

# Municipal Action Plan

Energy New England

June 15, 2020



## Municipal RCS Roadmap

Energy New England (ENE) is the RCS Program Administrator for 20 Municipal Light Plants (MLPs) in Massachusetts and is responding to the DOER's request to file a Municipal Action (MAP) on their behalf. The MLPs included in this report are listed below. In addition, ENE is including Westfield Gas + Electric's (WG+E) response as an addendum. Although ENE does not provide RCS services to WG+E, we do provide wholesale power purchase and other program services. This report was written by Kristin Dupre, Director of Demand Side Management. Please address all questions and follow up to my attention at [kdupre@ene.org](mailto:kdupre@ene.org).

## Program Summary/Description – Home Energy Assessment

Energy New England (ENE) provides Home Energy Assessment (HEA) services to 19 Municipal Light Plants, with three full-time Energy Advisors. Braintree Electric Light Department (BELD) uses their own employee to provide their assessment. An ENE Customer Service Representative schedules the assessment with customers by phone. Customers can fill out an online survey prior to scheduling to provide ENE with home and occupant information, concerns, and eligibility requirements. ENE obtains consumption history from MLPs prior to the assessment date. HEAs are provided to MLP customers at no-cost and take, on average, two hours to complete.

Customer eligibility by MLP is as follows:

**Table 1 - HEA Eligibility Criteria**

MLP	Town	Allowed frequency of assessment (years)	Provide audits for single units in multi-family (defined as 4+ units)	Renters can receive audits	<i>For non-gas utilities only</i> Allows customers w/gas heating to have an ENE audit
BMLD	Belmont	3	No <sup>1</sup>	yes	yes
BELD	Braintree	0	yes	yes	no
CMELD	Chester	3	n/a	yes	yes
CMLP	Concord	3	yes	yes	yes <sup>2</sup>
DED	Danvers	1	yes	yes	yes
GMLD	Groveland	5	no	no	yes
GMLD	Georgetown	5	no	no	yes
HMLP	Hingham	0	yes	yes	yes
HLPD	Hudson, Stow	1	yes	yes	yes
LELWD	Littleton, Boxboro	2	yes	yes	yes
MMED	Mansfield	1	yes	yes	yes
MMLD	Merrimac	3	yes	no	yes
MGED	Middleborough, Lakeville	4	yes	yes	n/a
MELD	Middleton	1	yes	yes	yes
NAED	North Attleborough	1	yes	yes <sup>3</sup>	yes
NMLD	Norwood	5	yes	yes	yes
RMLD	Reading, North Reading, Wilmington, Lynnfield Center	2	yes	yes	no
RMLP	Rowley	1	yes	no	yes <sup>4</sup>
TMLP	Taunton, Raynham, Berkley	3	yes	yes	yes
WMLP	Wellesley	2	yes	yes	no

<sup>1</sup> BMLD will provide multi-family with exception approval

<sup>2</sup> CMLP will provide HEA to gas customer's but prefer to direct to Mass Save for incentives

<sup>3</sup> NAED prefers customers to be owners

<sup>4</sup> RMLP will provide HEA to multi-family customer if homeowner

## Assessments

Both ENE and BELD use SnuggPro software to perform HEAs. SnuggPro is configured to incorporate each MLP's program offerings and branding. Individual MLP rebate levels are not calculated into the estimated measure cost however, each MLP has a rebate section where all rebates and other RCS programs are described.

Prior to the assessment, the customer's energy consumption history and the MLP's current residential rate per kWh are entered in SnuggPro. Other applicable inputs about the home are completed by the ENE Advisor at the time of the assessment. Heating fuel consumption is requested prior to the assessment and added when available.

ENE Advisors use Apple tablets during the assessment to record inputs. Portable FLIR Infrared (IR) scans using the tablet are performed as a standard procedure when weather permits (a 20-degree differential between indoor and outdoor temperature is required). Three to five pictures are captured during the scan.<sup>5</sup> When scans cannot be performed, customers are offered a follow-up appointment at a later date.

The data collected prior to and during the home visit are used to calculate base usages, base loads, and air volume, for attics, foundations, walls and windows. SnuggPro software models the data and produces a set of preliminary recommended energy savings measures. The system provides base energy usage values and suggested improved values for each recommendation. Advisors are then able to refine the recommendations manually. In addition, Advisors are able to recommend and model multiple recommendations for one system. They are able to model upgrading a system, replacing it with a similar system or changing the system type.

The estimated costs for the recommended measures take regional price differences into consideration. These costs can be edited by the Advisor, should they find the default value out of line with what is warranted. An example would a home with a non-standard configuration that would require additional work to install insulation.

Once modeling of the home is completed a report is generated. The report includes a Solutions page with a list of recommended measures. Advisors can sort the list prioritizing the recommendations based on the Savings to Investment (SIR)<sup>6</sup> which is an indicator of financial merit that takes the savings over the life of the measure into consideration. The estimated installed cost, approximate annual savings in dollars, and SIR are provided for each recommendation and for all recommendations in total. In addition, the report provides the percent of total energy use of the home, carbon savings in tons, and an equivalent of cars removed from operation for each recommended measure.

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<sup>5</sup> TMLP customers receive 5+ IR scan photo's when conditions permit

<sup>6</sup> (SIR = (annual estimated \$ savings X life of the measure) / cost)

Advisors review the reports with the customer at the time of the assessment and the customer receives a PDF version of the report via email. If the customer does not have an email, then a printed version of the report is mailed.

The ENE report includes a module with the Massachusetts Home Energy Scorecard. ENE has been providing Scorecards since May of 2018. We have provided over 3,000 scorecards to Massachusetts residents.

The ENE report also includes a module for the DOER Home MVP Program. Advisors can choose to show a page that estimates the programs' rebates and explain the program. They would do this if they determined the customer was a good candidate for the program based on program parameters.

### **Direct Install (DI) Measures (Immediate Savings Measures)**

A variety of direct install (DI) measures are provided to customers at the time of the assessment and may include:

- LED bulbs to replace both incandescent and CFL bulbs:
  - 9-Watt LED A19 2700 Dimmable
  - 11-Watt LED BR30D Lamp Reflector
  - 15-Watt LED A19 2700k Dimmable
- LED night lights;
- Smart strips – offered and education provided if opportunity\*\* exists; and
- Grounded power switches.

\*\* parent/child relationship offering energy savings

Quantities of DI measures installed at the time of assessment vary by MLP. Concord and Wellesley offer full LED retrofits. RMLD provides an energy savings 'kit' that is left with the homeowner and not installed.

## Product Description Requirements by MLP

The following table shows the measures offered for all ENE programs:

**Table 2 - Direct Install Measure by MLP**

MLP	# of LED Bulbs	Smart Strips	Grounded Switch	Night Light	DI Kit
BMLD	3	1	1	1	
BELD	0	0	0	0	
CMELD	3	1	1	1	
CMLP	All	1	0	0	
DED	3	1	1	1	
GMED	3	1	1	1	
GMLD	3	1	1	1	
HMLP	3	1	1	1	
HLPD	10	0	0	0	
LELWD	3	1	1	1	
MMED	3	1	1	1	
MMLD	6	1	1	1	
MGED	3	1	1	1	
MELD	3	1	1	1	
NAED	3	1	1	1	
NMLD	10	0	0	3	
RMLD	0	0	0	0	<sup>17</sup>
RMLP	3	1	1	1	
TMLP	3	1	1	1	
WMLP	All	2	1	1	

## Ancillary Services

### Tracking Customer Participation

ENE does not track implementation of recommended measures post assessment on behalf of MLPs.

ENE sends out a post-visit survey to each customer that received an assessment approximately one week after the appointment. Approximately 20% of participants respond to the survey. The survey asks the following questions:

- Did the Home Energy Advisor spend adequate time in your home?
- Did the Home Energy Advisor address all your concerns?

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<sup>7</sup> Components listed in RMLD Addendum

- Do you think the energy savings materials installed during your visit are valuable?
- Overall, how valuable was the Massachusetts Home Energy Scorecard in helping you understand the energy use in your home?
- Do you plan on moving forward with recommendations in the report?

Respondents are given an opportunity to provide written feedback or comments. ENE responds to any concerns or comments that require follow up action.

## Marketing Outreach Strategies

ENE provides participating MLPs with marketing collateral throughout the year. Each season ENE provides MLPs with marketing materials for a new campaign. Materials include digital banner ads, Facebook ads, one-pagers, and bill stuffers. ENE has budgeted \$10,000 for 2020 for the creation of these materials. This service is included in the MLP monthly administration fee. Examples of bill inserts are shown below.



**SPRING INTO ACTION**

Call for a free Home Assessment today!

Call 888-772-4242, email [solutions@ene.org](mailto:solutions@ene.org), or visit us at [ee.ene.org/energy-assessment](http://ee.ene.org/energy-assessment).




**KEEP THE CHILL OUTSIDE THIS WINTER**

Learn how to make your home more energy efficient. Call 888-772-4242 and visit our website at [ee.ene.org](http://ee.ene.org) for your free Home Energy Assessment today!





In addition, to promoting the HEA program with informational collateral, ENE also provides marketing content for DOER's Home MVP program.

ENE provides MLPs with business cards that can be placed at the Customer Services windows in the MLP reception areas that provide the call-to-action information for the HEA.

Marketing outreach strategies employed will be detailed on each of the MLP Addendums.

## **Reporting**

ENE provides MLPs with a monthly report of RCS activity. This report includes HEA activity, direct install quantities, rebate activity, estimated savings, spending and analysis.

## **Other Strategies**

There is currently no process to make RCS audit information available to subsequent purchasers and tenants of multi-unit building.

No ENE participating MLP qualifies contractors as part of the RCS program. The only contractor lists made available to customers is through the Home MVP program.

ENE does not provide reports or marketing materials in other languages. None of our Advisors or our Customer Service Representative (CSR) speak an additional language. Some MLPs have CSRs that speak other languages.

## **Rebate Processing**

ENE processes rebates for 15 MLPs. The other MLPs process their rebates in-house. In 2020 ENE moved to an online rebate portal using the ANB eTrack platform. The use of this portal improves the customer experience by simplifying and streamlining the rebate application process, and reduces the rebate processing timeframe. As shown in the table below, MLPs provide rebates in the form of a check and/or in the form of a bill credit. A summary of each MLPs rebate offering is included in the attached addenda.

**Table 3 - Rebate Administration**

MLP	Town	ENE Admin	MLP Admin
BMLD	Belmont	x	
BELD	Braintree	x	x
CMELD	Chester		
CMLP	Concord	x	x
DED	Danvers	x	
GMED	Groveland	x	
GMLD	Georgetown	x	
HMLP	Hingham	x	
HLPD	Hudson		x
LELWD	Littleton	x	
MMED	Mansfield		x
MMLD	Merrimac		x
MGED	Middleborough	x	
MELD	Middleton	x	
NAED	North Attleborough	x	x
NMLD	Norwood	x	
RMLD	Reading	x	x
RMLP	Rowley	x	
TMLP	Taunton	x	
WMLP	Wellesley		x

### COVID-19 Response and Program Adjustments

ENE shut down the HEA program on March 15<sup>th</sup> because of the COVID-19 crisis. On March 25<sup>th</sup>, ENE started piloting a remote version of the Home Energy Assessment using video to assess the home and gather intake information. Appointments take approximately one hour, in which the homeowner follows the instructions of the Advisor to gather inputs. We continued to model homes using the SnuggPro software. After the initial intake is completed and reports are emailed to customers, ENE follows up with a half hour debrief to review the report with customers, answer questions, and provide and prioritize recommendations.

IR scans and direct install (DI) measures are not able to be completed. When conditions allow, ENE will offer to go to participants' homes for a short appointment to provide IR scans. DI measures will either be delivered or mailed to customers.

ENE will continue to provide this service to customers going forward as there are many benefits to this program design including increased customers and engagement and scheduling flexibility.



