Part I

The Context
THE REGION: PVPC’s Regional Planning District

The Pioneer Valley Region in Southern New England

- Population (2008): 615,823
- Municipalities: 43
- Square Miles: 1,179
- No. of Businesses (2007): 18,332
## PVPC Agency Profile

**Established:** 1962

**Origin:** State Enabling Law  
(M.G.L. Chapter 40B)

**Staff:** ~ 50 Full and Part Time

**Budget:** FY 07 Operating $3.3 Million  
FY 07 With Pass Thru $5.1 Million

**Members:** 43 Cities and Towns  
(Largest) Springfield - 156,293 Pop.  
(Smallest) Tolland - 289 Pop.

**Size:** ~ 1,200 Square Miles

**Metro Rank:** 4th Largest in New England

**Offices (2):** Main - West Springfield, MA  
Satellite - Northampton, MA

**Board:** Full Commission = 43 Members  
Executive Committee = 9 Members

**Website:** www.pvpc.org

### Key Industries:
- Higher Education
- Health Care
- Financial Services
- Precision Manufacturing

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## An Agenda from A to Z

- Air Quality Analysis
- Bikeways and Pedestrian Facilities
- Brownfields Assessment/Cleanup
- Capital Improvements Programming
- Data Research and Analysis
- Economic Planning
- Emergency Response
- Fair Housing Plans
- Farmland Preservation
- Fiduciary Project Management
- Geographic Information System (GIS)
- Grant Proposal Writing
- Grants Administration
- Growth Management
- Highway Corridor Planning
- Historic Preservation
- Historic Resource Surveys
- Homeland Security
- Housing Plans and Rehabilitation
- Land Use and Zoning
- Long-Range Forecasting
- Master Plans
- Mapping and Graphic Design
- Municipal Operations
- Procurement Programs
- Regional Data on our Website
- River Protection
- Safety Studies
- Solid and Hazardous Waste Management
- Tax-Advantaged Housing Rehabilitation
- Traffic Counting
- Traffic Engineering
- Transit Feasibility
- Water Supply Protection
- Zoning Overhauls
- Z Project
Part II
The Approach
VALLEY VISION 2

10 YEAR UPDATE

COX FOUNDATION

NEW DEVELOPMENT FORMS & THREATS

NEW SMART GROWTH TOOLS
VALLEY VISION 2 BUILDING BLOCKS:

PLAN
MAP
TOOLKIT
WEBSITE
PILOT PROJECTS
OUTREACH / TECHNICAL ASSISTANCE

Components
VALLEY VISION MAP FEATURES:

- 25 GIS LAYERS
- OVERLAY ANALYSIS
- LAND SUITABILITY FOR DEVELOPMENT & OPEN SPACE
- GROWTH AROUND EXISTING CENTERS
- CHAPTER 40R
- SMART GROWTH DISTRICTS
GIS PLANNING/ANALYSIS PROCESS:

Existing Land Uses

Lands Suitable for Farmland & Open Space

Lands Suitable for Protection & Low Density Development

Lands Suitable for Industrial Development

Lands Suitable for Ch. 40R Districts

Water bodies

Hydrology

Existing Developed Land

Existing Protected Land
ASSEMBLING A COLLABORATIVE REGIONAL P&I TEAM:
VALLEY DEVELOPMENT COUNCIL

- Architects
- Builders
- Building Inspectors
- Community Development
- Civic and Business Leaders
- Environmental Engineering
- Housing Advocates
- Financing
- Land Conservation
- Planners
- Real Estate
- State Government

LINK PUBLIC / PRIVATE SECTORS
ENLIST KEY PLAYERS EARLY ON
NETWORK IN-REGION EXPERTISE
ENGAGE STAKEHOLDERS
INTEGRATE HOUSING NEEDS/PRODUCTION
FOSTER RELATIONSHIPS & TRUST
PURSUE ADVOCACY & TRAINING INITIATIVES
MAINTAIN PLAN IMPLEMENTATION FOCUS
CELEBRATE SUCCESS & ACCOMPLISHMENTS
EMERGING ROLES OF THE VALLEY DEVELOPMENT COUNCIL:

