

MMLD Municipal Action Plan 2020

Submitted by Massachusetts Municipal Wholesale Electric Company (MMWEC) on behalf of Marblehead Municipal Light Department (MMLD)

Program Budget Data

For the most recent reporting (calendar) year, please provide:

Reporting year	2019
Gross annual Retail Revenue (\$)	\$16,905,063
Annual RCS budget threshold (must be at least .25% of gross annual retail revenue)	\$42,263

Check here if seeking a waiver in accordance with 225 CMR 4.08(3).

RCS Assessment Data

For the most recent reporting year (per the PA's Annual Return, filed with the DPU pursuant to 220 CMR 79.02), please provide:

The time period reported in 01/01/2019 – 12/31/2019			
	Data Description	Amount in DPU reported units (MWh, therms)	Units
4	Total Residential* Electric Sales (MWh)	700,438,062	MWh
5	Number of residential* electric customers	8,883	Accounts
6	Total Residential* Gas Sales+	N/A	e.g. therm, mcf, etc.
7	Number of residential* gas customers+	N/A	Accounts

*Including market rate and low income

+Only applicable to gas municipal PAs

Municipal RCS Roadmap

Please provide a detailed RCS program planned budget for 2020, showing categories of RCS Program activities and their corresponding budget amounts. At a minimum, provide budget amounts (even if the amount is zero) for the categories shown below. If the RCS program budget includes other significant costs or budget categories, include them here.

Budget Category	2019 Dollar Amount	2019 Volume (include units)	Planned Dollar Amount	Planned Volume (include units)
Audits	\$10,965	51 audits	\$6,450	30 audits
Instant Savings Measures provided during audit	\$306	153 LED bulbs	\$120	60 LED bulbs
Additional Customer Incentives /Rebates	\$12,585	67 rebates	\$15,000	80 rebates
Administration	\$42,621	N/A	\$45,000	N/A
Marketing	\$0	N/A	\$0	N/A
MLP Solar Rebate (MLP Portion)	\$6,000	2 projects	\$24,000	8 projects
Free EV Charger Program	\$2,000	4 chargers	\$2,400	4 chargers

Total	\$74,477		\$92,970	
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Program Summary/Description

Home Energy Assessments

MMLD offers Home Energy Assessments (HEA) to customers in single family homes and condominiums (with separate metering and heating systems) who heat their homes with electricity, oil, propane, or other non-natural gas fuels. These HEAs are free to the customer when performed no sooner than 3 years prior to the last HEA of that home.

In 2019 and prior, Hancock Software provided the audit software and reporting that were used, however, in 2020, the program changed software provider to Snugg Pro. The Snugg Pro audit software provides both a more customer-friendly report and provides greater detail on recommendations. Current conditions are listed for multiple areas of concern throughout the home and suggested goals for each area are given, based on observable current conditions and generally accepted residential energy efficiency standards. The report provides estimated costs, savings and Savings to Investment Ratios (SIRs) for each recommendation, allowing the customer to prioritize projects in a way that is best for them. The DOER Scorecard is included in the Snugg Pro report and MMLD will provide updated scorecards following upgrades.

Each recipient of an HEA receives three (3) LED bulbs as part of the audit.

Product	Description	Requirement
Lighting	(3) 9 watt LED bulbs	Receive HEA and have some non-LED lighting in use in home

Rebates and Incentives

As a participant in the MMWEC Home Energy Loss Prevention Services (HELPS), MMLD offers a wide range of rebates and incentive to encourage customers to make their homes more efficient (HEI Program) and purchase and use energy efficient heat pumps (Cool Homes Program), appliances (ENERGY STAR Appliances) and Thermostats. Customers can apply for these rebate programs either on line or by completing a paper application and mailing it to HELPS. Additionally, MMLD offers incentives to customers for scheduled charging of electric vehicles, installation of PV solar systems (MLP Solar Rebate Program), and, starting in Q2 of 2020, the use of Wi-Fi-enabled smart devices for demand reduction programs (Connected Homes). Descriptions of each program follow:

HELPS Home Energy Incentives (HEI) Program

Product	Description/Requirements	Incentive Amount
Blower Door Test & Air Sealing	Must be recommended by HEA	50% of cost; max \$500
ENERGY STAR Heating System (90% AFUE or greater)	Must be recommended by HEA	50% of cost; max \$500
Insulation	Must be recommended by HEA; must be installed by contractor	50% of cost; max \$500
Duct Sealing	Must be recommended by HEA	50% of cost; max \$500

HELPS Cool Homes Program

Product	Description/Requirements	Incentive Amount
Central Air Conditioning	SEER \geq 16; EER \geq 13; HSPF \geq N/A	\$250
Air Source Heat Pump	SEER \geq 16; EER \geq 12; HSPF \geq 8.5	\$250
Air Source Heat Pump	SEER \geq 18; EER \geq N/A; HSPF \geq 9.6	\$500
Single-Zone Ductless Mini-Split Heat Pump	SEER \geq 18; EER \geq N/A; HSPF \geq 9	\$300
Multi-Zone Ductless Mini-Split Heat Pump	SEER \geq 18; EER \geq N/A; HSPF \geq 9	\$500

In addition to the MMLD rebate on Mini Split Heat Pumps, HELPS has negotiated additional manufacturer purchase price discounts.