Recently, ENE contracted with EnergyX to provide MyEnergyXpert platform, which provides an online audit experience. We see that is an additional way to offer customers an alternative to the in-home assessment. Six MLP's, BELD, BMLD, DED, LELWD, MGED, and WMLP, are planning to add this offering to their program portfolio beginning in July/August 2020.

# Westfield Gas & Electric (WG&E)

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## Residential Program Portfolio

The Westfield Gas + Electric (WG+E) Energy Efficiency Program promotes energy efficiency measures such as insulation and air sealing as well as energy efficient appliances, heating and hot water equipment.

The Residential Energy Efficiency Program is primarily administered by Center for EcoTechnology (CET). They perform the intake, verification, audits, and approvals of any energy efficient rebates or credits. They process payments for all approved rebates through a separate bank account established by CET and funded by WG+E.

In addition to audit and rebate programs, WG&E has an Electric Vehicle education and charge management program which is administered by ENE. WG&E also participates in the MLP Solar Rebate Program, and funds subsidies to low-income customers through the Westfield Warm program.

Program Name	Administration	General description
Energy Audit	CET	Energy Audit in home to determine if cost saving measures are available
Residential High Efficiency Heating and Hot Water Rebates	CET	Incentives to replace inefficient systems with more energy efficient ones
Central AC/Heat Pump Rebate	CET	Incentives to replace inefficient heating/cooling systems/window A/C with more efficient systems
High Efficiency Pool Pump Rebate	CET	
Appliance Rebates	CET	Incentives to replace outdated inefficient appliance with Energy Star rated appliances
Electric Vehicle (EV) Program	ENE & CET	Incentive for charger, off-peak charging bill credits
Westfield Warm	MG&E	Low-Income subsidy program
MLP Solar Rebate Program	MMWEC	DOER matching incentive, 2.5 kW cap

## Energy Audit

Well trained, friendly, and helpful Customer Services Representatives communicate by phone and/or email with those customers who have requested an audit to provide information about the audit, screen for eligibility, and to schedule an audit if appropriate.

Single family homes up to 4 units, and condominiums, are scheduled upon request of the customer served at that location. Multi-family properties greater than 4 units require the property owner or property manager to request the audit services. Customers may have an audit every two years.

The energy audit is performed by an energy specialist who is well-versed in WG+E program offerings. The primary focus of the audit is to engage and educate homeowners on opportunities to address site specific areas, appliances or equipment that may be contributing to high energy usage, or presents an opportunity for efficiency.

All CET auditors are BPI certified. CET uses the National Energy Audit Tool (NEAT) software. There are three main components to the audit; interview, walk-through, and the presentation of findings that includes a written report and recommendations. Recommendations are prioritized using a Savings to Investment (SIR)<sup>8</sup> which is an indicator of financial merit that takes the savings over the life of the measure into consideration.

There are no instant measures installed at the time of the audit.

### Program Budget Data - 2018

2018 Gross Revenue Electric	\$19,324,607
2018 Annual kWh	133,658,263
Avg # of Customers/ Month	15,888
RCS Budget Threshold (.25%) Electric	\$121,424
2018 Gross Revenue Gas	\$19,324,607
2018 Annual MCF	1,680,896
Avg # of Customers/ Month	10,500
RCS Budget Threshold (.25%) Gas	\$48,312
Total RCS Budget	\$169,736

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<sup>8</sup> (SIR = (annual estimated \$ savings X life of the measure) / cost)

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
<b>Administration paid to CET for Audit and Rebate Programs</b>	\$108,004					\$108,004	
Energy Audit		\$505		\$29,453		\$29,958	150
Residential High Efficiency Heating and Hot Water Rebates			\$137,660			\$137,660	200
Central AC/Heat Pump Rebate			\$30,900			\$30,900	80
High Efficiency Pool Pump Rebate			\$309			\$309	1
Appliance Rebates			\$18,695			\$18,695	350
Electric Vehicle (EV) Program	\$11,400		\$2,000		\$360	\$13,760	5 rebates 10 participants
Westfield Warm			\$55,000			\$55,000	200
MLP Solar Rebate Program			\$6,000			\$6,000	4
<b>Total</b>	<b>\$119,404</b>	<b>\$505</b>	<b>\$250,563</b>	<b>\$29,453</b>	<b>\$360</b>	<b>\$400,285</b>	

## Electric Budget is 71.5% of the total budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total
<b>Administration paid to CET for Audit and Rebate Programs</b>	\$77,223					\$77,223
Energy Audit		\$361		\$21,059		\$21,420
Residential High Efficiency Heating and Hot Water Rebates			\$98,427			\$98,427
Central AC/Heat Pump Rebate			\$22,094			\$22,094
High Efficiency Pool Pump Rebate			\$221			\$221
Appliance Rebates			\$13,367			\$13,367
Electric Vehicle (EV) Program	\$8,151		\$1,430		\$257	\$9,838
Westfield Warm			\$39,325			\$39,325

MLP Solar Rebate Program			\$4,290			\$4,290
Total	\$85,374	\$361	\$179,153	\$21,059	\$257	\$286,203

### Gas Budget is 28.5% of the total budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total
Administration paid to CET for Audit and Rebate Programs	\$30,781					\$30,781
Energy Audit		\$144		\$8,394		\$8,538
Residential High Efficiency Heating and Hot Water Rebates			\$39,233			\$39,233
Central AC/Heat Pump Rebate			\$8,807			\$8,807
High Efficiency Pool Pump Rebate			\$88			\$88
Appliance Rebates			\$5,328			\$5,328
Electric Vehicle (EV) Program	\$3,249		\$570		\$103	\$3,922
Westfield Warm			\$15,675			\$15,675
MLP Solar Rebate Program			\$1,710			\$1,710
Total	\$34,030	\$144	\$71,410	\$8,394	\$103	\$114,081

### 2020 Rebate Offering

CET administers the WG+E residential energy efficiency rebate program. Customers submit forms online. Rebate checks are sent to the customer. Rebates under this program include appliances, heat and hot water tank equipment, weatherization, heat pumps and Electric Vehicles Service Equipment (EVSE). For customers to be eligible for the WG&E weatherization rebate, they have completed an audit and weatherization measures must be recommended.

Description	Requirements	Rebate Amount	Limitations/ Cap
Air Sealing BD Testing	Must install same # of hours or more than what is recommended on report. Must follow State codes.	50%	\$300 DIY projects ineligible
Insulation	Must install equal to or greater than R-value recommended on report. Must follow State codes.	50%	\$300 DIY projects ineligible

Heating System	Energy Star with AFUE of 85% or greater	50%	\$300 DIY projects ineligible
	Must be customer > one year		
Residential High Efficiency Heating and Hot Water Rebates			
Space Heating - Furnace	95% AFUE or greater with an ECM, up to 150 MBH	\$300	DIY Projects ineligible. Must install eligible system w/in 12 mos. Must be 1-4 unit building. Must be account holder. Gas fired systems only. Must be installed by licensed heating contractor or plumber.
Space Heating - Furnace	97% AFUE or greater with an ECM, up to 150 MBH	\$600	
Space Heating - Hydronic Boiler	85% AFUE or greater, up to 300 MBH	\$500	
Space Heating - Hydronic Boiler	90% AFUE or greater, up to 300 MBH	\$1,000	
Space Heating - Hydronic Boiler	95% AFUE or greater, up to 300 MBH	\$1,500	
Integrated Water Heater/Condensing Boiler	90% AFUE or greater, up to 300 MBH	\$1,200	
Integrated Water Heater/Condensing Boiler	95% AFUE or greater, up to 300 MBH	\$1,600	
Water Heating - Indirect	Attached to Natural Gas boiler	\$400	
Water Heating - Storage HE	.62 EF	\$50	
Water Heating - Storage ES	.67 EF	\$100	
Water Heating - Tankless	.82 EF	\$500	
Water Heating - Tankless	.94 EF	\$800	
Central AC/Heat Pump Rebate	SEER,EER, HSPF		
Central AC/Air Source Heat Pump	> 16 > 13 > 8.5	\$250	Must install eligible systems within the past twelve (12) months. Applicant must be a current electric customer. Equipment must be installed by a
Central AC/Air Source Heat Pump	> 18 > 13 > 9.6	\$500	
Ductless Mini-Split Heat Pump*	> 18, n/a, > 9	\$250	
Ductless Mini-Split Heat Pump*	> 20, n/a, > 11	\$500	

			licensed contractor. Only ENERGY STAR® qualified equipment is eligible.
High Efficiency Pool Pump Rebate	Energy Star rated w/ qualifying controller. 2 speed or variable speed.	\$200	Installed by licensed contractor. One per account every 5 yrs.
Appliance Rebates			
Clothes Washer		\$25	Must be current customer. 1-4 unit residences are eligible. Only new Energy Star qualified appliances are eligible. One every three years. Online purchases, leases, or appliances included in sale of house illegible.
Refrigerator (>= 12 cu. Ft.)	greater than or equal to 12 cu. Ft.	\$25	
Freezer (>= 12 cu. Ft.)	greater than or equal to 12 cu. Ft.	\$25	
Dishwasher		\$25	
Room A/C (EEC greater than 11.2)	EER greater than 11.2	\$25	
Dehumidifier		\$25	
Air Purifier		\$25	
Heat Pump water heater		\$300	
Wi-Fi Thermostat		\$50	2 per calendar year
Electric Vehicle Charger Rebate and Bill Credit			
Electric Vehicle Charger Level 1	Must provide proof of an EV vehicle registered to a Westfield address	\$200	2 per household

	Charge at night	\$5/ month	Bill credit
Electric Vehicle Charger Level 2	Must provide proof of an EV vehicle registered to a Westfield address	\$400	2 per household
	Charge at night	\$10/ month	Bill credit

### **Marketing Strategies**

WG&E energy efficiency programs are promoted on the MLPs' website, featured posts on social media sites, and are directly recommended to customers. The Customer Service Team is trained to reach out to customers that have financial hardships to educate them about the services available and the possible savings and benefits these programs offer.

WG&E also published a monthly quarterly newsletter, and programs are highlighted annually.

### **Other Strategies**

Credit Managers reach out to customers that are having difficulty making payments to offer assistance helping them utilize resources. WG&E provides services for low-income customers through their Westfield Warm program. This program provides funds for customers who qualify through under LIHEAP guidelines and/or Good Neighbor Program guidelines. Customers are given a credit of approximately one time the customer's average monthly bill. Once approved, the account is reviewed annually.

Westfield has a significant number of Russian speaking customers. Westfield has several CSR's that can speak Russian and provide translation services.



## Braintree Electric Light Department (BELD)

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### Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Home Energy Assessment	N	Residential home energy assessment, no DI measures
Energy Smart Home	N	Rebate program, building shell and heating systems (including HP)
Energy Star Appliance Rebates	N	Appliance rebate program
Braintree Drives Electric	Y	Education and awareness program for EV with rebates Level 2 chargers and incentives for off peak charging
Community Solar	N	Allows customers to connect to BELD's solar array
MLP Solar	Y	DOER matching program
Smart Savings	N	Demand response thermostat program, CAC, 10 events
Energy Education	N	Energy Advisor visits schools, neighborhood associations, or service organizations to provide energy education
Energy Re-Leaf	N	Two free maple trees to customer
Cap Agency Support	N	Supplemental funds for LI direct installs

Residential energy efficiency services are provided by full time internal resource. No direct installation measures are provided during the audit. BELD will be using the SnuggPro software in 2020.

