

Municipal Action Plan

Energy New England

February 1, 2022



Municipal RCS Roadmap

Energy New England (ENE) is the RCS Program Administrator for 21 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.

Program Summary/Description – Home Energy Assessment

Energy New England (ENE) provides Home Energy Assessment (HEA) services to 19 Municipal Light Plants, with two 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.

HEA Eligibility Criteria – Data in Excel database

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.¹ 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)² 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.

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 5,000 scorecards to Massachusetts residents.

Remote Assessments

ENE continue to offer 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.

¹ TMLP customers receive 5+ IR scan photo's when conditions permit

² (SIR = (annual estimated \$ savings X life of the measure) / cost)

IR scans and direct install (DI) measures are not able to be completed. DI measures will be mailed to customers in 2022.

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

Online Audit

ENE had contracted with EnergyX to provide the MyEnergyXpert platform, which provides an online audit experience. Six MLP's, BELD, BMLD, DED, LELWD, MGED, and WMLP, used this platform. The platform provides customers with a recommendation plan, cross promotes other programs, provides a shopping experience with instant rebates, and provides free energy saving kits mailed to the customers homes for those that complete an audit. After the initial participation most residents preferred to have remote assessments performed on the homes, and the MLPs have requested to phase this out when the contract expires in April.

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. Wellesley offer full LED retrofits. RMLD provides an energy savings 'kit' that is left with the homeowner and not installed. CMLP has removed residential LEDs from their program following the MassSave program changes.

Product Description Requirements by MLP

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

Table 1 - 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	0	0	0	0	
DED	3	1	1	1	
GMED	3	1	1	1	
GMLD	3	1	1	1	
HMLP	10	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	1 ³
RMLP	3	1	1	1	
TMLP	3	1	1	1	
WMLP	All	2	1	1	

Revenue, Budget and Incentive information for all utilities has been provided via the Excel database template provided.

Ancillary Services

Tracking Customer Participation

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

³ Components listed in RMLD Addendum

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?
- 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. In 2021 materials including messaging for providing remote audits and saving energy during COVID. Materials include digital banner ads, Facebook ads, one-pagers, and bill stuffers. ENE has budgeted \$10,000 for 2022 for the creation of these materials. This service is included in the MLP monthly administration fee. Examples of bill inserts are shown below.



**Let's Make Good Use
of This Time at Home.**

Being at home so much may increase your utility bills. Let us help you make an energy savings plan. By using the video feature on your iPhone or Android phone we can capture information about your home that we need to create a comprehensive Home Energy Assessment Report. We will have a follow up call with you to review your report and make a short and long term savings plan.



SIGN UP HERE for a **FREE Remote Home Energy Assessment**, Call **888-772-4242**, email solutions@ene.org, or visit us at ee.ene.org/energy-assessment.



**Schedule your free Remote
Home Energy Assessment**

Click or call **888-772-4242**.



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. There are however now two pathways for customers to find contractor lists, the first is through the Home MVP program, and the second is through Abode who offer qualified contractor lists for both insulation and heat pumps to some MLPs (BMLD, BELD, CMLP, HMLP, MGED, NMLD, RMLD, WMLP).

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 13 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. 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.

ENE processes rebates for the following MLPs:

BMLD, BELD (EVSE only), CMLP, DED, GMED, GMLD, HMLP, LELWD, MGED, MELD, NMLD, RMLD (Appliance), RMLP.

Westfield Gas & Electric (WG&E)

Municipal Action Plan
February 1, 2022



Residential Program Portfolio

Update to Come.

Braintree Electric Light Department (BELD)

Municipal Action Plan – Addendum
February 1, 2022



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
Air Source Heat Pumps	N	\$1000 per ton up \$6,000
Smart Thermostat Program	BELD	\$60 gift card for signing up, \$20 for each year of participation
Community Solar	N	Allows customers to connect to BELD's solar array
MLP Solar	Y	Completion of DOER matching program and MLP continuing offer at \$0.60/watt
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 has launched a comprehensive heat pump program to promote heat pumps and assist customers throughout the purchasing journey in partnership with Abode.

