1999, the City installed a new networked data and financial management system. Beginning in July of 1999, the City appropriated \$50,000 per year from the Municipal General Fund Budget to replace and upgrade computer hardware equipment and software.

This Computer Reserve is used to purchase new software licenses and to replace the PCs/laptops at a 5-year refresh interval, or as hardware failures occur. PCs/laptops exist in every municipal building, police squad cruisers, fire trucks, and rescue units. With demands of projects being funded through Fund Balance, this year this request has been reduced to \$25,000.

Project Cost:	\$25,000
Funding Source:	Fund Balance
Source of Cost Estimate:	IT Staff
Projected Useful Life:	N/A

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## General Government

### Land Bank Account

On August 2, 2010, the City Council passed an ordinance establishing the City of South Portland Land Bank. The purpose was to further the acquisition and creation of land and land uses.

#### **Sec. 18-76. Land Bank Fund.**

The City shall meet the financial obligations of the Land Bank by drawing upon a municipal land bank fund to be set up as a separate revolving or sinking account within the City. Deposits into the fund shall include:

1. Any funds appropriated to be deposited into the fund by vote of the City Council.
2. Voluntary contributions of money or other liquid assets to the fund.
3. Interest from deposits and investments of the fund.
4. Net proceeds from disposal of real property interests pursuant to Code of Ordinances Section 2-171 as follows:
  - (a) Sixty percent (60%) of the net proceeds from the sale of unimproved real property, unless waived by the City Council for good cause shown.
  - (b) Thirty percent (30%) of the net proceeds from the sale of improved real property, unless waived by the City Council for good cause shown.
5. Any grant funds received on behalf of the Land Bank.
6. Subject to the annual budget process, an annual contribution of \$35,000 from the City's Capital Improvement Plan, provided that any such annual contribution that causes the land bank fund balance to exceed one million dollars (\$1,000,000) shall be reduced as necessary so as not to cause the land bank fund balance to exceed one million dollars (\$1,000,000).

The current balance in the Land Bank Fund is \$866,554.

Project Cost:	\$35,000
Funding Source:	Prior Years' CIP Balance
Source of Cost Estimate:	City Council Ordinance
Projected Useful Life:	N/A

**Sec. 18-76. Land Bank Fund.**

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. . .

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**General Government**  
**SPC-TV Capital Outlay**  
**Council Chambers HD Camera Upgrade**

Since SPC-TV has been in operation, it has been running at Standard Definition (SD) for all municipal and access programs recorded in Council Chambers at City Hall. The time to update SPC-TV video acquisition in this space has arrived.

For FY 2019 \$23,750 of the SPC-TV Capital Grant will be devoted to updating the current PTZ SD cameras in Council Chambers to PTZ HD cameras. This includes installation labor costs and camera purchase.

Project Cost:	\$23,750
Funding Source:	SPC-TV Capital Grant
Source of Cost Estimate:	Access A/V and SPC-TV Staff
Projected Useful Life:	N/A

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**General Government**  
**SPC-TV Capital Outlay**  
**Console HD Upgrade**

The use of the SPC-TV console to deliver municipal and access programming originating in the Council Chambers as a live audio/video mix and robotic camera control is integral to the station operations. As the cameras are updated from Standard Definition (SD) to High Definition (HD), the current mixer and video distribution set-up needs to be upgraded concurrently to match.

For FY 2019 \$22,755 of the SPC-TV Capital Grant will be devoted to replacing the current Broadcast PIX video switcher and updating subsequent digital infrastructure within the station to handle the modern HD standard.

Project Cost:	\$22,755
Funding Source:	SPC-TV Capital Grant
Source of Cost Estimate:	Access A/V and SPC-TV Staff
Projected Useful Life:	N/A

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**General Government**  
**SPC-TV Capital Outlay**  
**Workflow HD Upgrade**

As SPC-TV upgrades to the current High Definition (HD) broadcast standard for distribution of video content, the need for modern acquisition and editing equipment that is capable of meeting this standard becomes critical.

SPC-TV has already made some progress in this goal in FY 2018. For FY 2019 \$17,105 of the SPC-TV Capital Grant will be devoted to upgrading the current computer systems within SPC-TV to handle existing HD standards as well as upgrading or augmenting all ancillary equipment used in the acquisition of video footage outside of City Hall to be complimentary to the same standard.

Project Cost:	\$17,105
Funding Source:	SPC-TV Capital Grant
Source of Cost Estimate:	Access A/V and SPC-TV Staff
Projected Useful Life:	N/A

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**General Government**  
**SPC-TV Capital Outlay**  
**Equipment Repair Reserve**

When broadcast video equipment is used as heavily as SPC-TV's, maintaining a contingency reserve for repair or maintenance is essential.

For FY 2019 \$2,000 of the SPC-TV Capital Grant will be reserved for the replacement or repair of current SPC-TV equipment.

Project Cost:	\$2,000
Funding Source:	SPC-TV Capital Grant
Source of Cost Estimate:	SPC-TV Staff
Projected Useful Life:	N/A

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## Sustainability Department

### Curbside Organics Bins for South Portland Food Waste Program

This request is to approve use of \$30,000 from the Solid Waste Reserve Fund to purchase curbside organics bins for City residents.

Last May, the City launched a one-year curbside food waste collection pilot program. Residents in the Knightville and a portion of the Meetinghouse Hill received a 6-gallon bin for food waste, which they set out weekly along with their trash and recycling. The purpose of the pilot was to gather data on participation, waste diversion rates, and cost effectiveness to evaluate the viability of adding food waste collection to the City's overall waste management program.

Because both feedback from residents and data collected from the pilot were both positive, the Sustainability Office is now in proposing to roll out a food waste recycling program for all city residents. This will be an opt-in program. The City will provide bins to residents upon request and offer two options for collection: residents may bring their food waste to one of four designated collection sites free of charge, or hire a private company to pick it up curbside for a monthly fee. The City is working with a private food waste hauler who offers this service.



Project Cost:	\$30,000
Funding Source:	Solid Waste Reserve Fund
Projected Useful Life:	10+ years



## 13 Gallon Curbside Organics Bin

Wheeled organics collection container designed for residential curbside collection.



## 13 Gallon Curbside Organics Bin

A manual organics collection container designed for household organics collection. Made from 100% high density polyethylene, this container is BPA Free and easy to clean. Designed with the most durable wheels on the market, larger collection handles and a taller design, Nova's organics bin is built to outlast the competition and to increase the efficiency of curbside organics collection.

### FEATURES:

- Made from high density polyethylene (HDPE)
- Measured volume at 13 Gallons or 57 Litres
- Solid nylon wheels
- Designed for collection allowing the operator to hold the handle open and grip the base with one hand, reducing worker injury and strain
- Additional handles on the sides and bottom of the container
- Comes equipped with animal lock attachment and instructions on installation and use.
- Slanted design prevents precipitation from accumulating on the lid when stored outdoors
- Tall handle allows for easy transport to the curb
- Custom colours available
- Custom imprinting available
- Solid lids, vented lids or lids with quick-drop hole are available

### 13 Gallon (57L) Curbside Organics Bin

Volume	13 Gallons
Weight Capacity	25 kg
Outside Length	14"
Outside Width	12"
Outside Height	30"
Weight	8 lbs
Pallet Quantity	78



Slanted design allows precipitation to roll-off bin. Large handle at comfortable height for ease of use. Made from durable HDPE.



Attached lid with raccoon proof lock. Three (3) lid options available: solid, vented and lid-hole



Indestructible solid wheels front, back and side bottom handles for easier collection



Powered by Menasha Corporation

## PRODUCT APPLICATION SHEET

# NPL 280

Residents are recycling waste as never before.