### Program Budget Data - 2018

2018 Gross Revenue	\$51,259,712
2018 Annual kWh Residential	120,250,378
Avg # of Customers/ Month	13,934
RCS Budget Threshold (.25%)	<b>\$128,1492</b>

### Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Home Energy Assessment	\$14,400	\$7,000		\$42,000	\$0	\$63,400	130

Energy Smart Home			\$48,000				120
Energy Star Appliance Rebates	\$4,250	\$500	\$30,000	\$0	\$0	\$34,750	400
Braintree Drives Electric	\$112,000	\$500	\$5,000	\$0	\$0	\$117,500	80
Community Solar	\$4,250	\$500	\$0	\$0	\$0	\$4,750	100
MLP Solar	\$0	\$500	\$30,000			\$30,500	4
Smart Savings	\$13,500	\$500	\$10,000	\$0	\$0	\$24,000	117
Energy Education	\$10,500	\$500	\$0	\$0	\$0	\$11,000	
Energy Re-Leaf	\$4,250	\$0	\$10,000	\$0	\$0	\$14,250	50
Cap Agency Support	\$1,500				\$13,500	\$15,000	20
<b>Total</b>	<b>\$164,650</b>	<b>\$10,000</b>	<b>\$133,000</b>	<b>\$42,000</b>	<b>\$13,500</b>	<b>\$363,150</b>	

BELD has recently contracted to provide MyenergyXpert, an online audit and customers engagement platform. In addition they will also be launching a comprehensive heat pump program to promote heat pumps and assist customers throughout the purchasing journey.

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Cap</b>	one EV charger per household	
<b>Check/bill credit</b>	check	
Clothes washer	\$50.00	
Clothes dryer	\$50.00	
Level 2 Charger	\$250.00	charger receipt; installation invoice from a licensed electrician; if no installation was required, BELD reserves right to verify equipment's use at account location; copy of registration and entry of vehicle's VIN #; limit of one (1) EV charger per household ; must be installed at electric account's location; need
Off Peak EV charging	\$8/month bill credit for off-peak charging	
Refrigerator	\$75.00	6+ cubic ft.
Trees	2 free Maple trees	2 max per lifetime
Programmable	\$25.00	Limit 4/household. Available to oil heat and/or central AC.
Wi-Fi/Smart/ Learning Thermostat	\$100 for purchase; add'l \$60 gift card for participating in controlled program & \$20 credit per year	
Unit (Room) A/C	\$50.00	
Water heater, hybrid/heat pump	\$250.00	
Weatherization, air sealing	50% of job cost,	
Heat pump, Mini-Split (Ductless)	\$150-\$500	

### **Marketing Strategies**

BELD promotes energy efficiency programs in their monthly bill-stuffer, on the BELD website, at community events, and during school programs. They also use social media to promote programs and share educational content.

### **Other Strategies**

BELD supports low income customers by providing direct funding to the local CAP agency, the Quincy Community Action Program. At the time of the RCS audit, customers are directed to QCAP if appropriate. Rebates are offered on many low-cost measures that renters and other moderate-income customers can take advantage of.

BELD is looking into ways to increase the amount of non-English marketing materials, and will be working with other MLPs to develop information pieces. They recently purchased the Energy Matters for your Home publication from APPA in Spanish. There are several bi-lingual BELD employees who can be utilized in certain situations.



# Belmont Municipal Light Department (BMLD)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes limited direct install measures
Online Energy Audit: Energy X	Y	Online energy assessment platform and marketing tool for program promotion (Aug 20)
Energy Star Appliance Rebates	Y	Rebates for Energy Star Appliances and smart devices
MLP Solar Rebate Program	Y	DOER sponsored matching rebate
Air Source Heat Pump Rebate Program	Y	Heat pump incentive \$650 - \$3,500.
Belmont Drives Electric	N	Electric vehicle education and awareness
Peak Reduction Rewards Program	N	Residential DR program piloted during summer 2019. Full implementation PY2020
EV Off Peak Charging Program	N	\$8/month bill credit. Program ended 12/31/19. Grace period until 6/20/2020
EV Charger Rebate Program	Y	\$250 off level II
Weatherization Rebate Program	N	Starting 2020PY, will have a weatherization rebate program. Details TBD

## Program Budget Data - 2018

2018 Gross Revenue	24,445,754
2018 Annual kWh Residential	70,929,696
Avg # of Customers/ Month	10,767
RCS Budget Threshold (.25%)	\$ 61,114

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Admin\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Quantities
Residential Energy Assessment	\$630		\$750		\$23,000		\$24,380	79
Online Energy Audit: Energy X (Aug 2020)	\$15,000				\$5,775		\$20,775	165
Energy Star Appliance Rebates	\$6,615			\$10,000			\$16,615	80
MLP Solar Rebate Program				\$108,828			\$108,828	27
Air Source Heat Pump Rebate Program	\$9,615		\$2,500	\$60,000			\$72,115	40
Belmont Drives Electric							\$0	
Peak Reduction Rewards Program	\$57,500		\$2,000	\$10,000			\$69,500	50/month
EV Off Peak Charging Program				\$1,968			\$1,968	41/month
EV Charger Rebate Program	\$1,958		\$2,000	\$8,032			\$11,990	32
Weatherization Rebate Program			\$500	\$20,000			\$20,500	20
Dedicated Utility Staff Salaries	\$74,880	\$19,930					\$94,810	
Total	\$166,198	\$19,930	\$7,750	\$218,828	\$28,775	\$0	\$441,481	

## 2020 Rebate Offering

Rebate Type	Rebate Amount	Requirements
<b>Cap</b>	\$500 (clothes dryers, water heaters, controllers don't count to maximum)	
<b>Check/bill credit</b>	credit; ASHP check	
Central AC	\$100.00	SEER rating 14+
Clothes dryer	\$300.00	Heat pump/hybrid
Controller, Sensibo Smart	\$120.00	
Controller, Smart Aquanta	\$165.00	
Dehumidifier	\$75.00	
Refrigerator	\$100.00	15+ cubic feet; proof of disposal required
Wi-Fi/Smart/ Learning Thermostat	\$100.00	

Unit (Room) A/C	\$100 w/disposal \$25 without disposal	Remote-controlled, Sensibo compatible
Water heater, hybrid/heat pump	\$500.00	
Heat pump, Mini-Split (Ducted and Ductless)	<p><b>Tier I:</b> BTU/h up to 11,999, \$650; adder for fossil fuel (ff) displacement: \$500; adder for ff removal \$1150; <b>Tier II:</b> BTU/h 12,000-23,999, \$1000; ff displacement adder: \$750; adder for ff removal \$1750.</p> <p><b>Tier III:</b> BTU/h 24,000-35,999: \$1500; 36,000: \$2000. ff displacement adder: \$1000; adder for ff removal \$2500. <b>Tier IV:</b> BTU/h 36,000+: \$2000; ff displacement adder: \$1500; adder for ff removal \$3500.</p>	

## Marketing Strategies

Belmont Light currently has a robust marketing complement

- Belmont Light Website
  - Belmont Light is constantly upgrading and updating its website for the convenience of its customers accessing and employees publishing information. Following a complete backend overhaul in 2019, Belmont Light is well set up with a more intuitive and more customizable system than before, meaning that important communication can get out to customers faster and more clearly.
  - The “Energy Solutions” tab on the website has been home to Belmont Light's suite of energy programs since the launch of the website in 2015. Customers are familiar with this tab as a destination for finding energy conservation and efficiency information.
- Earned Media
  - Belmont Light has a strong relationship with several major media outlets covering the Town of Belmont, including the Belmont Citizen-Herald (local weekly newspaper), the Belmontonian (local news blog), and the Belmont Media Center, which airs across its local access TV channel and online channels, among other offerings, the Belmont Journal, a hyperlocal weekly news program.
  - We will tap into these relationships in order to gain valuable outreach to the readers/viewers of these channels.
  - Belmont Light will continue its strong partnership with other Town departments, including the police and fire departments, the Council on Aging, and the Town Administration to further our reach for messaging.
- Social Media
  - Belmont Light has just shy of 2,000 followers across its social media platforms, not counting the 5,500+ members of Nextdoor whom we have access to as well.

- We have a very active presence on Facebook, Twitter, and Instagram, posting news, programming announcements, outages and other line work alerts, and community news.
- Belmont Light was an early adopter of Nextdoor's paid agency platform and have been working on expanding our outreach by using polling and other features to present varying forms of messaging to Belmont residents.
  - Currently this has been limited, but we are actively evaluating these posts. This is a different approach to our posts for Facebook in the past.
- Direct Email
  - Through Belmont Light's enterprise resource and billing service, NISC, Belmont Light has access to the service's Messenger program, which was pictured as a method to send out electronic messages to customers quickly and directly. Because the Messenger has not shown the desired results, Belmont Light will work to develop a comprehensive email marketing program that is opt-out for customers.
  - Direct Mail/Billing Collateral
  - Belmont Light utilizes its billing service, which reaches approximately one third to one half of customers electronically and the remainder in paper format, to place marketing material inside or paired with customer bills. This method allows Belmont Light to save on the cost of postage or electronic service, while also catching customers at a time of high awareness of our utility and their electric bills.
  - Belmont Light also places directly on its bills to highlight in short form any important information. We allow Town departments and organizations to use this bill message for their own messaging, which allows us to build upon our partnerships.
- In-person events
  - Belmont Light-sponsored events
    - Forums and community discussions
      - General manager speaks on topics relevant to the community
    - Past topics included renewable portfolio goal, energy efficiency programming and Belmont Light's role in the community
  - Events sponsored by third party organizations
    - Belmont Farmers' Market
      - Belmont Light participates in the Community Outreach tent at least 4 times over the course of the season.
      - We also supply electricity to the event for vendors that require it.
      - Our line crew built and installed a semi-permanent structure that can be accessed only by the Farmers' Market for its use.
    - Belmont Town Day
      - Belmont's biggest yearly event, which sees the center of town shut down except to pedestrians and tents set up for vendors of all kinds.

- Belmont Light has participated for a number of years consecutively and aids in the marketing and set up for the event.
  - We ensure that there is electricity provided to booths that require it, as well as provide power for the Media Center to cover the event for its TV channel
- EnergyX
  - Implementation of this SAAS in Summer 2020 will help reach out to customers via a digital platform
  - Short assessment about their residence, then it offers possible resolutions to energy issues they are having via currently offered programs
  - Back-end software allows Belmont Light to reach out to customer segments and target marketing to them based on inputs they set during the evaluation
  - Targeted marketing will help us achieve impact on the hard-to-reach customer groups

## **Other Strategies**

### Low-Income Customers

Although Belmont has a median household income of over \$120,000, a good number of customers are low income. To help these customers make ends meet, we are proud to offer a substantial discount on electric service through our Low-Income Rate LI. Belmont Light also works with the Belmont Council on Aging, holding events to highlight ways in which seniors who may be on fixed incomes can save money on their electric bills.

Belmont Light will focus our marketing to low-income customers on the availability of the Low-Income Rate and energy efficiency methods, as well as promoting other ways to save, such as the \$500 kicker for Low Income Rate customers who install an air-sourced heat pump. We are working to create a partnership with the Belmont Housing Authority on a home energy assessment program for their various buildings.

### Residents of multi-family buildings

Roughly half of Belmont Light's customers are renters and rents are approximately 55% higher in Belmont than the state average.

Belmont Light will look for openings to contact this hard-to-reach group, including landlord/renter workshops. We plan to work with the town sustainability group to schedule a workshop to discuss energy efficient actions that both tenants and landlords can take. We should also focus our marketing efforts on our free home energy assessments which is a good option for renters to identify ways to make their homes and apartments more energy efficient.

### Moderate income customers

Belmont Light will focus its marketing to middle income customers on the return on investment of the household appliances and items for which we offer rebates, like air-sourced heat pumps, energy efficient appliances, and solar installations. Belmont Light will



highlight the ease and convenience of our Energy X platform for digital home energy assessments as well.

#### Residents for whom English is not their first language

Belmont Light has a big opportunity to be a leader in outreach to customers for whom English is not their first language. According to census projections, 24.5% of Belmont residents were born outside of the United States. A language other than English is spoken in 29.9% of Belmont households. Belmont has an Asian population of 16.2% and a Hispanic/Latino population of 5.0%. In addition to these groups, Belmont also has a large population of resident of Armenian heritage and, in fact, is the home of the National Association for Armenian Studies and Research (NAASR). In 2017, Belmont Town Meeting voted to declare the town a "welcoming community", so a sense of inclusion is prevalent in our community.

