

# SELCO Municipal Action Plan 2020

Submitted by Massachusetts Municipal Wholesale Electric Company (MMWEC) on behalf of Shrewsbury Electric & Cable Operations (SELCO)

## Program Budget Data

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

Reporting year	2019
Gross Annual Retail Revenue (\$)	\$32,241,028
Annual RCS budget threshold (must be at least .25% of gross annual retail revenue)	\$80,603

\_\_\_ 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		
	<b>Data Description</b>	<b>Amount in DPU reported units (MWh, therms)</b>	<b>Units</b>
4	Total Residential* Electric Sales (MWh)	30,615	MWh
5	Number of residential* electric customers	14,687	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	\$32,465	151 audits	\$12,900	60 audits
Instant Savings Measures provided during audit	\$906	453 LED bulbs	\$240	120 LED bulbs
Additional Customer Incentives /Rebates	\$35,761	263 rebates	\$18,375	135 rebates
Administration	\$43,028	N/A	\$45,000	N/A
Marketing – YouTube, Online, Newsletter	\$1,150	N/A	\$0	N/A
Marketing – Television Ads	\$5,388	3,079 spots		
MLP Solar Rebate (MLP Portion)	\$32,034	7 projects	\$116,000	20 projects
Free EV Charger Program	\$3,500	7 charger	\$3,600	6 chargers
<b>Total</b>	<b>\$154,286</b>		<b>\$196,115</b>	

## Program Summary/Description

### Home Energy Assessments

SELCO 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 SELCO 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). SELCO 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, SELCO offers incentives to customers for scheduled charging of electric vehicles, installation of PV solar systems (MLP Solar Rebate Program). 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 SELCO 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	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 SELCO (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, SELCO provides funding on eligible home based solar Photovoltaic installations up to 10 kW. SELCO funds up to 60 cents per watt and DOER provides another 60 cents per watt. Some limitations on SELCO 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, seven programs had reached completion.

## **Ancillary Services**

SELCO 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 SELCO website, bill stuffers, distribution at the Light Plant Office, television advertising, and social media. SELCO 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.

SELCO does not specifically target low/moderate income, or multi-family households. While there are ESL households in Shrewsbury, they represent a wide variety of non-English languages, making a targeted outreach to ESL customers challenging. Despite this difficulty, SELCO does offer Spanish language material promoting Energy Efficiency obtained from ENERGY STAR.

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.