Demand for a mid-capacity, wet organics bin is high for domestic and commercial applications. The ORBIS 12-gallon Green Bin is ideal for efficient curbside collection of organic waste. As much as 50% of organic waste can be diverted from landfills when residents are educated about the benefits of community composting and encouraged to divert organics from the waste stream. ORBIS works closely with communities and municipalities to implement successful composting programs. ORBIS experts and easy-to-use products help residents learn to divert food and yard waste from landfills. Through this diversion communities are able to reduce curbside collections and decrease tipping fees, freeing up funds for other important initiatives.

### BENEFITS

- 12 gallon capacity (up to 40 lb/20 kg)
- Recessed casters for easy transport to and from the curb
- Ergonomic side handles for easy lifting and transporting
- Designed for manual collection
- Wide bottom grip for easy emptying

- 360 degree double rim closure and secure front latch eliminates spills and traps odors
- 270 degree throw back lid stays open while emptying
- Made from durable, BPA-free HDPE and recycled HDPE
- Optional hot stamping available for effective branding
- Optional lock available



Powered by Menasha Corporation

## PRODUCT APPLICATION SHEET

NPL 280	
Volume	12.0 gal
Outside Dimension Length	12.0"
Outside Dimension Width	11.0"
Outside Dimension Height	27.0"
Weight	8.2 lbs
Truckload Quantities 53 Ft Trailer	1440

### Similar Options to Consider

[See All](#)



**Toter 2 Gal. Organics Bin**  
(1)

**\$7<sup>00</sup>**/each



**ORBIS 12 Gal. Green Indoor**  
(0)

**\$29<sup>99</sup>**/box



**Toter 32 Gal. Rollout Recycling**  
(136)

**\$83<sup>85</sup>**/each



**Enviro World 16 Gal. Utility Bin**  
(0)

**\$45<sup>98</sup>**/each



Model # 2613-XX-CUST

Internet #302994601



[Share](#)

[Save to List](#)

[Print](#)

## Toter

### 13 Gal. Organic Bin

★★★★★ (3)

[Write a Review](#)

[Questions & Answers \(1\)](#)

**\$39<sup>72</sup>** /each

### Overview

Toter's Organics Bins make it easy to collect and transport organics material from your home. The 13 Gal. Organics Bin is designed for collection with large handles at a comfortable height and heavy-duty wheels for easy transport to the curb. Featuring a latch and animal lock, it keeps pesky predators awa... [See Full Description](#)

Quantity

**Not in Your Store - We'll Ship It There**

**We'll Deliver It to You**

**Add to Cart**

**Add to Cart**

We'll send it to Augusta, ME for **free pickup**

**Free Delivery** on \$45 order

Available for pickup  
**April 30 - May 3**

Get it by  
**May 1**

[Check Nearby Stores](#)

[Delivery Options](#)

Or buy now with

We're unable to ship this item to:  
AK, GU, HI, PR, VI

**Easy returns in store and online**  
[Learn about our return policy](#)

## Installation Options

## Product Overview

**Model #:** 2613-XX-CUST

**Internet #:** 302994601

Toter's Organics Bins make it easy to collect and transport organics material from your home. The 13 Gal. Organics Bin is designed for collection with large handles at a comfortable height and heavy-duty wheels for easy transport to the curb. Featuring a latch and animal lock, it keeps pesky predators away.

- Made with durable high density polyethylene (HDPE)
- Recessed wheels for easy transport
- Wide bottom grip for easy handling
- Molded-in hand grips

## Specifications

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### Dimensions

---

Product Depth (in.)

---

14. in

---

Product Height (in.)

---

30. in

---

Product Width (in.)

---

12 in

---

### Details

---

Bucket/Tub Material

---

Plastic

---

Capacity (gallons)

---

13

---

Color Family

---

Green

---

Indoor/Outdoor

---

Indoor,Outdoor

---

Lid/Top Mechanism

---

Hinged

---

Returnable

90-Day

Trash and Recycling Features

Animal Tamper Resistant,Handle(s),Lockable

Trash and Recycling Product Type

Recycling Bin

How can we improve our product information? Provide feedback.

## Recently Viewed Items



JELD-WEN 36 in. x 80 in. 1/2 Lite

(16)

**\$319<sup>00</sup>**/each



Andersen 36 in. x 80 in. 3000 Series

(42)

**\$199<sup>00</sup>**/each



Andersen 45 Minute Easy Install

(29)

**\$50<sup>00</sup>**/each



JELD-WEN 36 in. x 80 in. Primed

(8)

**\$319<sup>00</sup>**/each



36 in. x 80 in. Lite Primed St

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**\$215<sup>00</sup>**/each



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GENERAL GOVERNMENT

Sustainability Department

**Pesticide Education & Outreach**

This is a request from the Sustainability Department to authorize the commitment of \$10,000 for phase II: implementation of education & outreach regarding the city's Pesticide Ordinance.

Over the past year, staff have been working with consultants, graphic designers, and other partners to develop appropriate information, messaging, and branding to inform the public about the city's new pesticide ordinance. The ordinance will take effect on private property starting May 1, 2018. In anticipation of this date, staff are preparing to launch a full-scale campaign starting in March to make sure residents, businesses, landlords, retailers and land care professionals a) understand how to comply with the ordinance and b) learn about organic landcare practices that mitigate the need for pesticides.

This funding will be used to send postcard mailers to residents, develop display materials for retailers, training materials for landscape professionals, and print lawn signs, brochures, fliers, and fact sheets.

Project Cost:	\$10,000
Funding Sources:	Green CIP/Fund balance
Source of Cost Estimate:	Vendor estimates
Projected Useful Life:	10 years

# South Portland Pesticide Use Ordinance Education & Outreach Plan

## Background & Introduction

In 2016, the City of South Portland passed a local ordinance restricting the use of pesticides for all turf, landscape, and outdoor pest management activities on both public and private property. City staff spent fourteen months developing the ordinance ([CH.32 “Pesticide Use Ordinance”](#)) and solicited input from a range of stakeholders including policy makers, advocates, practitioners, and land care professionals. This ordinance greatly restricts synthetic pesticide use and promotes a transition to organic land care practices to prevent pests. Under the ordinance, only pesticides approved under the USDA’s National Organic Program or classified as “minimum risk” by the USEPA will be allowed for use. All other pesticides will be restricted on all public and private property whether managed by a professional landscaping company, landlord, business owner, or resident.

The ordinance is being phased in to help residents and businesses transition to organic practices and to allow for an extensive education and outreach campaign. As of May 2017, all City properties are subject to the new regulations, and the ordinance will go into effect for all private property within South Portland in May 2018. Golf courses will be phased in May 2019.

While the ordinance is a broad ban on the use of synthetic pesticides, the City has provided exemptions for use when public health and safety is at risk or when non-aesthetic basis for application is warranted. For instance, prohibited pesticides may be used to control plants that are poisonous (such as poison ivy), to treat for pests of significant health importance (such as ticks and mosquitoes), and to treat for pests that may cause damage to a structure (such as carpenter ants or termites). Also exempt are applications to control invasive insects such as the Emerald Ash Borer, Asian Longhorned Beetle, or other insects identified as invasive by the Maine Forest Service.

Because the ordinance will be a culture change as much as a policy change, City staff believe a strong education and outreach campaign will balance the challenges inherent to enforcement. The City is presuming that most people are interested in a healthy and safe environment and so will be positively motivated to comply with the ordinance and are therefore focused on helping residents, businesses, retailers, and land care professionals understand how to do it.

A seven-member Pest Management Advisory Committee (PMAC) has been established to oversee the implementation of the ordinance and advise the City Council and the Sustainability Director on its efficacy. The PMAC and the Sustainability Director will review and provide feedback on all education and outreach materials.

## Objective

As a result of the City's education and outreach efforts, South Portland residents, landlords, businesses, retailers, and land care professionals will understand that:

- The City has an ordinance restricting the use of pesticides (only pesticides approved under the USDA's National Organic Program or classified as "minimum risk" by the USEPA will be allowed for use);
- Organic land care practices can prevent the need for pesticides;
- The City has resources available to help residents, businesses, retailers, and land care professionals make this shift.