Belmont Light will undertake a number of initiatives in order to meet the needs of this population, including: meeting with groups such as the Belmont Chinese American Association and NAASR to get their input on the best ways to reach non-English speakers; hire a translation service to ensure Belmont Light printed material and website is accessible to all; tap into the diversity of our workforce for translation for in-person service, our literature, and our website.

#### Accessibility for Disabled Customers

Belmont Light is currently in the process of ensuring that our website is accessible to blind and otherwise disabled customers.

# Chester Municipal Electric Department (CMED)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes limited direct install measures

## Program Budget Data - 2018

2018 Gross Revenue	\$1,136,557
2018 Annual kWh	4,235,279
Avg # of Customers/ Month	604
RCS Budget Threshold (.25%)	\$ 2,841

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget \$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Total	Other Budget \$ (DI)
Residential Energy Assessment	\$ 900			2900	\$ 3,800	10

## 2020 Rebate Offering

N/A

## Marketing Strategies

CMED list the Home Energy Assessment program on their webpage.

# Concord Municipal Light Plant (CMLP)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	
LED Bulb Rebates	Y	Rebate \$3/LED purchased by residential /commercial customers, capped at 60 bulbs per year
High Efficiency Lighting Program (HELP)	N	Commercial: 50% of project cost or \$1000/kW reduced demand, capped at \$50,000 every 3 years
Home Weatherization Rebates	Y	residential customers with electric heat: 50% of insulation and air sealing measures, capped at \$1,000
Air Source Heat Pump Rebates	Y	\$500/single head or per ton, up to 4 tons
Ground Source Heat Pump Rebates	N	\$625 per heating ton, up to 5 tons
Heat Pump Water Heater Rebates	Y	\$750 if replacing oil or gas; \$185 if replacing electric resistance
Time of Use (TOU) Rates	N	Electricity usage is billed at a rate below standard retail during fourteen off-peak hours per day and above standard retail during the remaining on-peak hours.
Concord Drives Electric	Y	electric vehicle awareness and education
Electric Vehicle Charging Rebates	Y	\$250 rebate for level 2 charger; EV Miles off-peak charging incentive
Electric Vehicle Charging Pilot Program for Multi-family buildings	N	Provides free engineering services and funding for EV charging infrastructure
CMLP Solar PV Rebate	Y	Residential/Commercial \$625 per kW (AC) of installed capacity, capped at \$3125
MLP Solar Rebate Program	Y	Residential/Commercial \$600 per kW, capped at 25 kW; matched by DOER
Controlled Water Heating	N	bill credit to residential electric water heaters who allow CMLP to turn of appliance for 4 hours per day
Reducing Summer Peak Demand	N	voluntary participation to reduce usage during the peak demand hour via email

Starting in March of 2020 in-home services CMLP are to be provided by CMC Energy Services. CMC will provide both the energy assessment as well as the installation

services. CMC will use SnuggPro software and the other components of the assessment remain the same.

CMLP provides full LED retrofits as part of the HEA. Customers are offered the following assortment of LED bulbs:

- 9-Watt LED A19 2700 Dimmable
- 11-Watt LED BR30D Lamp Reflector
- 15-Watt LED A19 2700k Dimmable
- 3 Way Bulb 50/100/150
- 3 Way Bulb 40/60/100
- 4W Candelabra
- 8 W LED BR30D 2700k Reflector
- 6W Globe LED Lamp
- LED ER20-2020e (replaces 7W R20)
- FILAMENT B10 4W 330LM 2700K CL DIM E26

The following guidelines are followed in CMLP territory:

- No replacement of lights in closets, unfinished basements, attics or garages
- Laundry area is exception to closet or unfinished basement, but is at discretion of auditor
- One exterior light is allowed on porch door or main entrance

### Program Budget Data – 2018

2018 Gross Revenue	\$25,335,700
2018 Annual kWh Residential	74,436,879
Avg # of Customers/ Month	6,941
RCS Budget Threshold (.25%)	\$63,339

### Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Quantities
Residential Energy Assessment	\$16,881			\$57,500	\$37,825	\$112,206	HEAs 115; LED 2,330; power strips 115
LED Bulb Rebates	\$1,023		\$1,200			\$2,223	379
Home Weatherization	\$1,846		\$25,000			\$26,846	27
Air Source Heat Pumps	\$8,168	\$31,000	\$71,500			\$110,668	55
Ground Source Heat Pumps	\$3,151		\$10,080			\$13,231	4

Heat Pump Water Heaters	\$2,444		\$3,740			\$6,184	8
Time of Use (TOU)	\$1,413					\$1,413	Whole house TOU = 7; EV charging TOU = 42
Concord Drives Electric	\$11,287	\$41,500				\$52,787	681
Electric Vehicle Charging Rebates	\$14,624		\$26,520			\$41,144	Level 2 rebates = 49; EV Miles = 139
EV Charging Pilot Program for Multi-family buildings	\$53,964		\$37,500			\$91,464	2
CMLP Solar PV Rebate	\$8,868		\$85,000			\$93,868	27
MLP Solar Rebate Program	\$6,682		\$127,000			\$133,682	27
Controlled Water Heating	\$12,626		\$52,040			\$64,666	337
Reducing Summer Peak Demand	\$3,179					\$3,179	641
<b>Total</b>	<b>\$146,156</b>	<b>\$72,500</b>	<b>\$439,580</b>	<b>\$57,500</b>	<b>\$37,825</b>	<b>\$753,560</b>	

CMLP employs 1.5 staff to support residential and commercial energy efficiency and electrification programs. Those resources are allocated in the budget under Admin appropriately.

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Cap</b>	Caps are per rebate type	
<b>Check/bill credit</b>	Bill credits for rebates below \$600; check or bill credit for \$600+	
Level 2 Charger	\$250.00	charger purchase & installation costs are eligible
LED Bulbs	if bulb cost >\$3, rebate is \$3/bulb. If bulb cost is >\$3, total cost of bulb <sup>9</sup> . Max of 50 bulbs/year.	
Water heater, hybrid/heat pump	\$750 if replacing oil, gas, propane; \$185 if replacing electric; \$750 if new construction (no water heater replacement).	UEF minimum of 2.0 if water heater is 55 gallons or less. UEF min 2.7 if 55 gallons or more and replacing either oil, gas, propane, or none (new home). UEF min of 3.0 if 55+ gall & replacing electric water heater.
weatherization, air sealing	50% of job cost, max \$1000/year.	electric, oil & propane customers are eligible.

<sup>9</sup> Changed to \$1 per bulb June 2020

weatherization, insulation	50% of job cost, max \$1000/year.	electric, oil & propane customers are eligible.
Heat pump, Mini-Split (Ductless single head)	Base rebate: \$500/outdoor unit. Max \$1500/year. <120% of MA median income: \$750/outdoor unit, max \$2250/year. C: \$1000/outdoor unit. Max \$3000/year.	system must appear on NEEP's certified list
Heat pump, Multi-head or Ducted	Base rebate: \$500/ton, max \$1500. <120% of MA median income: \$750/ton, max \$3000. <80% of median income: \$1000/ton, max \$4000.	system must appear on NEEP's certified list
PV system	Residential/Commercial \$625 per kW (AC) of installed capacity, capped at \$3125	

### Marketing Strategies

CMLP dedicated energy efficiency employees talk with people and distribute handouts about HEAs and provide ENE's business cards at community events. They also include a link to a pdf <https://concordma.gov/DocumentCenter/View/24535/41320-Making-Improvements>) in a letter that goes out to each new account holder. The pdf encourages new account holders to get an HEA.

In 2019, the Town's Sustainability Director received funding from National Grid to conduct a campaign to promote HEAs. The Director promoted HEAs performed by ENE for non-natural gas heating customers in tandem with promotion of Mass Save audits to natural gas heating customers. She utilized Facebook, Twitter, the Town's Sustainability website, and handouts at community events to promote HEAs, among other avenues.

### Other Strategies

CMLP does not employ specific strategies to target low- and moderate-income customers.

# Danvers Electric Department (DED)

Municipal Action Plan – Addendum  
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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Includes appliances, air source heat pumps, heat pump water heaters, and central AC purchases
Electric Vehicle Charging	Y	\$250 rebate for level 2 charger
EV Awareness and Education	Y	Education, Marketing, Ambassador, and Dealership Engagement programs
Electric Peak Savings Program	N	Voluntary participation in peak hour reduction, alerted by email
MLP Solar Rebate Program	Y	DOER matching funds, 10kW limit

## Program Budget Data - 2018

2018 Gross Revenue	\$40,051,417
2018 Annual kWh Residential	95,198,769
Avg # of Customers/ Month	11,362
RCS Budget Threshold (.25%)	\$ 100,129

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$10,017			\$14,500		\$24,517	HEA 50; LED 150; Strip 50
Energy Star Appliance Rebates	\$7,200		\$16,500			\$23,700	150
Electric Vehicle Charging	\$3,000		\$5,000			\$8,000	20

EV Awareness and Education	\$18,600					\$18,600	
Electric Peak Savings Program	\$100,090	\$850	\$13,500		\$13,800	\$128,240	
MLP Solar Rebate Program			\$10,000			\$10,000	2
<b>Total</b>	\$138,907	\$850	\$45,000	\$14,500	\$13,800	\$213,057	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Cap</b>	\$300 for appliance; \$2000 for heat pumps/central A/C	
<b>Check/bill credit</b>	check	
Central AC	\$115.00	EER 13+, SEER 16+
Dehumidifier	\$25.00	
Level 2 Charger	\$300.00	charger receipt; installation invoice from a licensed electrician; if no installation was required, TMLP reserves right to verify equipment's use at account location; copy of registration and entry of vehicle's VIN #; limit of one (1) EV charger per household ; must be installed at electric account's location; need
Refrigerator	\$100.00	15+ cubic feet; disposal required; must be combo refrigerator/freezer; no standalone freezers or refrigerators
Programmable Thermostat	\$25.00	max two per year
Wi-Fi/Smart/ Learning Thermostat	\$50.00	max two per year
Unit (Room) A/C	\$25 / \$45 (disposal/no disposal)	window units must have EER of 12+; disposal receipt required if using DPW. If using receipt, disposal or haul-away must be itemized.
Water heater, hybrid/heat pump	\$300.00	
Heat pump, Mini-Split (Ductless)	Tier I: 250	Tier I: SEER 18+, <=20; HSPF 10+ - <=12; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit



Heat pump, Mini-Split (Ductless)	Tier II: \$500	Tier II: SEER 20+, HSPF 12+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
Heat pump, Ducted	Tier I: \$250: \$500: SEER 18+ / HSPF 9.6+	Tier I: SEER 1+, <=18; HSPF 8.5+ - <=12; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
	Tier II: \$500	Tier II: SEER 18+, HSPF 9.6+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit

## Marketing Strategies

The HEA program is listed in the Department of Public Works (DPW) Newsletter which is mailed out as an insert with the electric bills so every resident receives a copy and they are listed on the DPW annual calendar.