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
February 1, 2022



Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes limited direct install measures
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.
Energy Storage Rebate	BMLD	
Cordless Electric Yard Equipment Program	Y	
Belmont Drives Electric	N	Electric vehicle education and awareness
Connected Homes	MMWEC	Residential DR program
EV Charger Rebate Program	Y	\$250 off level II
Weatherization Rebate Program	Y	Rebate for insulation and air sealing recommended from completed HEA. Starting PY2021

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.
 - Belmont Light's website includes a dropdown language selection tool that allows visitors to view the entire website in one of twelve different languages. Belmont Light has the ability to add more languages as needed or requested.
- 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), the Belmont Patch

(local news website), 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 over 2,000 followers across its social media platforms, not counting the ~6,000 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
 - Belmont Light utilizes Constant Contact for direct email to market its energy programs and share news. There are currently over 5,700 contacts in Belmont Light's system. We currently have a 40% open rate on emails sent, which is about double the industry standard, meaning that there is a terrific opportunity for engagement on any given program.
 - 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 has developed a comprehensive email marketing program through Constant Contact 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.
- Virtual events
 - Due to the ongoing coronavirus pandemic, Belmont Light has shifted all its outreach events to digital means.

- Virtual events have included:
 - A presentation to Sustainable Belmont, a group of sustainability-minded residents.
 - Partnering with the Belmont Council on Aging for a workshop on power outages and power outage safety.
 - A planned event to present our 2021 Energy Programs and to walk customers through how to access these programs.
- In-person events
 - Before the coronavirus pandemic of 2020, Belmont Light hosted and took part in multiple outreach events throughout each year.
 - 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

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. Belmont Light already offers visitors to our website the ability to translate the text into one of twelve different languages but will work to make improvements where necessary.

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
February 1, 2022



Residential Program Portfolio

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

2022 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
February 1, 2022



Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	
Home Weatherization Rebates	Y	Residential customers: 50% of insulation and air sealing measures, capped at \$1,000
Air Source Heat Pump Rebates	Y	Up to \$4,000 Residential Up to \$10,000 Commercial
Ground Source Heat Pump Rebates	N	Up to \$ 7,500 residential Up to \$6,250 commercial
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
Concord Clean Comfort	N	Heat pump awareness, education, early intervention quality assurance
Electric Vehicle Charging Rebates	Y	\$250 rebate for level 2 charger; EV Miles off-peak charging incentive
Electric Vehicle Charging Program	N	Provides free engineering services for EV charging infrastructure for multi-dwelling unit properties
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 off appliance for 4 hours per day
Reducing Summer Peak Demand	N	Voluntary participation to reduce usage during the peak demand hour via email, text or Twitter

In-home field services for CMLP are provided by CMC Energy Services. CMC provides both the energy assessment as well as the installation services. CMC uses SnuggPro software.

CMLP no longer provides full LED retrofits as part of the HEA to better align with the changes in the market transformation that have happened in part due to the success of the MassSave programs.

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://link.edgepilot.com/s/7411c91b/cRSmed5f3UWio3lsFvjTNA?u=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. Concord Clean Comfort staff will be promoting HEAs as they help customers explore heat pump adoption.

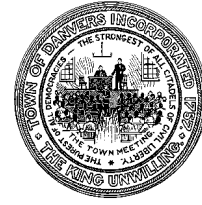
Other Strategies

CMLP does not employ specific strategies to market to low- and moderate-income customers, but they do offer higher air and ground source heat pump rebates to customers who meet certain income criteria.