"Our goal is to focus on practices that prevent the need for pesticides and foster vibrant landscapes and waterways that are healthy and safe for people, pets, and pollinators."

## Partner Support & Collaboration

City Staff and PMAC members will be involved in all aspects of implementation of this Education and Outreach Plan. The City has also enlisted the help of many partners to assist with the implementation. A list of partners and a brief summary of their contributions are provided below.

### Cumberland County Soil & Water Conservation District (CCSWCD)

CCSWCD developed and is implementing a healthy lawn care program, called YardScaping, throughout urban and suburban Cumberland County. CCSWCD developed and distributes a series of YardScaping fact sheets about healthy lawn care practices, provides healthy lawn care workshops for residents, and works with local hardware stores and lawn and garden retailers to provide information to consumers at the point of sale. As resources allow, CCSWCD can provide residential workshops, work with City staff to incorporate South Portland's information into their retail outreach, and help the City identify other collaboration opportunities such as in schools.

### Friends of Casco Bay (FOCB)

FOCB developed and implements their Bayscaping healthy lawn care program in towns and neighborhoods along Casco Bay. They provide information through "neighborhood socials" (informal neighborhood meetings) and have educational materials available on their website and at community events. FOCB will allow the City to modify their Bayscaping educational materials, will assist with distribution of information, and are willing to participate in workshops and to provide neighborhood socials in South Portland.

### Land Care Professionals (*IDENTIFY major players or industry leaders in SoPo*)

Land care professionals are both a target audience and a partner for the outreach methods outlined in this Plan. Land care professionals are recognized experts in lawn and garden care and clients often rely on their recommendations as part of their land care decision-making process. As such, land care professionals are in the unique and important position of being able to influence their clients' behavior in the transition from conventional to more sustainable land care practices and are therefore an important partner in the City's outreach efforts.

## **Maine Board of Pesticides Control (BPC) & IPM Council**

The BPC is Maine's lead agency for pesticide oversight. They have many educational resources available to help the public minimize their use of pesticides. BPC has given permission for the City to utilize and modify their existing presentations and educational materials. The IPM Council does trainings and presentations on all topics related to pests. The City can partner with them to deliver presentations on specific topics.

## **Maine Landscape and Nursery Association (MELNA)**

MELNA is Maine's professional trade association for landscape designers and contractors, nurseries, garden centers, maintenance experts, turf growers, and other horticultural industry professionals. They offer professional certification to those in the horticulture field, including a certification in sustainable landscaping. Certification trainings are often held at SMCC. The City will encourage land care professionals to become MELNA-certified in sustainable landscaping.

## **Northeast Organic Farming Association (NOFA)**

NOFA provides trainings, events like homeowner workshops, accreditation courses for land care professionals in organic land management, and resources for homeowners. The City use the NOFA accreditation course with an incentive program to recognize land care professionals who have gone through organics training.

## **Natural Resources Council of Maine (NRCM)**

The NRCM is a well-established and well regarded environmental advocacy organization in Maine. They have a large member following and a lot of successful experience with mobilizing support for environmental issues/campaigns. They can help us with events and outreach.

## **Beyond Pesticides**

Beyond Pesticides is a nonprofit organization headquartered in Washington, D.C. This organization has extensive long-term research and experience on the effects of pesticides and guidance for managing landscapes to prevent the need for pesticides. BP can provide technical assistance, trainings, and graphic/marketing support for the City's education & outreach campaign.

## **Maine Organic Farmers and Gardeners Association (MOFGA)**

MOFGA promotes organic gardening and is branching out into organic land care. They offer workshops and classes to organic growers. Most of their work is focused in Maine's mid-coast region, but the City has requested that MOFGA offer trainings in Southern Maine to accommodate South Portland residents who are interested in learning more about organic gardening and land care.

## **Master Gardeners**

As part of a national Cooperative Extension effort, Master Gardeners are recognized as well-trained practitioners who serve their communities. Certified Master Gardener Volunteers from South Portland and the surrounding area will play an important role in disseminating information to the community. They may also be available to volunteer to establish and/or maintain organic land care demonstration projects throughout the City.

## Osborne Organics

Chip Osborne, founder and President of Osborne Organics, LLC, has over 10 years' experience in creating safe, sustainable, and healthy athletic fields and landscapes through natural turf management, and 35 years' experience as a professional horticulturist. Chip provides training seminars to land care professionals about establishing and maintaining an organic lawn and will provide this training in South Portland to City staff and the public.

## Retailers *(Identify all retailers in SoPo; which sell organic products? Work with Eldridge as an industry leader)*

Similar to land care professionals, retailers are both a target audience and partner for the outreach methods outlined in this Plan. Research has shown that many people make their land care decisions at the point of sale, which puts retailers in the unique and important position of being able to influence consumer behavior and assist in the transition to more sustainable practices.

## University of Maine Cooperative Extension (UMaine Extension)

UMaine Extension offers educational resources about organic land care to the public. Their Master Gardener Program develops well-educated volunteers who may be available to assist with the City's outreach efforts. UMaine Extension is willing to allow South Portland to use and modify their materials on a case-by-case basis.

Other partners may play an important role in sharing information about the ordinance, resources, and events with their members and supporters. Some of these partners are listed below.

- Casco Bay Estuary Partnership (CBEP)
- Community Garden Collaborative
- Long Creek Watershed Management District (LCWMD)
- Portland Regional Chamber
- Protect South Portland (PSP)
- South Portland Land Trust (SPLT)
- South Portland Conservation Commission
- The Resiliency Hub
- Southern Maine Community College (SMCC)
- Sable Oaks Golf Course
- Yacht Club(s)

## Target Audiences & Messages

General messages and specific themes are summarized in this section for four target audiences: residents, businesses and landlords, retailers and land care professionals. Outreach materials should utilize these themes and be crafted to educate each target audience in a way that is meaningful, relevant, and action-oriented. Messages should emphasize what is most relevant to each audience at specific times over a multi-year period.

### Core Information to be conveyed to ALL:

“Our goal is to focus on practices that prevent the need for pesticides and foster vibrant landscapes and waterways that are healthy and safe for people, pets, and pollinators.”

- The City has an ordinance restricting the use of pesticides (only pesticides approved under the USDA's National Organic Program or classified as "minimum risk" by the USEPA will be allowed for use);
- It goes into effect on all private property (except golf courses), whether managed by a resident, professional landscaping company, business owner, or landlord in May 2018.
- Specific health and safety applications are exempt– prohibited pesticides may be used to control plants that are poisonous to the touch (such as poison ivy); pests of significant health importance (such as ticks and mosquitoes); and animals or insects that may cause damage to a structure (such as carpenter ants or termites).
- Organic land care practices can prevent the need for pesticides;
- The City has resources available to help residents, businesses, retailers, and land care professionals make this shift.

## Residents

Residential audiences respond to messages related to personal interests: kids, pets, quality of life, finances, social norms, etc.

### Considerations for residential messages:

- "Bees and Seas: healthy pollinators and Casco Bay"
- Clean streams flow to Casco Bay
- Heathy fisheries (similar to "Lawns for Lobsters" "Save the crabs, then eat them" campaigns in Maine and Maryland, respectively)
- Health and safety of kids and pets
- Saving money
- Most South Portland residents do not use synthetic pesticides (social norm)

### Targeted information to convey to residents:

- Why pesticides are problematic
- Benefits of weeds (e.g. clover) and beneficial insects

#### *For Do-it-Yourselfers:*

- Natural practices for building healthy lawns
  - (<http://osborneorganics.com/3-steps-to-an-organic-lawn-care-program>)
- How to manage weeds & pests without synthetic pesticides
  - (<http://www.beyondpesticides.org/resources/managesafe/overview>)
  - Break out lawns / gardens / impervious surfaces / natural areas
- If needed, what products can you use? Where can you buy them?
- All pesticides are designed to kill. Read the label, use everything wisely.
- Considerations for healthy tree care
- Guide to native & pollinator / disease resistant plants ("Don't plant that; Plant this")
  - Audubon native plants database ([www.audubon.org/native-plants](http://www.audubon.org/native-plants))

#### *For lawn service people:*

- Want to make sure your lawn care professional is on board? Top ten questions to ask.
- City recognition for NOFA-accredited professionals?