# Groveland Municipal Electric Department (GMED)

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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Includes appliances, air source heat pumps, heat pump water heaters, and central AC purchases
Air Source Heat Pump Rebate	Y	\$250 - \$500 on ASHPs or mini-splits
Weatherization Rebate	Y	50% of project cost up to \$1000 for air sealing and insulation measures

## Program Budget Data - 2018

2018 Gross Revenue	\$5,713,894
2018 Annual kWh Residential	21,949,325
Avg # of Customers/ Month	2,559
RCS Budget Threshold (.25%)	\$ 14,285

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Quantities
Residential Energy Assessment	\$3,900			\$4,350		\$8,250	15
Energy Star Appliance Rebates	\$300		\$1,000			\$1,300	10
Air Source Heat Pump Rebate	\$2,500		\$1,500			\$4,000	3
Weatherization Rebate	\$0		\$1,000			\$1,000	2
Total	\$6,700	\$0	\$3,500	\$4,350	\$0	\$14,550	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Annual Cap</b>	\$200.00	Appliances
<b>Check/bill credit</b>	check	
Air purifier	\$50.00	
Dehumidifier	\$50.00	
Programmable	\$25.00	
Wi-Fi/Smart/ Learning Thermostat	\$100.00	
Smart strip	\$10.00	
Water heater, hybrid/heat pump	\$250.00	
weatherization, air sealing	50% of project cost up to \$1000	For measures recommended during energy audit with ENE; all receipts and projects invoices must be included; applicant is allowed to self-install but may not charge for labor
weatherization, insulation	50% of project cost up to \$1000	For measures recommended during energy audit with ENE; all receipts and projects invoices must be included; applicant is allowed to self-install but may not charge for labor
Heat pump, Mini-Split (Ductless)	\$500	1.36+ tons; 18+ SEER; HSPF 9+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
Heat pump, Mini-Split (Ductless)	\$400	.98+ tons; 20+ SEER; HSPF 11+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
Heat pump, Ducted	\$250	2.8+ tons; 16+ SEER; HSPF 8.5+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit

Heat pump, Ducted	\$500	2.8+ tons; 18+ SEER; HSPF 9.6+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
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### Marketing Strategies

Announcements are made on our Invoices, on Social Media, and via ENE Supplied marketing flyers in-house.

# Georgetown Municipal Light Department (GMLD)

Municipal Action Plan – Addendum  
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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Includes household appliances
MLP Solar Program	Y	DOER Matching
Electric Vehicle Management Program	Y	Education, Marketing, Events, Off Peak Charging
Level II EVSE Rebate	Y	\$300 rebate network capable Level II EVSE

## Program Budget Data - 2018

2018 Gross Revenue	8,158,618
2018 Annual kWh Residential	30,668,323
Avg # of Customers/ Month	3,065
RCS Budget Threshold (.25%)	\$ 20,397

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget \$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Quantities
Residential Energy Assessment	\$ 6,300			\$ 4,350		\$ 10,650	15
Energy Star Appliance Rebates			\$ 1,000			\$ 1,000	20
MLP Solar Program			\$ 10,000			\$ 10,000	2
Electric Vehicle Management Program	\$ 10,800		\$ 1,200			\$ 12,000	15
Level II EVSE Rebate			\$ 1,200			\$ 1,200	4
Total	\$ 17,100	\$ -	\$ 13,400	\$ 4,350	\$ -	\$ 34,850	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
Annual Cap	One appliance per category, per year; weatherization is \$500	
Check/bill credit	check	
Air purifier	\$ 50.00	

Clothes washer	\$ 50.00	must replace old model. Old model's brand & serial # required
Dehumidifier	\$ 50.00	
Level 2 Charger	\$300	Smart chargers only
Off Peak EV charging	Level 1: \$5/month bill credit; level 2: \$10/month bill credit	charge btw 10 p.m. - 12 noon following day
Refrigerator	\$ 50.00	disposal required
Programmable Thermostat	\$ 25.00	
Wi-Fi/Smart/ Learning Thermostat	\$ 25.00	50% of cost, up to \$25
Water heater, hybrid/heat pump	\$ 500.00	must be less than 55 gallons
weatherization, air sealing	50% of project cost up to \$500	Air Sealing: duct sealing, other air sealing measures.
weatherization, insulation	50% of project cost up to \$500	Insulation: duct or heating system pipe, attic/basement/rim joist; wall.
Heat pump, Mini-Split (Ductless)	\$ 100.00	SEER 18+, HSPF 10+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
Heat pump, Ducted	\$500, (max of two systems, or \$1000)	SEER 19+, HSPF 10.5+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit

## Marketing Strategies

GMLD promotes their programs on the website and in a monthly newsletter that goes out to all customers. During Public Power Week GMLD hosts an Open House and staffs a table with an ENE Advisor.

# Hudson Light and Power Department (HLPD)

Municipal Action Plan – Addendum  
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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	N	10% of appliance purchase price, up to \$50, as a bill credit for household appliances, capped at \$250
Online Lighting Store	N	Partnership with retailer that provides reduced-cost LED and CFL purchases
Central Air Conditioning and Heat Pump Rebate	N	\$500 towards qualified Energy Star systems
Heat Pump Water Heater Rebate	N	Up to \$750 for residents with electric water heating
Electric Car Battery Charger Rebate	N	\$500 rebate for level 2 charger
Electric Car Charging Management Incentive	N	\$10 monthly for level 2 \$5 for level 1 charger
MLP Solar Rebate Program	Y	DOER matching program

## Program Budget Data - 2018

2018 Gross Revenue	24,658,522
2018 Annual kWh Residential	99,870,810
Avg # of Customers/ Month	11,242
RCS Budget Threshold (.25%)	\$ 61,646

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$ 7,800			\$ 27,500		\$ 35,316	HEA; 100 LEDs; 750
Energy Star Appliance Rebates	\$ 9,000		\$ 10,500			\$ 19,500	210
Online Lighting Store			\$ 1,100			\$ 1,100	
Central Air Conditioning and Heat Pump Rebate			\$ 19,000			\$ 19,000	38
Heat Pump Water Heater Rebate			\$ 64,500			\$ 64,500	86
Electric Car Battery Charger Rebate	\$ 3,000					\$ 3,000	6
Electric Car Charging Management Incentive			\$ 3,000			\$ 3,000	25
MLP Solar Rebate Program			\$ 77,000			\$ 77,000	15
Total	\$ 19,800	\$ -	\$ 175,100	\$ 27,500	\$ -	\$ 222,400	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Annual Cap</b>	\$250 max for items with \$50 max. \$750 max for all other items	
<b>Check/bill credit</b>	Bill Credit	
Air purifier	10% of cost, max \$50	
Central AC	50% of cost, max \$500	
Clothes washer	10% of cost, max \$50	
Clothes dryer	10% of cost, max \$50	
Dehumidifier	10% of cost, max \$50	
Dishwasher	10% of cost, max \$50	
Level 2 Charger	50% of cost, max \$250	
Freezer	10% of cost, max \$50	
Refrigerator	10% of cost, max \$50	
Unit (Room) A/C	10% of cost, max \$50	
Water heater, hybrid/heat pump	50% of cost, max \$750	AHRI Certificate
Heat pump, Mini-Split (Ductless)	\$500 max	AHRI Certificate
Heat pump, Mini-Split (Ductless)	same as above	AHRI Certificate
Heat pump, Geothermal	\$500 max	AHRI Certificate

## Marketing Strategies

HLPD markets all programs on their website and in newsletters that are either mailed with bills or emailed to customers each quarter. For specialized program such as our HeatSmart or EV program, extra marketing is done through emails, direct mail and events.



# Hingham Municipal Light Plant (HMLP)

Municipal Action Plan – Addendum

June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Includes appliances, air source heat pumps, heat pump water heaters, and central AC purchases
Energy Saving Light Bulbs	N	HMLP provides residents with LED's via pick up the plant offices or sponsoring local hardware store sales
MLP Solar Rebate	Y	DOER Match with Adder, bill credit, capped at 5 kW
Weatherization Incentive	Y	50% of project cost, capped at \$500 bill credit for insulation and air sealing measures
Electric Vehicles Education and Awareness	Y	Education, Awareness, Behavioral Change Management

## Program Budget Data - 2018

2018 Gross Revenue	28,424,898
2018 Annual kWh Residential	91,772,893
Avg # of Customers/ Month	9,377
RCS Budget Threshold (.25%)	\$ 71,062

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Quantities
Residential Energy Assessment	\$12,000.00			\$31,000.00		\$43,000.00	HEA 100; LED 300; Strip 100
Energy Star Appliance Rebates	\$1,700.00		\$10,000.00			\$11,700.00	200
Energy Saving Light Bulbs			\$400.00			\$400.00	
MLP Solar Rebate			\$60,000.00			\$60,000.00	12

Weatherization Incentive			\$2,000.00			\$2,000.00	5
Electric Vehicles Education and Awareness	\$12,900.00		\$1,500.00			\$14,400.00	10
<b>Total</b>	<b>\$26,600.00</b>	<b>\$0.00</b>	<b>\$73,900.00</b>	<b>\$31,000.00</b>	<b>\$0.00</b>	<b>\$131,500.00</b>	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Annual Cap</b>	\$175.00	
<b>Check/bill credit</b>	check	
Central AC	\$100.00	SEER 14+
Clothes washer	\$50.00	
Dehumidifier	\$50.00	
Dishwasher	\$50.00	
Level 2 Charger	\$300.00	Smart charger only, max 1
Off Peak EV charging	\$50 sign-up bonus; level I: \$5 monthly bill credit; Level II: \$10 monthly bill credit	Provide picture of EV display settings, showing the vehicle is programmed for off-peak charging; provide copy of vehicle purchase agreement and vehicle registration (address on registration must match electrical account service address); for used cars only: provide photo of display; vehicle may not have had more than two owners or have had more than 2 rebates associated with it.
Freezer	\$50.00	
Refrigerator	\$75.00	
Programmable Thermostat	50% up to \$25	
Wi-Fi/Smart/ Learning Thermostat	50% up to \$25	
Unit (Room) A/C	\$50.00	
Water heater, Electric	\$75.00	
Water heater, hybrid/heat pump	\$75.00	

## Marketing Strategies

Information about the HEA program is available on the HMLP website. In addition, HMLP will periodically send out bill inserts. One-pagers are distributed at events, as well as having a table at the HMLP Open House during Public Power Week.

## **Other Strategies**

HMLP does not employ different strategies for program access for income level or language. Previously completed HEA reports can be made available to subsequent owners and renters of multi-family units upon request.

# Littleton Electric Light & Water Department (LELWD)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Residential Rebate Programs	Y	Appliances, Weatherization, Heat Pumps
Electric Vehicle Program	Y	\$300 charger rebate, \$8 off-peak credit and group buy program.
MLP Solar Rebate Program	Y	Partnered with DOER to offer solar rebate
Smart Home Improvements	Y	20% of project cost, capped at \$300/year, for residential electric heating customers who install air sealing and/or insulation measures
Free Shade Tree Program	N	2 trees per customer, LELWD plants tree in mutually agreeable location
Discounted LED Bulbs	N	Access to deeply discounted energy efficiency products

## Program Budget Data - 2018

2018 Gross Revenue	31,692,658
2018 Annual kWh Residential	67,164,655
Avg # of Customers/ Month	6,554
RCS Budget Threshold (.25%)	\$ 79,232

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$9,300	\$5,000		\$17,400		\$31,700	HEA 60, LED 180, Strips 60
Residential Rebate Programs	\$2,500	\$3,000	\$25,000			\$30,500	200
Electric Vehicle Program	\$18,000		\$7,000		\$6,500	\$31,500	50
MLP Solar Rebate Program			\$45,000			\$45,000	8
Smart Home Improvements			\$1,000			\$1,000	4
Free Shade Tree Program					\$10,000	\$10,000	200 trees
Discounted LED Bulbs					\$4,000	\$4,000	2200 bulbs
Total	\$29,800	\$8,000	\$78,000	\$17,400	\$20,500	\$153,700	

EV Program includes installation of public charging site preparation and infrastructure at select municipal sites. Also, LELWD provides discounted chargers to customer via a group discount purchase program. No budget is represented as this is a pass-through program.