Danvers Electric Department (DED)

Municipal Action Plan – Addendum

February 1, 2022



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
Cordless Electric Yard Equipment Program	Y	
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

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)

Municipal Action Plan – Addendum
February 1, 2022



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
MLP Solar	Y	DOER matching; 10 kW limit

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
February 1, 2022



Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Rebate Program	Y	Includes appliances, weatherization, heat pumps
MLP Solar Program	Y	DOER Matching; 5 kW limit
Electric Vehicle Management Program	Y	Education, Marketing, Events, Off Peak Charging
Level II EVSE Rebate	Y	\$300 rebate network capable Level II EVSE

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
February 1, 2022



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

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

February 1, 2022



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 10 kW
Weatherization Incentive	Y	50% of project cost, capped at \$1,000 bill credit for insulation and air sealing measures
Electric Vehicles Education and Awareness	Y	Education, Awareness, Behavioral Charge Management

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
February 1, 2022



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

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.

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
February 1, 2022



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 \$1,000 for a qualified system
Middleton Drives Electric	Y	EV Education and awareness program
MLP Solar Program	Y	DOER matching incentive program

Middleborough Gas & Electric Department (MGED)

Municipal Action Plan – Addendum
February 1, 2022



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
Air Source Heat Pumps	Y	\$500/ton max of \$2,000
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, 10kW limit

MGED employs two full-time resources that oversees communications and supports the energy efficiency and electrification programs. The compensation for those employees are not allocated in the submitted budget.

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)

Municipal Action Plan – Addendum
February 1, 2022



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
Air Source Heat Pumps	N	\$350 to \$500 / unit
MLP Solar Rebate Program	N	DOER matching incentive program
Connected Homes Program	MMWEC	Demand Response for EVSE, thermostats and batteries
EVSE Rebates	MMWEC	Based on battery capacity
Weatherization Rebate Program	N	50% to \$1000

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)

Municipal Action Plan – Addendum
February 1, 2022

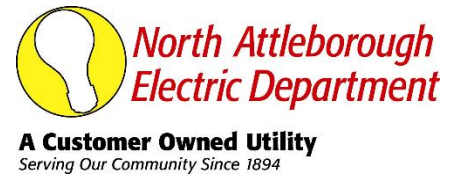


Residential Program Portfolio

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
MLP Solar Rebate		DOER Match program, 5 kW cap

North Attleborough Electric Department (NAED)

Municipal Action Plan – Addendum
February 1, 2022



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
Air Source Heat Pumps	N	\$100/ton max of \$400
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, 5 kW cap

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
February 1, 2022



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
Air Source Heat Pumps	Y	Max of \$6,000 – Abode to pre-qualify and approve
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	Y, Sagewell	Electric Vehicle charging during off-peak hours \$8/mo, education
MLP Solar Program MA DOER	Y	DOER matching incentive @ \$6 kW
BEV and PHEV vehicle rebates	N	\$1,500 to \$2,000 per vehicle
Level 2 Charger purchase	Y	Max of \$1,000

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 does 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
February 1, 2022



Reading Municipal Light Department
RELIABLE POWER

Residential Program Portfolio

Program Name	ENE Supported (Y/N)	General description
Energy Efficiency Online Store	N	Access to discounted energy efficiency products
Residential Appliance Rebates	Y	\$25 - \$50 rebate for Energy Star equipment
Residential Energy Audits	Y	Includes energy saving kit
Air Source Heat Pump Program	N	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 Program	N	RMLD renewable program currently suspended. Rebates for renewable projects are currently paid through RMLD's Solar MLP program.
Cordless Electric Yard Equipment	N	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	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

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

February 1, 2022



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
Electric Yard Equipment	Y	Provides rebates to customers who purchase electric yard equipment
Rowley Drives Electric	Y	Education and Awareness Program
MLP Solar Program	Y	DOER matching incentive, 10kW cap

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

February 1, 2022



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	N	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 matching incentive
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, 7.5kW cap

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

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
February 1, 2022



Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures, unlimited LED bulbs
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

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

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.