## Businesses & Landlords

Business audiences respond to messages related to finances, marketing, and public relations.

### Considerations for business messages:

- Responsible business practices (similar to Portland's "Clean water equals clean growth" campaign)
- Saving money
- Healthy economy
- Maintain South Portland's quality of life to attract residents and visitors to the area

### Targeted information to convey to businesses and landlords:

- Businesses often rely on land care professionals for lawn and landscaping recommendations; therefore, outreach to this audience should primarily consist of messages that raise awareness of the City's ordinance and provide questions to ask land care professionals to ensure recommended practices are being used.
- Messaging could also focus on how sustainable land care practices can ultimately save money in maintenance costs.

## Retailers

Retailers are an important audience for this Education and Outreach Plan. In addition to becoming familiar with the City's restrictions, they will also serve as an important conduit for reaching the residential audience. Retail audiences respond to messages related to stewardship, regulation, marketing, and public relations.

### Considerations for retail messages:

- Responsible business practices & land care
- Positive public relations
- Attract new customers
- Increase sales of recommended products
- Maintain South Portland's quality of life to attract residents and visitors to the area

### Targeted information to convey to retailers:

- South Portland's ordinance does not ban the sale of synthetic pesticides, therefore retailers will play an important role in helping consumers determine what to use in compliance with the ordinance.
- Focus on: products, placement, outreach materials, training for staff

## Land Care Professionals

Land care professionals are an important audience and partner for this Education and Outreach Plan. In addition to becoming familiar with the City's restrictions, they will serve as an important conduit for reaching the residential and business audiences.

Land care professionals respond to messages related to stewardship, regulation, marketing, and public relations.

### Hooks to incorporate within messages:

- Responsible business practices & land care
- Positive public relations
- Increase sales of recommended services

**Targeted information to convey to land care professionals:**

- Should primarily consist of messages that raise awareness of the City’s ordinance.
- List land care companies that have participated in trainings on the City’s website?
- Have this group help facilitate best practices
- Discuss how to deal with fence lines and right-of-ways

## Outreach Methods & Materials

This section provides a detailed list of outreach methods and tools that will make up the campaign.

### “Passive” Outreach Methods

The following table summarizes a variety of approaches designed to raise awareness among the four target audiences. These are largely “passive” outreach methods that are intended to reach and inform a large segment of the population but do not necessarily require person-to-person interactions are appropriate. In addition to relying on direct City staff involvement, these approaches will also draw on existing resources from a number of partner organizations to ensure the successful implementation of the pesticide use ordinance.

Outreach Method	Description	Target Audience				Materials needed	Partners
		Residents	Businesses	Retailers	Land Care professionals		
Pledges	The City will provide a sign or garden flag for residents, window sticker for businesses, or vehicle magnet for land care professionals that shows their commitment to comply with the City’s ordinance. Visible and public commitment will help establish organic practices as the accepted, and expected, social norm.	x	x	x	x	<ul style="list-style-type: none"> <li>• Pledge</li> <li>• Lawn sign</li> <li>• Window sticker</li> <li>• Vehicle magnet</li> </ul>	
Social media & Community newsletter	Facebook, Twitter, Instagram posts, NextDoor App	x	x	x	x	<ul style="list-style-type: none"> <li>• Photos</li> <li>• News bites/updates</li> </ul>	CCSWCD, FOCB, PSP, SPLT to “share” City posts
Provide information at relevant City departments	Many departments will have some role to play in helping to ensure a successful roll out and understanding of this ordinance. This will also enable us to reach different audiences of residents and businesses.	x	x		x	<ul style="list-style-type: none"> <li>• Brochure</li> <li>• Flier(s)</li> <li>• Poster</li> </ul>	Business Licensing, Economic Development, WRP, Planning, Finance, DPW, Parks & Rec
Direct mailers and targeted emails	Updates to target audiences throughout implementation of E&O Plan	x	x	x	x	<ul style="list-style-type: none"> <li>• Postcard or letter</li> <li>• email</li> </ul>	Assessor, LCWMD, Portland Regional Chamber
<i>continued</i>							

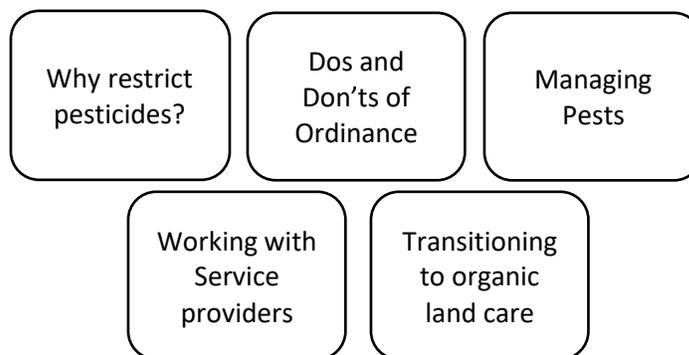
Outreach Method	Description	Target Audience				Materials needed	Partners
		Residents	Businesses	Retailers	Land Care professionals		
Earned media	PSA video series, Newspaper article series	x	x			<ul style="list-style-type: none"> <li>• Scripts</li> <li>• News articles</li> <li>• Photos</li> <li>• Press releases</li> </ul>	SPCTV, PSP, Master Gardeners, SP Sentry, Forerunner, PPH
Educational booths at community events	Farmers' Market, Willard Fest, SoPo Movie & Concert series, Art in the Park, SPLT Plant Sale, etc.	x				<ul style="list-style-type: none"> <li>• Banner</li> <li>• Fliers/poster</li> <li>• Brochure</li> <li>• Soil Test kits</li> <li>• Postcards</li> </ul>	Master Gardeners, SPLT, PSP, PMAC, SPCC
Public Demonstration Sites	Place branded signage at highly visible City locations (Bug Light Park, Wainwright fields, etc.) to help publicize the City's practices and commitment to healthy land care. Also sites around town.	x	x			<ul style="list-style-type: none"> <li>• Signage</li> </ul>	Parks Dept, FOCB, Master Gardeners, SPLT, Resiliency Hub

## “Interactive” Outreach Methods

The following methods will be employed to encourage behavior change. As such, these are more “interactive” outreach methods with greater depth and more opportunities for personal communications. These methods will therefore focus on reaching smaller segments of the population and delivering more specific information to target audiences.

### 1. Website

This education & outreach campaign will be organized around a central website that will contain all information materials and upcoming events and trainings. It will also be a portal for people to learn more about how they can adopt more sustainable land care practices and comply with the ordinance. We envision the following entry points for all of the information, resources, and events identified in this plan:



## 2. Outreach through Retailers

The City will provide educational materials for distribution at retail locations throughout South Portland. Materials will highlight the City's ordinance and recommended land care products and practices. Branded product tags will identify the allowable products sold at the stores if applicable. We may need to work with retailers on product placement and what they offer (e.g. do they even sell any organic products?). To increase the Campaign's visibility in the stores, retailers will be asked to dedicate an aisle endcap to display educational materials and examples of allowable products.

Look into highlighting participation of stores on the campaign's website and social media accounts to help drive business to participating stores. The City will endeavor to leverage the relationships that CCSWCD has built through their established YardScaping Point of Sale program.

Materials needed:

- Endcap display
- Product tags
- Signage or shelf talkers
- Campaign brochure
- Campaign "participating store" stickers or signage

## 3. Community Workshops & Adult Ed

The City and partners will work together to offer educational workshops to interested South Portland residents. The workshops will be free and scheduled at convenient times and locations. They may be organized as neighborhood socials. At workshops, instructors will distribute educational materials and incentives, such as coupons or yard signs or garden flags that display a homeowner's public commitment to the effort. A minimum of two workshops will be held each year of the campaign (spring and fall).