## 2020 Rebate Offering

Rebate Type	Rebates \$	Requirements
Cap	none	
Check/bill credit	check	
Central AC	\$250.00	SEER:16 EER: 13
Clothes washer	\$50.00	
Clothes dryer	\$50.00	
Dishwasher	\$50.00	LELWD water customers only
Level 2 Charger	\$300.00	Smart
LED Bulbs	12 discounted/year	
Refrigerator	\$50.00	
Wi-Fi/Smart/ Learning Thermostat	\$50.00	
Unit (Room) A/C	\$50.00	
Water heater, hybrid/heat pump	\$250.00	
weatherization, air sealing	20% of cost, max \$300	
weatherization, insulation	20% of cost, max \$300	
Heat pump, Mini-Split (Ductless)	\$500	\$500: SEER 20, HSPF 11;
Heat pump, Mini-Split (Ductless)	\$250	\$250: SEER 18, HSPF 9
Heat pump, Ducted	\$250-\$500	\$500 SEER 18, HSPF 9.6; \$250: SEER 16, HSPF 8.5
Shade Tree	Free	2 per customer

## Marketing Strategies

Marketing is done through Kauppi Communications. LELWD promotes all of their conservation and energy efficiency efforts under their Green Rewards program umbrella. Marketing strategies include bill inserts, newsletters, direct mailers to customers, and social media posts. They also purchase promotional products promoting their 'Green Rewards' program.

## Other Strategies

LELWD does not employ different strategies for program access for income level or language. LELWD would not provide RCS audit information of previous audits to new multi-family renters/owners since they consider that information confidential, but would offer to provide a new assessment.

# Middleton Electric Light Department (MELD)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	\$10 - \$50 on small household appliances and thermostats
Electric Heat Pump Water Heater	Y	\$500 for Energy Star qualified units
Air Source Heat Pump & Minisplit Heat Pump	Y	Up to \$2,000 for a qualified system
Middleton Drives Electric	Y	EV Education and awareness program
MLP Solar Program	Y	DOER matching incentive program

## Program Budget Data - 2018

2018 Gross Revenue	13,879,764
2018 Annual kWh Residential	39,210,460
Avg # of Customers/ Month	3,203
RCS Budget Threshold (.25%)	\$ 34,699

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$5,400			\$5,800		\$11,200	HEA 20, LED 60, Strips 20

Energy Star Appliance Rebates	\$300		\$1,000			\$1,300	25
Electric Heat Pump Water Heater	\$100		\$1,000			\$1,100	2
Air Source Heat Pump & Minisplit Heat Pump	\$100		\$2,000			\$2,100	4
Middleton Drives Electric	\$9,000	\$2,000				\$11,000	
MLP Solar Program	\$0		\$20,000			\$20,000	5
<b>Total</b>	<b>\$14,900</b>	<b>\$2,000</b>	<b>\$24,000</b>	<b>\$5,800</b>	<b>\$0</b>	<b>\$46,700</b>	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Cap</b>	\$200; water heater once in 10 years	
<b>Check/bill credit</b>	credit	
Dehumidifier	\$50.00	
Programmable Thermostat	\$25.00	
Wi-Fi/Smart/ Learning Thermostat	\$50.00	
Smartstrip powerstrip	\$10.00	
Unit (Room) A/C	\$25.00	
Water heater, hybrid/heat pump	\$500.00	< 55 gallons: UEF 2+; 55+ gallons, UEF 2.7+
Heat pump, Mini-Split (Ductless)	\$1000/outdoor unit	SEER 18+, HSPF 9+;
Heat pump, Mini-Split (Ductless)	\$1000/outdoor unit	SEER 18+, HSPF 9+;
Heat pump, Ducted	\$1000/outdoor unit	SEER 18+, HSPF 9+;

MELD will also be implementing rebates for electric lawn equipment in the summer of 2020.

# Middleborough Gas & Electric Department (MGED)

Municipal Action Plan – Addendum  
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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Household appliances and thermostats
Weatherization	Y	50% up to \$1000 on insulation and air sealing measures
MGED Drives Electric	Y	Education and Awareness campaign, workplace charging
2nd Drive EV Rebate Program	Y	EV rebate program to incentivize used vehicle; DEED grant through APPA
Solar Community Project	N	Connection to and shared cost of MGED's large solar array, with expected credits in year two
Direct WAP grants to CAPs	N	Grant Funds paid directly to CAP agencies to fund and administer Weatherization Assistance Program services above Federal WAP funding -full cost of direct install
MLP Solar Rebate Program	Y	DOER Matching incentive

## Program Budget Data - 2018

2018 Gross Revenues Elec	\$38,668,824
2018 Annual kWh Residential	131,659,737
Avg # of Customers/ Month Elec	13,866
2018 Gross Revenues Gas	\$10,404,517
2018 Annual MCF Residential	360,673
Avg # of Customers/ Month Gas	5,164
RCS Budget Threshold (.25%)	\$ 122,708

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$12,000	\$5,000		\$62,500		\$79,500	HEA 215; LED



							645; SS 215
Energy Star Appliance Rebates		\$5,000	\$30,000			\$35,000	300
Weatherization		\$5,000	\$36,000			\$41,000	50
MGED Drives Electric	\$21,000	\$6,000	\$20,000			\$47,000	
2nd Drive EV Rebate Program		\$1,625	\$7,500			\$9,125	15
Solar Community Project						\$0	
Direct WAP grants to CAPs	\$8,400	\$2,000			\$47,600	\$58,000	
MLP Solar Rebate Program			\$60,000			\$60,000	12
<b>Totals</b>	<b>\$41,400</b>	<b>\$24,625</b>	<b>\$93,500</b>	<b>\$62,500</b>	<b>\$47,600</b>	<b>\$269,625</b>	

MGED employs a full-time resource that oversees communications and supports the energy efficiency and electrification programs. The compensation for that employee is not allocated in this budget.

#### Electric: (80%)

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total
Residential Energy Assessment	\$9,600	\$4,000	\$0	\$50,000	\$0	\$63,600
Energy Star Appliance Rebates	\$0	\$4,000	\$24,000	\$0	\$0	\$28,000
Weatherization	\$0	\$4,000	\$28,800	\$0	\$0	\$32,800
MGED Drives Electric	\$16,800	\$4,800	\$16,000	\$0	\$0	\$37,600
2nd Drive EV Rebate Program	\$0	\$1,300	\$6,000	\$0	\$0	\$7,300
Solar Community Project	\$0	\$0	\$0	\$0	\$0	\$0
Direct WAP grants to CAPs	\$6,720	\$1,600	\$0	\$0	\$38,080	\$46,400
MLP Solar Rebate Program	\$0	\$0	\$48,000	\$0	\$0	\$48,000
<b>Totals</b>	<b>\$33,120</b>	<b>\$19,700</b>	<b>\$74,800</b>	<b>\$50,000</b>	<b>\$38,080</b>	<b>\$215,700</b>

## Gas: 20%

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total
Residential Energy Assessment	\$2,400	\$1,000	\$0	\$12,500	\$0	\$15,900
Energy Star Appliance Rebates	\$0	\$1,000	\$6,000	\$0	\$0	\$7,000
Weatherization	\$0	\$1,000	\$7,200	\$0	\$0	\$8,200
MGED Drives Electric	\$4,200	\$1,200	\$4,000	\$0	\$0	\$9,400
2nd Drive EV Rebate Program	\$0	\$325	\$1,500	\$0	\$0	\$1,825
Solar Community Project	\$0	\$0	\$0	\$0	\$0	\$0
Direct WAP grants to CAPs	\$1,680	\$400	\$0	\$0	\$9,520	\$11,600
MLP Solar Rebate Program	\$0	\$0	\$12,000	\$0	\$0	\$12,000
<b>Totals</b>	<b>\$8,280</b>	<b>\$4,925</b>	<b>\$18,700</b>	<b>\$12,500</b>	<b>\$9,520</b>	<b>\$53,925</b>

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Annual Cap</b>	one appliance per year, per category; weatherization: up to \$1000 for insulation and \$500 for other measures	
<b>Check/bill credit</b>	credit	
Clothes washer	\$100.00	Required: brand, model #, serial # of old model; new construction allowed
Clothes dryer	\$50.00	
Dehumidifier	\$30.00	
Refrigerator	\$100.00	proof of disposal/haul-away via DPW receipt or product purchase receipt; must provide old model's brand, model, and serial number; new construction is allowed to apply for rebate; must be larger than 7.75 cubic feet
Programmable	\$25.00	one allowed per year
Unit (Room) A/C	\$40.00	max, 2 per year

## Marketing Strategies

- MGED continues to produce the customer newsletter, the Messenger, and mail with all printed bills – regular editions are mailed bi-monthly. In nearly every regular edition, we include the promotion of one or all aspects of the RCS program.
- Printed billing inserts continue to be one of the highest rated methods for customers to receive our utility information – nearly 70% rated as valuable in our 2019 customer service survey. (82% of customers receive a paper bill). We also print messages directly onto bills.
- Online promotional activities include:
  - The E-Messenger digital newsletter emailed to paperless billing customers and all who subscribe, with links to full information on the website;
  - MGED.com website which supports digital news and announcement promotions, webpages with specific to various aspects of RCS services; (Nearly 84% rated our website as valuable in the 2019 customer service survey.)
  - Social media outreach on MGED Facebook and Twitter pages – regular promotional postings for all RCS services with links to our website pages.
- MGED provides information at public events & in-person opportunities which include:
  - A table at annual community events such as the downtown community festival (Krazy Days), the Resource Fair at our Council on Aging and public park events held at Soule Homestead, Pratt Farm and the farmer's markets;
  - Green Energy Workshops for group discussions of available services and programs for interested customers.

## Other Strategies

### Low income customers and residents of multi-family buildings

- MGED continues to have a high volume of residential transience in multi-family dwellings and apartment complexes annually. We provided over 2,000 guides to new customers in 2019 – the vast majority were moving into apartments.
- MGED works closely with our CAP agencies to promote the Weatherization Assistance program grants that we provide for our customers
- MGED regularly attends Community Resource fairs, providing printed materials and;
- MGED works with the Middleborough Area Assistance Coalition, the Saint Vincent de Paul food pantry and the Office of Economic and Community Development to share information and materials when the opportunity exists.

### Moderate income customers

In addition to all of the above – MGED promotes certain programs to lower-income homeowners when they are identified through our home evaluation service by sharing materials and program information at that time including:

- High-level insulation rebating

- MVP program for full weatherization and upgrades

Based on previous U.S. Census data, MGED cannot currently identify a percentage or data-base of customers who identify as English not being their first language and therefor do not currently offer any additional services.

MGED would not provide RCS audit information of previous audits to new multi-family renters/owners since that is considered confidential information and therefore violates privacy requirements of government entities, but would offer to provide a new assessment.

# Mansfield Municipal Electric Department (MMED)

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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	N	Rebates for household appliances and central AC
MLP Solar Rebate Program	N	DOER matching incentive program
Connected Homes Program	N	Demand Response for EVSE, thermostats and batteries.

## Program Budget Data - 2018

2018 Gross Revenue	\$26,480,145
2018 Annual kWh Residential	82,849,690
Avg # of Customers/ Month	8,837
RCS Budget Threshold (.25%)	\$ 66,200

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$22,800	\$5,400		\$14,500		\$42,700	HEA 50 LED 150 Strip 50
Energy Star Appliance Rebates	\$10,600	\$1,200	\$31,500			\$43,300	450
MLP Solar Rebate Program			\$43,000			\$43,000	6
Connected Homes Program			\$10,500			\$10,500	300
Total	\$33,400	\$6,600	\$85,000	\$14,500	\$0	\$139,500	

## 2020 Rebate Offering

Rebate Type	Rebate \$
Cap	\$150/year
Check/bill credit	credit
Central AC	\$100.00
Clothes washer	\$100.00
Clothes dryer	\$100.00
Dehumidifier	\$50.00
Dishwasher	\$75.00
Refrigerator	\$100.00
Unit (Room) A/C	\$50.00

## Marketing Strategies

MMED promotes the HEA on the utility website, and in the MLP newsletter. An advertisement is placed in the lobby. In addition, we sponsor a table at local events and will have an ENE Advisor attend and answer questions.

MMED sponsors an annual luncheon at the Council on Aging and does a presentation on energy efficiency and safety.

## Other Strategies

MMED does not employ different strategies for program access for income level or language. MMED would not provide RCS audit information to previous audits to new multi-family renters/owners since they consider that information confidential, but would offer to provide a new assessment.