HELPS ENERGY STAR Appliances Program

Product	Description/Requirements	Incentive Amount
Air Purifier	ENERGY STAR	\$40
Clothes Washer	ENERGY STAR Most Efficient	\$50
Clothes Dryer	ENERGY STAR Most Efficient	\$50
Dehumidifier	ENERGY STAR	\$30
Heat Pump Electric Dryer	ENERGY STAR	\$100
Heat Pump Water Heater \leq 55 Gallon, Electric	ENERGY STAR	\$500
Pool Pump (Two Speed)	ENERGY STAR	\$175
Pool Pump (Variable Speed)	ENERGY STAR	\$250
Refrigerator	ENERGY STAR Most Efficient	\$50

HELPS Wi-Fi Thermostat Program

Product	Description/Requirements	Incentive Amount
Wi-Fi Smart Thermostat	must have electric heat or central air conditioning	50% of cost; max \$125

HELPS Electric Vehicle Scheduled Charging Program

Customers with either fully electric or plug in hybrid vehicles can receive a level 2 charger (a \$650 value) free of charge in return for allowing MMLD (through HELPS) to curtail charging between 5:00 and 9:00 PM each non-holiday weekday for 3 years. Customer must maintain Wi-Fi access to charger to remain in program.

Product	Description/Requirements	Incentive Amount
Full Electric Vehicle	Fully Electric Vehicle	Free Charger
Tier I PHEV	\leq 15 KWH Battery Capacity	\$200
Tier II PHEV	\geq 15 KWH Battery Capacity	\$300

MLP Solar Rebate Program

As a participant in the MLP Solar Rebate Program, MMLD provides funding on eligible home based solar Photovoltaic installations up to 25 kW. MMLD funds up to 60 cents per watt and DOER provides another 60 cents per watt. Some limitations on MMLD funding levels do apply, and the rebate budget is fixed. This Program began in late 2019 and continues into 2020. As of the end of 2019, two projects had reached completion.

HELPS Connected Homes Program

HELPS Connected Homes is an innovative new program offered to customers that own select Wi-Fi-enabled smart devices to leverage the technology of smart appliances and devices into cost savings for the light department and its customers. By enrolling a smart device in the Connected Homes Program, customers agree to allow MMLD to make brief, limited adjustments to their devices during times of peak electric demand. Customers will be informed of possible adjustments in advance via email and will be given the choice to opt out. Customers who decide to participate in adjustments will be given an incentive check or bill credit.

Product	Eligible Manufacturers	Monthly Incentive
Battery	Sonnen	\$15
EV Charger	Chargepoint	\$10
Smart Electric Water Heater	GE and Rheem	\$5
Mini Split Controller	Sensibo	\$5

Ancillary Services

MMLD markets and promotes its entire suite of energy efficiency, distributed generation and demand response programs (including audits, rebates and other incentives) in a number of ways: on the MMLD website, bill stuffers, distribution at the Light Plant Office, and social media. MMLD does not focus this marketing to specific customer demographics.

The program has always been able to link HEI rebates to HEAs since the HEI rebates require the HEA. The link between other rebates and the HEA has been harder to establish. The new Snugg Pro HEA software will allow a closer linking of improvements and HEAs since they include the DOER Scorecard. Since customers that have had an HEA can request an updated Scorecard after improvements have been made, we will have the opportunity to both be sure that customers are aware of any rebates or incentives that they may be eligible for, and that even if the improvement is not linked to a rebate, the connection between the improvement and the HEA can be established.

And due to the marketing and increase in knowledge of the Scorecard by home buyers and real estate professionals, the program anticipates an increased interest in the Scorecard by new home buyers; the program will be able to provide new buyers the Scorecard as requested.

MMLD does not target low/moderate income, multi family, or ESL households. There are very few customers who speak English as a second language in Marblehead, so that is not a significant concern for MMLD. However, MMLD is very interested in developing an income-tailored rebate structure to assist lower income customers.

The program does not currently recommend contractors or provide any sort of approved or participating contractor lists. The HEA process does include information given to the customer on how to choose a contractor, including information essentially similar to that found on the Commonwealth of Massachusetts website.