Workshops can be publicized through the social media accounts managed by the City, the campaign, and partners. Paid Facebook advertising and Apps such as "Next Door" may be used to increase the visibility of the events. The City will also identify and reach out to target neighborhood associations and groups (FoCB, PSP, Community Garden, SPLT, Resiliency Hub, Master Gardeners, MOFGA, Neighbor Associations etc.) and invite them to partner in this effort.

Add a class at South Portland Adult Ed on organic gardening taught by MOFGA. They do a one that is just one evening every April all around the state. Add our city to the group. MOFGA may have others we can add as well.

Materials needed:

- PowerPoint presentation / "Low tech" presentation for socials
- Campaign brochure
- Fact sheets that highlight recommended practices
- Incentive item (sign, garden flag, etc.)
- Evaluation form

#### 4. "Train the Trainer" Partner Workshop

Once work is complete on this outreach plan and branding & materials are developed, the City will host a "Train the Trainer" workshop to unveil our campaign to partners and collaborators and ask for their help in implementation.

Materials needed:

- Branding elements (campaign name/tag line, branded colors & fonts, logo)
- Outreach materials
- Final Education & Outreach plan

#### 5. Presentations at Meetings & Events

It will be important to educate business owners, retailers, and lawn/landscape service companies so that they are clear about what the ordinance entails and how they can use and relay this information to their customers. Therefore, we should identify and seek to get on the agenda of meetings and events that focus on: businesses (e.g. through Portland Regional Chamber, SoPo Economic Dev Committee) and landlords, lawn and garden retailers, professional trade association meetings (e.g. MELNA), etc.

Materials needed:

- PowerPoint presentation
- Campaign brochure
- Fact sheets that highlight recommended practices

#### 6. Professional Trainings

Partner with professional organizations (NOFA, MELNA, UMaine Extension, Chip Osborne, etc.) to provide workshops and training opportunities in organic land care for local land care professionals. Strive to provide CEUs and recognition for attendance.

Materials needed:

- PowerPoint presentation
- Training materials
- Fact sheets that highlight recommended practices

#### 7. Outreach in Schools

Work with partners and the SPSD to do an annual presentation (Mr. and Mrs. Fish) for a targeted grade level across all South Portland elementary/middle schools; and include information for parents in the school newsletter and/or informational packets. Other ideas include: having a poster contest around organic lawn or gardens, with Add Libraries: programs for after school for kids to do. Help with that from the Master Gardener program/and/ or librarians. Add a presentation with books surrounding the topic for both adults and children and special events such as speakers. Summer event; the children make a drawing that can be judged and the winners hung at Art in the Park with ribbons or prizes.

Partners may include CCSWCD Yardscaping program, MOFGA, FoCB, etc.

Materials needed:

- Presentation

- Informational flier to take home
- Leave behind for children (seeds, bookmarks, etc.)

## Timeline

A general timeline/sequencing guide for rolling out these outreach methods is attached. This is a draft timeline, subject to change.

## Campaign Evaluation

To understand the effectiveness of the City's outreach campaign, evaluations will need to be conducted in both the early and later stages of the campaign.

Early evaluation of the campaign includes the following metrics:

- Monthly tracking of website hits
- Monthly tracking of social media interactions (likes, shares, retweets, etc.)
- Monthly tracking of pledges received
- Post workshop & training session evaluations

Tracking web hits, social media interactions, and pledges provide an indication of how many people are seeing the campaign, while evaluations indicate if participants understand the campaign's healthy land care recommendations and provide a preliminary understanding of the anticipated rate of compliance.

Once per quarter, the monthly data should be examined to help answer the following questions:

- Is the response rate rising, falling, or holding steady?
- Which efforts are producing the best results?
- Do we need to employ additional evaluation methods to get an accurate sense of the campaign's success?

Following the second full year of the campaign (anticipated in the fall of 2019), a large-scale public survey should be conducted to measure the audiences' awareness of and compliance with the ordinance. The survey will need to be tailored to each audience. An online survey will likely be the most cost-effective survey method, but a person-to-person survey may be the most successful method for the residential audience. Master gardeners, PMAC members, students (high school or university (Muskie school) level), or other volunteers may be able to assist with conducting the residential audience survey.

The survey will measure the following elements of the campaign:

- Awareness of the campaign
- Awareness of the City's ordinance
- Recognition or recall of outreach efforts
- Relative success of targeted behavior changes

Following the large-scale survey, the City should evaluate the results to help determine if the campaign should be adjusted. Components of the campaign that might need to be modified include (but are not limited to):

- Messages for target audiences
- Outreach methods
  - Continue the efforts that are working
  - Revise or discontinue the efforts what are not effective
- Target audiences
  - Remove or reduce effort if an audience is demonstrating good understanding and compliance
  - Increase effort if understanding or compliance is lacking

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# GENERAL GOVERNMENT

## Sustainability Department

### Climate Action & Adaptation Plan

This is a request from the Sustainability Department to authorize the commitment of \$66,000 for the development of a citywide Climate Action & Adaptation Plan (CAAP). This money will be paired with \$34,000 of existing funds (total cost to the city of \$110,000) and used in conjunction with partner funds to complete a collaborative project that will provide our cities with information and services that would otherwise be cost prohibitive (total project cost is \$620,000).

Both cities of Portland and South Portland have made strong commitments to reduce carbon emissions in order to mitigate the worst impacts of global climate change. As coastal cities, both of our communities are facing unprecedented impacts from sea level rise and increasingly powerful storms. By joining forces, we can leverage our resources, expertise, and partnerships to achieve the deep carbon reductions committed to by our respective City Councils.

Under this project, South Portland and Portland will combine funding to hire a consulting firm and carry out community forums in order to develop citywide CAAPs centered on a common regional vision for reducing greenhouse gas emissions 80% by 2050. Each city's plan will then include concrete, measurable actions Portland and South Portland can take by 2030 in order to move toward that vision and enhance our climate change readiness or 'resilience.' This work will be based on detailed energy mapping being done by an outside partner, Gridsolar that will help us gain a better sense of where and how to deploy renewable energy and ease grid constraints.

Total project costs:

	<b>Total Cost</b>	Gridsolar/ Sierra Club	<b>South Portland</b>	Portland
Energy and GHG emissions mapping/modelling	\$400,000	\$400,000		
Consultant services (for facilitation, technical analysis, report writing, survey development)	\$210,000		\$105,000	\$105,000
Community forums & outreach materials	\$10,000		\$5,000	\$5,000
<b>TOTAL</b>	<b>\$620,000</b>	\$400,000	<b>\$110,000</b>	\$110,000

Project Cost: South Portland's share: \$110,000

Funding Sources: FY18 Green CIP \$14,000  
Climate Action Reserve Fund \$30,000  
Green CIP/Fund balance \$66,000

Source of Cost Estimate: Consultant estimates

Projected Useful Life: 10+ years

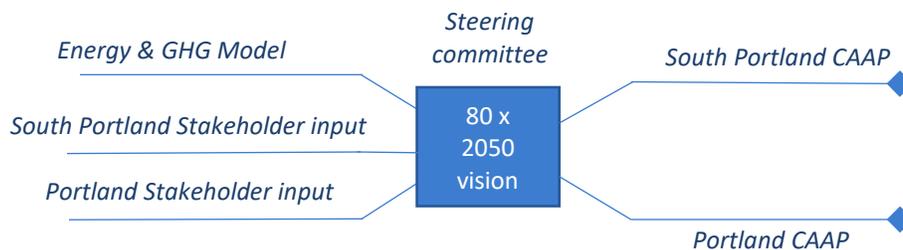
# Portland/South Portland Climate Action & Adaptation Planning (CAAP)

## Goal

To develop Climate Action and Adaptation Plans for both Portland and South Portland based on a joint vision of deep carbon reductions as described in commitments made by both city councils.