# Merrimac Municipal Light Department (MMLD)

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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	N	\$25 - \$175 rebate for purchase of household appliances, central AC, and heat pump/minisplit systems

## Program Budget Data - 2018

2018 Gross Revenue	\$5,029,340
2018 Annual kWh Residential	22,433,466
Avg # of Customers/ Month	2,676
RCS Budget Threshold (.25%)	<b>\$12,573</b>

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$3,720			\$2,900		\$6,620	HEA 10; LED 30; Strips 10
Energy Star Appliance Rebates			\$4,000			\$4,000	40
Total	\$3,720	\$0	\$4,000	\$2,900	\$0	\$10,620	

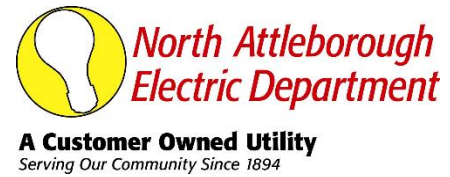
## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Annual Cap</b>	2 appliances per year	
<b>Check/bill credit</b>	Bill credit	
Central AC	\$175.00	SEER >=16, EER>=13
Clothes washer	\$25.00	
Clothes dryer	\$30.00	
Dehumidifier	\$50.00	
Dishwasher	\$25.00	
Refrigerator	\$85.00	
Programmable Thermostat	\$25.00	
Unit (Room) A/C	\$30.00	
Electric water heaters	\$100.00	
Heat pump, Mini-Split (Ductless)	\$175.00	
Heat pump, Mini-Split (Ductless)	\$175.00	
Heat pump, Ducted	\$175.00	



# North Attleborough Electric Department (NAED)

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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	N	Rebate for small appliances and thermostats
Home Improvement Incentive	Y	Incentives for insulation, central AC, and air sealing measures. Post installation inspections required.
MLP Solar Rebate Program	Y	DOER matching program

## Program Budget Data - 2018

2018 Gross Revenue	\$33,398,962
2018 Annual kWh Residential	113,548,793
Avg # of Customers/ Month	12,132
RCS Budget Threshold (.25%)	<b>\$83,497</b>

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates /Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$11,100	\$1,500		\$40,000		\$52,600	HEA 138 LED 414 Strip 138
Energy Star Appliance Rebates			\$35,000			\$35,000	750
Home Improvement Incentive	\$1,688		\$20,150	\$14,850		\$36,688	90
MLP Solar Rebate Program			\$25,000			\$25,000	5
<b>Total</b>	<b>\$12,788</b>	<b>\$1,500</b>	<b>\$80,150</b>	<b>\$54,850</b>	<b>\$0</b>	<b>\$149,288</b>	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
Cap	\$200; \$500 for weatherization	
Check/bill credit	check	
Clothes washer	\$75.00	
Clothes dryer	\$150.00	
Dehumidifier	\$30.00	
Dishwasher	\$50.00	
LED Bulbs	50% to \$100	
Refrigerator	\$75 no disposal; \$100 (disposal)	
Programmable	\$50.00	
Wi-Fi/Smart/ Learning Thermostat	\$50.00	
Unit (Room) A/C	\$50.00	
weatherization; air sealing, insulation	job cost up to \$3000, 50% of cost up to \$300; job cost \$3000+, 50% of job cost up to \$500.	must be recommended measure from ENE audit

## Marketing Strategies

NAED advertising the Home Energy Assessment and rebate programs on their website and on social media (Facebook and Twitter). They also send out a General Managers Newsletter published 9 times a year. Rebate applications are sent to customers in the February/March billing statements.

# Norwood Municipal Light Department (NMLD)

Municipal Action Plan – Addendum  
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## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Rebate for small appliances, thermostats, heat pumps (HP), HP water heaters
Residential Uncontrolled/Controlled Electric Water Heater Program	N	\$4/month credit for allowing NMLD to control usage during peak hours via switch, separate rate
Electric Vehicle Off-peak Charging Program	N, Sagewell	Electric Vehicle charging during off-peak hours \$8/mo, education
MLP Solar Program MA DOER	Y	DOER matching incentive @ \$.6kW

## Program Budget Data - 2018

2018 Gross Revenue	\$55,466,800
2018 Annual kWh Residential	91,093,528
Avg # of Customers/ Month	13,649
RCS Budget Threshold (.25%)	<b>\$138,619</b>

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$12,000.00			\$17,400.00		\$29,400.00	HEA 60; LED 600
Energy Star Appliance Rebates	\$1,750.00		\$14,000.00		\$3,500.00	\$19,250.00	150
Residential Uncontrolled/Controlled Electric Water Heater Program			\$41,821.00		\$2,500.00	\$44,321.00	509

Electric Vehicle Off-peak Charging Program	\$24,330.00		\$2,064.00		\$20,000.00	\$46,394.00	28
MLP Solar Program MA DOER			\$20,000.00			\$20,000.00	8
Total	\$38,080.00	\$0.00	\$77,885.00	\$17,400.00	\$26,000.00	\$159,365.00	

## 2020 Rebate Offering

Rebate Type	Rebates \$	Requirements
<b>Annual</b>	\$225/Appliances	
<b>Check/bill credit</b>	credit	
Central AC	\$50.00	SEER 16.5+
Clothes washer	\$50.00	
Dehumidifier	\$25.00	
Refrigerator	\$75.00	removal required
Programmable	\$25.00	limit of two per year
Wi-Fi/Smart/ Learning Thermostat	\$25.00	limit of two per year
Water heater, Electric	\$4/month bill credit for uncontrolled electric water heater program; billed at lower off-peak rate for controlled electric water heater program	
Water heater, hybrid/heat pump	\$500.00	
Weatherization, air sealing	50% of project cost up to \$500	Project must be recommended measure from energy audit.
Weatherization, insulation	50% of project cost up to \$500	Project must be recommended measure from energy audit.
Heat pump, Mini-Split (Ductless)	\$100.00	SEER 18+, HSPF 10+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit
Heat pump, Ducted	\$500.00	SEER 19+, HSPF 10.6+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit

## **Marketing Strategies**

Information about the NMLD conservation programs are on both the Norwood Light website and the Town of Norwood website. Information about programs and events are posted on Facebook. Programs are promoted and promotional materials are distributed at local events such as "Norwood Day". Occasionally information about programs will be posted at the bottom of electric bills.

## **Other Strategies**

NMLD has electric rates specifically designed for low income customers. In 2019 there were 23 customers on this low-income rate, Rate-E.

Technology now allows residents for whom English is not their first language to translate the online information to their primary language.

NMLD would not provide RCS audit information of previous audits to new multi-family renters/owners since they consider that information confidential, but would offer to provide a new assessment.

# Reading Municipal Light Department (RMLD)

Municipal Action Plan – Addendum  
June 15, 2020

RMLD



Reading Municipal Light Department  
RELIABLE POWER

## Residential Program Portfolio

Program Name	ENE Supported (Y/N)	General description
Energy Efficiency Online Store	N	Access to deeply discounted energy efficiency products
Residential Appliance Rebates	Y	\$25 - \$500 rebate for Energy Star equipment
Residential Energy Audits	Y	Includes energy saving kit
Air Source Heat Pump Program	N	Began April 2020. Offers rebates to customers who install high-efficiency central or mini-split air source heat pumps. Also provides a rebate for integrated controls.
Residential Electric Vehicle Program	N	Rebate program for EVSE; \$100 for non-network and \$750 for network-enabled level-2 charger (customer must agree to share charging data and sign up for TOU rate for a minimum of one year)
MLP Solar Rebate Program	Y	Renewable program co-funded by the DOER and MLPs. State pays 50% of the rebate and the MLPs pay 50%.
Renewable Energy Rebates - RMLD Solar Choice	N	Connection to and shared cost of RMLD's large solar array, with expected credits in year two
Cordless Electric Yard Equipment	N	Began April 2020. Provides rebates to customers who purchase cordless electric yard equipment including push and ride-on lawn movers, trimmers, chain saws and other equipment
Residential Electrical Panel Upgrades	N	Began April 2020. Customers upgrading their electrical panel are eligible for rebates of \$300 for a 100-amp, \$500 for a 200-amp, and \$750 for a 400-amp. Both standard and smart panels are eligible.
Shred the Peak	N	Voluntary participation to reduce usage during the peak hour via email or Twitter alerts

## Kit Provide with HEA

RMLD provides an Energy Saving Kit to the customer at the time of the audit. Measures are not installed.

Item	QTY
9 Watt A19	6
11 Watt A19	2
BR30	4
LED Night Light	2
RMLD Canvas Bag	1
Energy Savers Booklet	1

## Program Budget Data - 2018

2018 Gross Revenue	\$97,542,627
2018 Annual kWh Residential	256,664,339
Avg # of Customers/ Month	26,736
RCS Budget Threshold (.25%)	<b>\$243,857</b>

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget \$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	TOTAL 2020 Program Costs	Quantities
Energy Efficiency Online Store	\$ 6,332	\$ 704	\$ 20,000	\$ -	\$ -	\$ 27,036	750
Residential Appliance Rebates	\$ 13,298	\$ 1,478	\$ 42,000	\$ -	\$ -	\$ 56,775	600
Residential Energy Audits	\$ 12,285	\$ 1,365	\$ -	\$ 33,600	\$ 5,200	\$ 52,450	200
Air Source Heat Pump Program	\$ 20,263	\$ 2,251	\$ 64,000	\$ -	\$ -	\$ 86,515	32
Residential Electric Vehicle Program	\$ 7,599	\$ 844	\$ 24,000	\$ -	\$ -	\$ 32,443	32
MLP Solar Rebate Program	\$ 39,577	\$ 4,397	\$ 125,000	\$ -	\$ -	\$ 168,974	20
Renewable Energy Rebates - RMLD Solar Choice	\$ 12,665	\$ 1,407	\$ 40,000	\$ -	\$ -	\$ 54,072	20
Cordless Electric Lawn Equipment	\$ 3,166	\$ 352	\$ 10,000	\$ -	\$ -	\$ 13,518	50
Residential Electrical Panel Upgrades	\$ 3,166	\$ 352	\$ 10,000	\$ -	\$ -	\$ 13,518	20
Shred the Peak	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	1200
<b>TOTAL</b>	<b>\$ 118,350</b>	<b>\$ 13,150</b>	<b>\$ 335,000</b>	<b>\$ 33,600</b>	<b>\$ 5,200</b>	<b>\$ 505,300</b>	

1. Quantity for Shred the Peak based upon the assumption at of the 2,400 customers asked to take action, 50% took action.
2. RMLD tracks internal labor costs at the sector level (all residential programs). The total residential labor costs were allocated based upon the program's share of the total rebate budget and total audit kit costs.
3. Labor allocation assumes: Admin = 90% (includes admin, program planning, evaluation and market research) and Marketing = 10%.