FOSTER AN OPEN, ON GOING AND FRANK REGIONAL DEVELOPMENT DI ALOGUE

SPONSOR AND OVERSEE BI-ANNUAL SMART GROWTH AWARDS

PREPARE ANNUAL REPORT CARD ON VALLEY VISION PROGRESS

SPONSOR WORKSHOPS & PUBLIC OUTREACH

PROMOTE PUBLIC/PRIVATE PARTNERSHIPS ON PILOT PROJECTS

PREPARE ANNUAL UPDATES TO VALLEY VISION

MAINTAIN FOCUS & ENERGY ON PLAN IMPLEMENTATION

IDENTIFY, TRACK AND SUPPORT RELEVANT STATE AND FEDERAL LEGISLATION

VALLEY VISION 2: Growing Smart Together

PIONEER VALLEY PLANNING COMMISSION
Foster Traditional Neighborhood Development (TND)
Champion Compact Mixed Use Community Centers
Revitalize the Region’s Urban Core Areas
Introduce Cluster or OSRD Development
Expand & Improve Housing Opportunities
Pursue Recapture and Reuse of Brownfields
Preserve Farmlands and Farm Businesses
Open Space / Environmental Protection
Build Bicycle, Transit and Pedestrian Facilities
Encourage Sustainable Design Practices
Identify & Promote Growth Districts
Support Key Legislative Initiatives (e.g. Zoning Reforms)
Part III
The Implementation Imperative
Is Now Job One
The
Pioneer Valley
Clean Energy Plan

A Collaborative Joint Venture
of the
Pioneer Valley
Planning Commission
and
Franklin Regional
Council of Governments
Pioneer Valley region of western Massachusetts

- 69 communities
- 687,000 people
- 15 colleges and the University of Massachusetts-Amherst
- Thousands of businesses
- 8 utilities
Our purpose

- Connect locals to resources, such as ICLEI, EPA, etc.
- WIOBY, not NIMBY
- Facilitate regional consensus
- Bring $$$ to our region
- Organize local efforts to maximize success
- Avoid redundancy
- Coordinate the efforts of groups and organizations who want to serve local government
Our methods
Our goals

Reduce, Replace, Clean up, Employ
#1 Reduce

Reduce our region’s energy consumption to 2000 levels by the end of 2009

reduce that by 15 percent between 2010-2020

Because if we want to site new power plants, we had better do all we can to reduce use first
#2 Replace

Site sufficient new capacity to generate 214 million kilowatt hours of clean energy annually in the Pioneer Valley by the end of 2009 + 440 million kilowatt hours per year by 2020

To lead by example and try to overcome NIMBY
#3 Clean Up

Reduce Global Climate Change Emissions 80 percent below year 2000 levels by 2050
Greenhouse gas emissions reductions---million metric tons of CO2 equivalent
#4 Employ---Create Local Jobs

Over 110 positions anticipated plus 60 Internships in our region in 3 years
Reduction details

From 5720 mill. kwh ➔ 5180 by end 2009

Means we have to...cut 540 mill. kwh of electricity or equivalent in 2 years!

Goal = 4400 by 2020

Means we have to...cut an additional 780 mill. Kwh of electricity per year
Clean energy available NOW!

1776 Million kwh

- Wind: 40
- Hydro: 226
- Biomass: 200
- Solar: 1200
- Biofuel: 294

Goal 214 mill kwh/yr by 2009 + 440 mill kwh/yr by 2020
Obstacles Abound to build consensus

There’s competition for the work & the $$$

Some environmentalists oppose clean energy!

There are real costs & benefits to communities in hosting power plants

NIMBY is real!

People need information and financial assistance

And, building consensus is possible, and necessary and important.
Implementation Partners

Municipalities

Businesses

Educational Institutions

Not for Profit/Advocacy Groups

Policy Makers/Legislators

Individuals
Now what?

MOA 32 endorsements (75%)

Grants for implementation
- EECBG Competitive proposal
- DOER Green Communities Technical Assistance

Ongoing collaboration
- Regional Performance Contract with ESCO
- Green Communities Technical Assistance
Building on the foundation

- Pioneer Valley Sustainability Network (www.pvsustain.com)
- Plan for Progress Green Strategy
- Regional Employment Board green jobs advocacy/organizing
- “Green Communities” advocacy/support
- WGBY Education/Outreach
- CET Education/Organizing
- Coop Power Solar hot H2O, biodiesel, etc.
To Access Copies of

Valley Vision 2

or

The Pioneer Valley Clean Energy Plan

Go to PVPC’s website at www.pvpc.org