South Portland and Portland are working together to develop citywide Climate Action & Adaptation Plans (CAAPs). Both city councils have signed on to the Mayors Climate Agenda, which pledges that each city will take actions to comply with the Paris Accords. Leading cities see this as reducing emissions 80% by 2050. Therefore, these plans will be centered on the realization of this ambitious goal, which the cities will approach on a regional level. Each city's plan will then include concrete, measurable actions and interim goals Portland and South Portland can take in order to move toward that vision. Because preparing for the effects of climate change has become a necessity for coastal communities, these plans will also include adaptation measures each city can take to enhance their climate change readiness or 'resilience.'

This collaborative process will weave in stakeholder input from each community. GridSolar has offered an ambitious project to map the energy use in each city at the parcel level and to create a map of the local electrical grid. This will provide the data needed to plan for future actions that will curb emissions such as solar, renewable thermal technologies, and micro-grids. A joint steering committee will draw on the expertise of recognized leaders to tie together each city's needs and goals under a regional lens.



## Objectives

- ✓ Reduce greenhouse gas (GHG) emissions 80x50 citywide.
- ✓ Transition to cost effective, clean, renewable energy.
- ✓ Increase recycling and reduce waste.
- ✓ Prepare South Portland and Portland for the potential impacts of climate change.
- ✓ Build community engagement and support for climate action efforts.

## Background

In the aftermath of President Trump's decision to withdraw the United States from the Paris Climate Agreement, cities around the nation have moved to directly assert their commitment to carbon reduction goals. This is significant because while cities occupy only 2 percent of the world's landmass, they consume over two-thirds of world's energy and account for more than 70% of global CO<sub>2</sub> emissions. Furthermore, with 90 percent of the world's cities located on coastlines, they face a high risk of some of the most devastating impacts of climate change, such as rising sea levels and powerful coastal storms.<sup>1</sup>

South Portland and Portland are in a unique position to bring together regional leaders and develop a vision for near carbon neutrality. Our goal is to serve as a model for other Maine communities and small cities nation-wide. Both cities have already demonstrated a legacy of leadership against climate change and have been active supporters of initiatives to reduce greenhouse gas emissions, including enacting Energy Benchmarking Ordinances, aggressive waste reduction and recycling programs, adoption of municipal climate action plans, deployment of electric vehicles and charging infrastructure, energy upgrades in municipal buildings, and the adoption of large-scale solar projects.

Creating a comprehensive Climate Action & Adaptation Plan (CAAP) is the next logical step for both cities. It has significance not only for environmental reasons, but also for the viability and livability of Maine's communities. Scientists say the Gulf of Maine is warming faster than 99 percent of the world's oceans.<sup>2</sup> Maine's lobster industry is being threatened. And from urban to rural areas, Maine is already experiencing the effects of climate change through increased storm surges (flooding), severe weather, habitat changes, and an increase in disease transmitting insects, to name a few. Communities around the state are realizing that "business as usual" is not sustainable and that Maine has an opportunity to couple economic development with sustainable development and to ensure an equitable, healthy, and safe future for all Mainers.

South Portland and Portland's Climate Action & Adaptation Plans (CAAPs) will provide the roadmap for a transition to systems designed around efficient, cost effective, renewable energy. These strategies to reduce GHG emissions can also make our communities more resilient and adaptable to the unavoidable impacts of climate change.

## Elements of the Plan

These plans will rely on detailed energy consumption data to map the carbon intensity of buildings and vehicles in the cities. This data will be used to identify opportunities to reduce emissions (solar, efficiency, smart grid technologies, electrification of heating and transportation, etc.) and model the impact of new infrastructure and technologies.

With this foundation, the plans will target transformative action items in four key areas:

### 1. Energy & Higher Performing Buildings

<sup>1</sup> [http://www.c40.org/why\\_cities](http://www.c40.org/why_cities)

<sup>2</sup> <http://nhpr.org/post/gulf-maine-warming-faster-most-worlds-oceans#stream/0>

Maine's old building stock and inefficient heating systems make thermal energy use one of the most significant sources of greenhouse gas emissions. Although heating oil use has declined from 75% of Maine households in 2008 to an estimated 64% in 2013, Maine remains the most petroleum dependent state for home heating. Over the past few years, new technologies including air source heat pumps, have provided cost-effective options to improve efficiency and begin the transition away from fossil fuels. These technologies will likely be linked to future grid transformations that use more distributed resources and smart technology.

## **2. Transportation & Land Use**

Maine is a rural state with few public transit options. As a result, transportation accounts for a large portion of our greenhouse gas emissions. Although there is train service from Boston to Freeport (and feasibility studies underway for expanding service), transit buses, and private ride sharing options, these will not significantly reduce energy consumption. We must begin to link land use patterns and development to sustainable transportation options and look at improving transportation/travel demand management options, electric vehicle infrastructure, and alternative fuels.

## **3. Waste Reduction**

While zero waste was once thought impossible, new techniques and processes are making high diversion rates viable. South Portland's goal is to recycle 40% of its waste by 2020 through reuse, recycling, composting, and purposeful purchasing. Reducing and recovering food waste is one of the most effective ways to do this because on average up to a third of household waste consists of food scraps. Rather than going into trash or down the disposal, food waste can be converted to compost or used to produce sustainable electricity. Redefining our waste infrastructure will enable cities to move toward zero waste.

## **4. Climate Preparedness**

Because it has become clear that coastal communities must simultaneously reduce emissions and prepare for the impacts of climate change, each city's CAAP will also include actions to help make South Portland and Portland more resilient and adaptable to sea level rise, storm surges, severe weather, and other effects of climate change. Strategies to reduce GHG emissions (mitigation) and adaptation strategies can work synergistically to make our community more prepared and resilient in the face of these impacts. For example, distributed renewable energy projects can reduce vulnerability to widespread power outages. Efficiency measures will create less demand on the grid during heat waves, decreasing the likelihood of blackouts.

Both cities' final Climate Action & Adaptation Plan (CAAP) will:

- Be developed in an open and transparent way, balance the interests of the entire South Portland community, and set a long-term vision with clear and compelling implementation pathways;
- Define the community's climate challenges and opportunities in meeting the ambitious 80% by 2050 GHG reduction goal and preparing for the effects of climate change;
- Serve as a mechanism to tie together the City's existing and developing sustainability initiatives and plans with community goals;
- Establish a set of climate action strategies and implementation plans (expected to include policies, programs, measures, projects, infrastructure, and community actions);
- Identify policy opportunities at the state, regional, and federal levels that may help reduce emission sources not controlled directly by the City;

- Define metrics for measuring progress, lowering community-wide greenhouse emissions, and engaging residents, businesses and community groups.

## Process

Over the next 2 years, staff from Portland and South Portland will:

- Work with local energy analysts to compile parcel-level data on energy consumption and grid capacity for Portland and South Portland
- Solicit a qualified consultant for facilitation, technical analysis, and report writing
- Identify and recruit a steering committee of regional experts
- Conduct community stakeholder meetings
- Collect input from community members through a survey about needs and interests related to energy use, transportation, and waste management
- Convene the Steering Committee (and if applicable Targeted Advisory Groups) to create a regional vision for 80x50 reductions
- Complete final Climate Action & Adaptation Plans for each city

## Steering Committee

South Portland and Portland will convene a joint Steering Committee to guide the development of the regional vision and each city's CAAP. In addition to the Steering Committee, Technical Advisory Groups may be formed around the plan's key topic areas (high performing buildings/energy, transportation & land use, waste reduction, and climate preparedness) to provide more detailed input.