## 2020 Rebate Offering

Rebate Type	Amount	Requirements
Check/bill credit	bill credit	
Central AC	\$500.00	EER 13, SEER 16
Clothes washer	\$50.00	
Clothes dryer	\$50.00	
Dehumidifier	\$25.00	
Dishwasher	\$50.00	
Level 2 EVSE	\$500 - \$750	Smart charger; customer must sign TOU agreement
Refrigerator	\$50.00	
Wi-Fi/Smart/ Learning Thermostat	\$50.00	
Unit (Room) A/C	\$25.00	
Water heater, hybrid/heat pump	\$500.00	
Heat pump, Mini-Split (Ductless)	\$200/ton	replacing existing system
Heat pump, Mini-Split (Ductless)	\$1000/ton	oil, propane, or elect.resistance
Heat pump, Ducted	\$750.00	
Integrated Controls Add-on	\$500.00	

## HP Rebate Requirements

	Existing Fuel	Delivery Method	Efficiency Requirements	Rebate
Central Heat Pump	Electric		Central HP AHRI SEER $\geq 15$ , HSPF $\geq 9$	\$750
Mini-Split Heat Pump	Existing Mini-Split HP	Non-Ducted	SEER $\geq 15$ , HSPF $\geq 10$ , COP 1.75 at 5°F	\$200 per ton
		Ducted, Mixed-Ducted	AHRI SEER $\geq 15$ , HSPF $\geq 9$	
	Oil or Propane	Ducted, Mixed-Ducted	AHRI SEER $\geq 15$ , HSPF $\geq 9$	\$1,000 per ton
		Non-Ducted	SEER $\geq 15$ , HSPF $\geq 10$ , COP 1.75 at 5°F	
	Electric Resistance	Ductless, Ducted, Mixed-Ducted	AHRI SEER $\geq 15$ , HSPF $\geq 9$	
Integrated Control Add-on	Oil or Propane	Ducted, Mixed-Ducted or Non-Ducted	Add-on to central or mini-split heat pump	\$500



## **Marketing Strategies**

RMLD utilizes a variety of marketing and outreach activities to promote its residential energy efficiency programs, including:

- RMLD website
- Press releases to local newspapers and online news outlets
- Annual new homeowner information sessions conducted for each town in its service territory
- Annual RMLD Open House
- Annual plug-in electric vehicle event
- Booths at local Town Day Fairs, Farmers Markets, New Resident Receptions, and various other community events
- Bi-Monthly customer e-newsletters and stand-alone email campaigns
- Monthly welcome email to new residential customers
- Email outreach to local contractors
- Program information distributed to customers during the residential audit process

## **Other Strategies**

RMLD does not have stand-alone programs or marketing campaigns to low- or moderate-income customers. While they work with customers to direct them to various state programs (i.e., LIHEAP), they do not have anything that specifically funnels them to RMLD's programs. RMLD provides energy efficiency audits to customers living in multi-family housing and renters, however, it does not have a program specifically targeting multi-family communities.

# Rowley Municipal Light Plant (RMLP)

Municipal Action Plan – Addendum

June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Rebate for appliances, thermostats
Air Source Heat Pump and Minisplit Rebate	Y	Rebate per qualified system
Rowley Drives Electric	Y	Education and Awareness Program
MLP Solar Program	Y	DOER matching incentive, 10kW cap

## Program Budget Data - 2018

2018 Gross Revenue	\$7,174,828
2018 Annual kWh Residential	22,119,097
Avg # of Customers/ Month	2,506
RCS Budget Threshold (.25%)	<b>\$17,937</b>

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$3,900			\$2,900		\$6,800	10
Energy Star Appliance Rebates	\$200		\$2,000			\$2,200	20
Air Source Heat Pump and Minisplit Rebate			\$2,000			\$2,000	2
Rowley Drives Electric	\$9,300					\$9,300	
MLP Solar Program			\$45,000			\$45,000	9
	\$13,400	\$0	\$49,000	\$2,900	\$0	\$65,300	

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
Annual Caps	\$200 (water heater & heat pumps excluded)	
Check/bill credit	credits	
Clothes washer	\$50.00	
Dehumidifier	\$25.00	
Programmable	\$25.00	
Wi-Fi/Smart/ Learning Thermostat	\$25.00	
Unit (Room) A/C	\$25.00	
Water heater, hybrid/heat pump	\$250.00	
Heat pump, Mini-Split (Ductless), Ducted	\$500.00	SEER 18+, HSPF 9+; include AHRI certificate for SEER & HSPF verification; installer receipt/invoice listing model numbers of all units and designating outdoor and indoor units, ducted or ductless; rebate is per outdoor unit

In addition, RMLP intends to launch an electric lawn equipment program Q3-2020.

## Marketing Strategies

RMLP posts information about programs on their website, and on their business Facebook page.

## Other Strategies

RMLP does not employ different strategies for program access for income level or language.

# Taunton Municipal Light Plant (TMLP)

Municipal Action Plan – Addendum

June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures, 8-20 thermal images included with report
Energy Star Appliance Rebates	Y	One appliance per year, per household. Includes central AC and heat pump/mini-split systems
Taunton Drives Electric	Y	Education and Awareness; Off peak incentive; \$300 for EV Level 2 charger; \$450 for purchase of used or new EV
2nd Drive Used EV	Y	Dealer to customer incentive to promote used EV inventory; DEED grant from APPA
House N Home Thermal Program	N	50% of project cost up to \$500 for residential and non-profit accounts for recommended weatherization measures
MLP Solar Rebate	Y	DOER matching rebate program with adder from TMLP, 5kW cap

## Program Budget Data - 2018

2018 Gross Revenue	\$102,530,597
2018 Annual kWh Residential	276,935,638
Avg # of Customers/ Month	33,800
RCS Budget Threshold (.25%)	\$ 256,326

## Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$34,800			\$81,000		\$115,800	HEA 250 LED 750 Strips 250

Energy Star Appliance Rebates	\$3,150		\$22,500			\$25,650	360
Taunton Drives Electric	\$23,400	\$1,500	\$7,500			\$32,400	20
2nd Drive Used EV	\$385	\$3,249	\$22,000			\$25,634	44
House N Home Thermal Program			\$7,600			\$7,600	15
MLP Solar Rebate	\$0		\$120,000			\$120,000	24
<b>Total</b>	<b>\$61,735</b>	<b>\$4,749</b>	<b>\$179,600</b>	<b>\$81,000</b>	<b>\$0</b>	<b>\$327,084</b>	

TMLP employs one full time internal resource to administer these programs. The cost of that resource is not included in this budget.

## 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
<b>Cap</b>	One appliance per year. If customer submits second application, rebate the difference. 2 thermostats are allowed.	
<b>Check/bill credit</b>	credit	
Clothes washer	\$50.00	
Clothes dryer	\$25.00	
Dehumidifier	\$25.00	
Dishwasher	\$25.00	
Level 2 Charger	\$300.00	Charger receipt; installation invoice from a licensed electrician; if no installation was required, TMLP reserves right to verify equipment's use at account location; copy of registration and entry of vehicle's VIN #; limit of one (1) EV charger per household; must be installed at electric account's location; need

EV Purchase	\$450.00	Provide copy of vehicle purchase agreement; copy of vehicle registration (address on registration must match electrical account service address); vehicle must be registered to a business; <i>for used cars only: provide photo of display</i> ; vehicle may not have had more than two owners or have had more than 2 rebates associated with it.
Off Peak EV charging	\$50 one-time, sign-up bonus; \$10 ongoing, monthly bill credit	Provide picture of EV display settings, showing the vehicle is programmed for off-peak charging; provide copy of vehicle purchase agreement; copy of vehicle registration (address on registration must match electrical account service address); vehicle must be registered to a business; for used cars only: provide photo of display; vehicle may not have had more than two owners or have had more than 2 rebates associated with it.
Dealer Incentive (paid to dealer, however \$400 is taken off of sticker price of vehicle)	\$500.00	Provide copy of vehicle purchase agreement; copy of vehicle registration (address on registration must match electrical account service address); vehicle must be registered to a business; <i>for used cars only: provide photo of display; and copy of online price.</i>
Refrigerator	\$75.00	
Programmable Thermostat	\$25/item or 50% of cost, max 2	
Wi-Fi/Smart/ Learning Thermostat	\$50/item or 50% of cost, max 2	
Unit (Room) A/C	\$25.00	
weatherization, air sealing	50% up to \$500	
weatherization, insulation	same as above	
weatherization, windows treatments	same as above	
Heat pump, Mini-Split (Ductless)	\$100.00	
Heat pump, Geothermal	\$100.00	

## **Marketing Strategies**

TMLP utilizes the season marketing materials provided by ENE for bill inserts, banner ads on the TMLP website, and Facebook posts. In addition, TMLP will also do newspaper ads in the local paper, radio run commercials. Information about all programs can be found on the TMLP website.

## **Other Strategies**

TMLP does employ any additional services or programs for low- or moderate-income customers.

TMLP would not provide RCS audit information of previous audits to new multi-family renters/owners since they consider that information confidential, but would offer to provide a new assessment.

TMLP employs CSR's who speak Portuguese that are available to translate or provide program information to customers.

# Wellesley Municipal Light Plant (WMLP)

Municipal Action Plan – Addendum  
June 15, 2020



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures, unlimited LED bulbs
Online Audit with EnergyX	Y	Residential online audit, eCommerce
Energy Star Appliance Rebates	N	Rebates for household appliances & mini-split/heat pump systems
EV BYOC Program	N	Sagewell charge management
EV Education & Awareness	Y	Customer and dealership engagement, workplace
MLP Solar Rebate Program	Y	DOER Matching Incentive
Multifamily Installations	Y	Audits and DI Measures; with housing authority

Starting in March of 2020, the in-home services the WMLP has available are to be provided by CMC Energy Services. CMC will provide both the energy assessment as well as the installation services. CMC will use SnuggPro software and the other components of the assessment will remain the same.

WMLP provides full LED retrofits. A more robust selection of lighting is provided.

- 9-Watt LED A19 2700 Dimmable
- 11-Watt LED BR30D Lamp Reflector
- 15-Watt LED A19 2700k Dimmable
- 3 Way Bulb 50/100/150
- 3 Way Bulb 40/60/100
- 4W Candelabra
- 8 W LED BR30D 2700k Reflector
- 6W Globe LED Lamp
- LED ER20-2020e (replaces 7W R20)
- FILAMENT B10 4W 330LM 2700K CL DIM E26

The following guidelines are followed:

- No replacement of lights in closets, unfinished basements, attics or garages
- Laundry area is exception to closet or unfinished basement, but is at discretion of auditor



- One exterior light is allowed on porch door or main entrance

### Program Budget Data - 2018

2018 Gross Revenue	\$35,529,575
2018 Annual kWh Residential	102,838,772
Avg # of Customers/ Month	9,000
RCS Budget Threshold (.25%)	<b>\$88,824</b>

### Municipal RCS Roadmap – 2020 Budget

Program Name	Admin Budget\$	Marketing Budget \$	Rebates/ Incentive Budget \$	Audit Budget \$	Other Budget \$ (DI)	Total	Planned Volume (units)
Residential Energy Assessment	\$13,800			\$16,000	\$15,000	\$44,800	HEA 50 LED 1500 Strip 100
Online Audit with EnergyX	\$1,225				\$15,000	\$16,225	50
Energy Star Appliance Rebates			\$8,500			\$8,500	80
EV BYOC Program	\$8,000					\$8,000	200
EV Education & Awareness	\$20,500					\$20,500	
MLP Solar Rebate Program			\$50,000			\$50,000	10
Multifamily Installations				\$10,000	0	\$10,000	2
Total	\$43,525	\$0	\$58,500	\$26,000	\$40,000	\$158,025	

The cost of internal staff support for these programs is not included in the budget.

### 2020 Rebate Offering

Rebate Type	Rebate \$	Requirements
Annual cap	2 items per year	
Check/bill credit	check	
Central AC	\$100.00	SEER > = 16
Clothes washer	\$25.00	
Dehumidifier	\$50.00	
Dishwasher	\$25.00	

Refrigerator	\$50.00	
Programmable	\$25.00	
Wi-Fi/Smart/ Learning Thermostat	\$100.00	
Unit (Room) A/C	\$25.00	
Heat pump, Mini-Split (Ductless)	\$150.00	SEER < 20
Heat pump, Mini-Split (Ductless)	\$300.00	SEER >= 20
Heat pump, Ducted	\$150 - \$300	

### **Marketing Strategies**

The MLP informs the residents in town of the various conservation services we are promoting. We have an informational flyer on specific programs mailed to residents with their electric, water and sewer bill. We also distribute a marketing email detailing the service through our town wide distribution list as well as through the town's Sustainable Energy Committee and Sustainable Wellesley. All the details of conservation services are also found on the Town of Wellesley/MLP website. We will sometimes advertise the program in the local on-line newspaper, SWellesley.

### **Other Strategies**

WMLP does not employ different strategies for program access for income level or language. WMLP would not provide RCS audit information of previous audits to new single or multi-family renters/owners since they consider that information confidential, but would offer to provide a new assessment.