The Steering committee will meet four to six times to:

1. **Develop a vision for reducing emissions 80% by 2050**, identifying innovative concepts and systems that will lead to deep Decarbonization. "It is possible to achieve many of the interim carbon reduction targets through continuous improvement in existing systems. BUT... achieving '80x50' reductions will require transformative and systemic changes in many core city systems." – Carbon Neutral Cities Alliance (Copenhagen Meeting, June 2014)
2. **Provide technical input on the goals, strategies, and actions** proposed in each of the plan's key areas (high performing buildings, sustainable transportation, waste reduction, adaptation & resiliency) in terms of feasibility, barriers to implementation, the quantity of avoided emissions, and any additional co-benefits. This will help the City prioritize actions toward its long-term goal.
3. **Review and provide input on the Climate Action & Adaptation Plan**, so that it has clear and compelling actions that appeal to the interests of the entire South Portland Community and are applicable on a regional level.

## Resources & Tools

While this would be the first of its kind regional, comprehensive, long-term municipal Climate Action & Adaptation Plan (CAAP) in Maine, it will be based on other cities' models. In addition, the Office of

Sustainability will be able to draw on existing resources to guide the process, help develop strategies applicable at a regional level, and define metrics to measure success.

Other Cities' models:

Many other cities have developed 80x50 climate action plans. The following in particular are good models for their clear goals and compelling connection to community interests:

- Minneapolis, MN
- Austin, TX
- Philadelphia, PA

Resources:

[Acadia Center's Community Energy Vision](#)

Action guide for policies and programs cities in the northeast can take to transition to clean energy.

[Carbon Neutral Cities Alliance \(CNCA\)](#)

Resources to assist cities in achieving deep emissions reductions and how they can work together to meet their respective goals more efficiently and effectively.

[Compact of Mayors](#)

Establishes a common & unified platform, standardized measurement of emissions and climate risk, and consistent, public reporting.

[ICLEI](#)

Published Global Protocol for Community-Scale Greenhouse Gas Emissions Inventories.

CLIMATE ACTION & ADAPTATION PLAN (CAAP) -- PROJECT TIMELINE

TASKS	2017			2018												2019									
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT
Project development																									
Develop project documents ( <i>description, scope of work, budget</i> )	■	■	■	■																					
Planning meetings	■	■	■	■	■	■	■	■	■																
Project funding		■	■	■	■	■	■	■																	
Data gathering & community input																									
Energy & GHG emissions mapping/modeling work (Gridsolar)								■	■	■	■	■	■	■	■	■	■	■							
Conduct community forums & stakeholder meetings								■	■	■	■	■	■	■	■	■	■	■							
Survey on website								■	■	■	■	■	■	■	■	■	■	■							
Steering Committee & TAG meetings																									
Steering Committee mtg #1 ( <i>project orientation</i> )									■																
Steering Committee mtg #2 ( <i>review community input &amp; energy analysis</i> )															■										
Steering Committee mtg #3 ( <i>develop 80x50 vision</i> )																■									
Steering Committee mtg #4 ( <i>review CAAPs</i> )																						■			
Technical Advisory Group meetings														■	■	■	■	■	■	■	■	■	■	■	■
CAAP development																									
Technical analysis																■	■	■	■	■	■	■	■	■	■
Write CAAP reports																					■	■	■	■	■
Finalize CAAPs & present to Councils																						■	■	■	■

COMMUNITY CLIMATE ACTION PLAN (CCAP) -- BUDGET

Project Costs	Total Cost	Gridsolar/ Sierra Club Maine	South Portland	Portland
Energy and GHG emissions mapping/modelling	\$400,000	\$400,000		
Consultanting services (for facilitation, technical analysis, report writing, survey development)	\$210,000		\$105,000	\$105,000
Community forums & Outreach materials	\$10,000		\$5,000	\$5,000
<b>TOTAL</b>	<b>\$620,000</b>	<b>\$400,000</b>	<b>\$110,000</b>	<b>\$110,000</b>

**Sustainability Department**  
**South Portland Building Energy Grant Program**

This request is to re-appropriate remaining Mill Creek Benchmarking Assistance funds into a grant program that would incentivize and assist compliant property owners to make energy efficiency improvements in their buildings.

The current year's funding was approved to offset the cost to property owners of hiring a utility tracking company to help them collect and report their building's energy and water use to meet the requirements of South Portland's new Benchmarking Ordinance.

In March, the Sustainability Department held a training for property owners with step-by-step information about how to comply with the ordinance, including a How-to Guide for collecting and reporting their data. The Sustainability Department put all of these resources (including videos of the training) on its website. As a result, fewer property owners signed up to receive the Mill Creek Benchmarking Assistance than staff anticipated.

Therefore the Sustainability Department is proposing to reallocate this funding into a grant program that will help property owners who wish to take the next natural step of improving their energy score and their building's performance. The funding will be used to boost Efficiency Maine's Commercial & Industrial Prescriptive Incentives (adding a match of an additional 25-50% to the rebate) for qualifying energy efficiency projects. By partnering with Efficiency Maine, we can ensure property owners are pursuing vetted projects with cost-effective energy savings. This re-appropriation of the remaining funds through a grant program is intended to accelerate the rate of efficiency improvements in benchmarked buildings.



Project Cost:	\$15,000
Funding Source:	Prior Years' CIP Balance
Projected Useful Life:	10+ years

# COMMERCIAL & INDUSTRIAL PROGRAMS

## Commercial & Industrial Prescriptive Program

The Commercial & Industrial Prescriptive Program offers incentives or instant discounts for the following qualifying energy efficiency solutions

- Heating Solutions including boilers, furnaces, heat pumps, and controls\*
- Lighting Solutions including interior and exterior lighting fixtures and controls
- Cooling Solutions including heat pumps and variable refrigerant flow systems
- Compressed Air Solutions including compressed air systems and controls
- Commercial Kitchen Solutions including cooking and storage equipment\*
- Agricultural Solutions including production and storage equipment
- Water Heating Solutions including water heaters and controls\*

*\*New natural gas customers may be eligible for additional incentives for the installation of qualified, high-efficiency equipment.*

Get started by contacting a Qualified Partner near you. Visit [efficiencymaine.com/at-work/qualified-partners](http://efficiencymaine.com/at-work/qualified-partners).

## Commercial & Industrial Custom Program

The Commercial & Industrial Custom Program targets unique energy efficiency projects that require tailored engineering analyses. Maine businesses, institutions, nonprofits, and governments can apply for incentives for cost-effective electrical efficiency, distributed generation, or thermal efficiency projects. Efficiency Maine typically pays for 50% of the project cost up to \$1 million, but will not buy down the project payback below one year. The minimum project cost is \$20,000. Customers may be eligible for free scoping audits and technical assistance incentives. For details, visit [efficiencymaine.com](http://efficiencymaine.com) or call 866-376-2463.

**Electric Projects:** Efficiency Maine offers incentives for custom electrical energy efficiency projects that reduce the consumption of grid-supplied electricity. Awarded projects include process improvements, HVAC controls, installation of VFDs on motors, and pump upgrades.

**Distributed Generation Projects:** Efficiency Maine offers incentives for behind-the-meter generation projects that reduce the consumption of grid-supplied electricity. Combined Heat & Power (CHP) projects are the most common type of distributed generation project.

**Thermal Projects:** Efficiency Maine offers incentives for custom thermal energy efficiency projects that reduce the consumption of natural gas. Awarded projects include heat recovery measures, boiler upgrades and controls, and HVAC controls.

**Technical Assistance:** Customers that need help developing investment-grade project analyses may apply for technical assistance incentives. Efficiency Maine may provide 50% of the cost of an approved study up to \$20,000.

## Discounted Screw-in LEDs

Efficiency Maine incentivizes high-efficiency screw-in LEDs at distributors across Maine. For a list of distributors where you can receive a discount on-the-spot, visit [efficiencymaine.com](http://efficiencymaine.com).

Restrictions apply. Please see [efficiencymaine.com](http://efficiencymaine.com) for full program details, or call 866-376-2463.

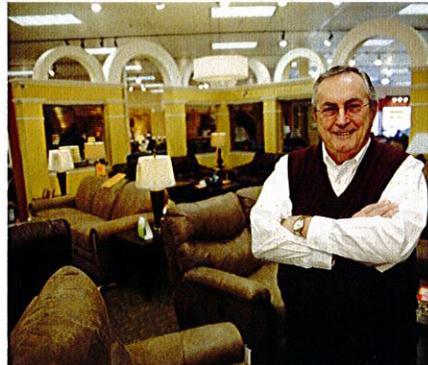
### ABOUT EFFICIENCY MAINE:

Efficiency Maine is the independent administrator for energy efficiency programs in Maine. Efficiency Maine's mission is to lower the cost and environmental impacts of energy in Maine by promoting cost-effective energy efficiency and alternative energy systems to help customers save electricity, natural gas and heating fuels throughout all levels of the Maine economy.

last revised 1/1/2018

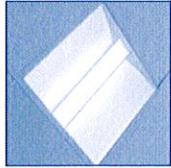


866-376-2463  
[efficiencymaine.com](http://efficiencymaine.com)



### Interior Lighting Solutions

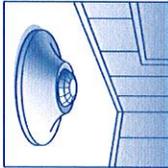
Effective 1/1/18 - 3/31/18\*



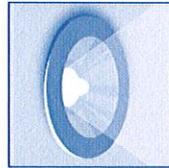
Measure Description	Incentive
High/Low Bay Fixtures	\$100-\$150
Luminaires (1x2', 2x2', 1x4', 2x4')	\$50

### Discounted at Participating Distributors

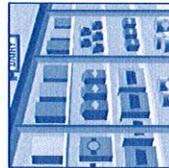
- A-Line
- BR30, PAR16
- Candelabra
- High/Low Bay Lamps (Mogul Screw Base)
- PAR 20, PAR, 30
- PAR 38, BR40
- R20, MR 16, Globe
- Tubular Lamps (T-12 & T-8 replacement)



Measure Description	Incentive
Occupancy Sensor (Fixture Mounted)	\$35
Occupancy Sensors (Remote Mounted)	\$60
Vacancy Sensors	\$30



Measure Description	Incentive
Downlight (Recessed, Surface and Pendant Mounted)	\$10
Luminaires (1x2', 2x2', 1x4', 2x4')	\$70-\$75
High/Low Bay Fixtures	\$40-\$185
Linear Ambient Luminaires	\$80-\$200



Measure Description	Incentive
LED Light Fixture	\$90 per Door
LED Light Fixture (Horizontal)	\$25 per Foot
Occupancy Sensor	\$30 per Door

Incentive varies by fixture size and lumens. Work with an Efficiency Maine Qualified Partner to learn more about eligibility requirements, complete program guidelines, and project completion time periods — and to upgrade your facility.

Efficiency Maine is the independent administrator for energy efficiency programs in Maine. Efficiency Maine's mission is to lower the cost and environmental impacts of energy in Maine by promoting cost-effective energy efficiency and alternative energy systems to help customers save electricity, natural gas and heating fuels throughout all levels of the Maine economy.



Exterior Lighting Solutions

Effective 1/1/18 - 3/31/18\*



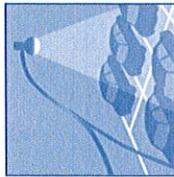
**LED Retrofit Kits**

**Measure Description**

Streetlights, Parking Lot Lights and Fuel Pump Canopy Fixtures

**Incentive**

\$100-\$200



**New LED Fixtures**

**Measure Description**

Streetlight or Parking Fixture (Pole Mounted; utility pole mounted fixtures are ineligible)

Wall-Mounted and Area Fixture (Wallpack)

Canopy or Parking Garage Fixtures

Flood and Spot Lights

**Incentive**

\$80-\$350

\$125

\$70-\$100

\$100-\$250

**Discounted at Participating Distributors**

- Outdoor LED Mogul Screw-Base Replacement Lamp

Incentive varies by fixture size and lumens. Work with an Efficiency Maine Qualified Partner to learn more about eligibility requirements, complete program guidelines, and project completion time periods — and to upgrade your facility.

Efficiency Maine is the independent administrator for energy efficiency programs in Maine. Efficiency Maine's mission is to lower the cost and environmental impacts of energy in Maine by promoting cost-effective energy efficiency and alternative energy systems to help customers save electricity, natural gas and heating fuels throughout all levels of the Maine economy.



# COMMERCIAL & INDUSTRIAL PRESCRIPTIVE PROGRAM MEASURES LIST

## Heating & Cooling Solutions

There are two ways to access incentives for high-efficiency heating and cooling equipment. Instant discounts are applied at the counter when your contractor is purchasing equipment on your behalf OR your contractor can apply for an incentive from Efficiency Maine. **Here's how to get started:**

Equipment eligible for <b>INSTANT DISCOUNTS*</b>	Equipment eligible for <b>CASH INCENTIVES*</b>
<p><b>Boilers ≤ 500 MBtu/h (Natural Gas, Compressed Natural Gas, Oil and Propane)</b></p> <p><b>Furnaces ≤ 300 MBtu/h (Natural Gas, Compressed Natural Gas, Oil and Propane)</b></p> <p><b>Low-intensity, infrared heaters (Natural Gas, Compressed Natural Gas and Propane)</b></p> <p><b>Warm-air heater (Natural Gas and Propane)</b></p> <p><b>Tankless Water Heaters (Natural Gas and Propane)</b></p> <p><b>Hot Water Circulation Smart Pumps (Natural Gas, Compressed Natural Gas, Oil and Propane)</b></p> <p><small>*Funding in the Summit Natural Gas territory is now fully invested for the current program year. Efficiency Maine incentives are not currently be available for natural gas projects where Summit Natural Gas is the service provider.</small></p> <p><i>Instant Rebates reduce the cost difference between conventional and high-efficiency systems to make upgrading to a high-performance system as easy possible.</i></p>	<p><b>Ductless Mini-Split Heat Pump Systems</b></p> <ul style="list-style-type: none"> <li>• 1 Zone: \$500/system</li> <li>• 2 Zones: \$750/system</li> <li>• 3 Zones: \$1,000/system</li> <li>• 4 or more Zones: \$1,250/system</li> </ul> <p><b>Packaged and Ducted Heat Pump Systems</b></p> <ul style="list-style-type: none"> <li>• Air-to-Air Heat Pump Systems: \$50/ton</li> <li>• Water Source Heat Pump Systems: \$100/ton</li> <li>• Demand Control Ventilation (DCV): \$500/unit</li> </ul> <p><b>Variable Refrigerant Flow Systems</b></p> <ul style="list-style-type: none"> <li>• \$3.00/sq. ft.</li> </ul> <p><b>Boiler Controls &amp; Ancillary Equipment</b></p> <ul style="list-style-type: none"> <li>• Modulating Burner Control: \$1.25 per MBtu/h</li> <li>• Standard Boiler Economizer: \$950 per MMBtu/h</li> <li>• Condensing Boiler Economizer: \$1,325 per MMBtu/h</li> <li>• Boiler Reset/Lock Out Controls: \$375 per Unit</li> <li>• Oxygen Trim Controls: \$0.75 per Mbtu/h</li> <li>• Boiler Turbulator: \$9.50 per Unit</li> <li>• Programmable Thermostat: \$100.00 per Unit</li> </ul> <p><b>VFDs for HVAC</b></p> <ul style="list-style-type: none"> <li>• \$400 - \$2,300 per unit (<i>incentive varies by system horsepower</i>)</li> </ul> <p><b>Boilers &gt; 500 MBtu/h (Natural Gas, Compressed Natural Gas, Oil, and Propane)</b></p> <ul style="list-style-type: none"> <li>• \$650-\$12,500</li> <li>• Incentive varies by system size and fuel type</li> </ul>

Equipment efficiency requirements vary depending on fuel type and equipment size. Work with an Efficiency Maine Qualified Partner to learn more about eligibility requirements, complete program guidelines, and project completion time periods — and to upgrade your facility.

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