



# MUNICIPAL ACTION PLAN

Energy New England

## Abstract

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.

## Contents

ENE Clients .....	3
Program Summary/Description – Home Energy Assessment.....	3
Assessments.....	4
Remote Assessments .....	5
Other Home Energy Assessment Services .....	5
Direct Install (DI) Measures (Immediate Savings Measures) .....	5
Ancillary Services .....	6
Marketing Outreach Strategies.....	6
Other Strategies .....	7
Rebate Processing.....	8
Electric Vehicle (EV) Support Services .....	8
Commercial and Industrial Program Support Services .....	8
Solar Programs.....	8
MLP Specific Addendum .....	9
Braintree Electric Light Department (BELD).....	10
Belmont Municipal Light Department (BMLD) .....	12
Chester Municipal Electric Department (CMED) .....	17
Concord Municipal Light Plant (CMLP) .....	18
Danvers Electric Department (DED).....	20
Groveland Municipal Electric Department (GMED).....	21
Georgetown Municipal Light Department (GMLD) .....	22
Hudson Light and Power Department (HLPD) .....	23
Hingham Municipal Light Plant (HMLP) .....	24
Littleton Electric Light & Water Department (LELWD) .....	25
Middleton Electric Light Department (MELD) .....	27
Middleborough Gas & Electric Department (MGED).....	28
Mansfield Municipal Electric Department (MMED) .....	31
Merrimac Municipal Light Department (MMLD) .....	32
North Attleborough Electric Department (NAED) .....	33
Norwood Municipal Light Department (NMLD) .....	34
Reading Municipal Light Department (RMLD) .....	36
Rowley Municipal Light Plant (RMLP) .....	38

Westfield Gas & Electric (WG&E).....	41
Wellesley Municipal Light Plant (WMLP) .....	44

## ENE Clients

The table below summarizes the services that each MLP utilizes from ENE:

Short Name	MLP Name	SOW 1	SOW2	SOW3	SOW4	SOW5	SOW6	SOW8	SOW9	SOW10
BMLD	Belmont Municipal Light Department	1	2	3	4	5	6			
BELD	Braintree Electric Light Department	1		3	4	5		8	9	10
CMELD	Chester Municipal Electric Light	1	2							
CMLP	Concord Municipal Light Plant	1	2			5		8	9	
DED	Danvers Electric Division	1	2	3	4			8		
GMLD	Georgetown Municipal Light Department	1	2	3	4					
GMED	Groveland Municipal Light Department	1	2	3	4					
HMLP	Hingham Municipal Light Plant	1	2	3	4	5	6	8	9	
HG&E	Holyoke Gas & Electric Department							8		
HLPD	Hudson Light & Power Department	1	2			5				
LELD	Littleton Electric Light & Water Department	1	2			5	6			
MMED	Mansfield Municipal Electric Department	1	2							
MMLD	Merrimac Municipal Light Department	1	2							
MG&E	Middleborough Gas & Electric Department	1	2	3	4	5	6	8		10
MELD	Middleton Municipal Light Department	1	2	3	4			8		
NAED	North Attleborough Electric Department	1	2			5	6			
NMLD	Norwood Municipal Light Department	1	2	3	4	5	6	8		10
RMLD	Reading Municipal Light Department		2							10
RMLP	Rowley Municipal Light Plant	1	2	3	4			8		10
TMLP	Taunton Municipal Light Department	1	2			5	6	8		
WMLP	Wellesley Municipal Light Department	1	2					8		
WG&E	Westfield Gas & Electric Department							8		
		19	19	10	10	10	7	12	3	5

SOW #	SOW Detail
1	RCS Admin
2	RCS Audits
3	RCS Rebates
4	RCS Rebate Portal
5	C&I Audits
6	C&I Rebates
7	Not Currently Used
8	EV and Support Services
9	Watt Plan
10	Solar

## 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 and two part-time Energy Advisors. 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, 90 minutes to complete.

Three MLPs included in this report utilize other firms or internal staff to complete their HEAs. BELD uses their own employee to provide their assessment. HG&E and WG+E utilize Center for Eco-Technology (CET) to perform their HEAs.

## Assessments

Both ENE and BELD use SnuggPro software to perform HEAs, HG&E and WG+E through CET utilize SnuggPro. 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>1</sup>.

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 can recommend and model multiple recommendations for one system (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>2</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.

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.

---

<sup>1</sup> TMLP customers receive 5+ IR scan photo's when conditions permit

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

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 6,000 scorecards to Massachusetts residents.

### Remote Assessments

ENE continues 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.

IR scans and direct install (DI) measures are not able to be completed.

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.

### Other Home Energy Assessment Services

ENE also offers its MLPs follow on services for the benefit of their customers. ENE will perform Pre- and Post-Inspections for MLP rebate programs confirming the installation and operation of higher dollar value incentive / rebates offered by our clients. ENE offers standalone or additional services which customers can add on to their HEA including Blower Door Testing, and Infrared Imaging.

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

ENE no longer performs direct install (DI) measures in Massachusetts, instead the MLPs can choose between four different DI kits. The kits are drop shipped to the customer after their assessment. This change was made permanent in March of 2020 with the covid pandemic. The kit make ups are below, with the MLP selection following.

	Item Quantities						
	LED Lighting						
Kit # / Item name	9W	15W	3-way	8W Br 30	Night Light	Smart Strip	Power Switch
1	2	1			1	1	
2	4	2	2	1	1		
3	4	2	2	1	1	1	1
4	4	2			1	1	

Short Name	MLP Name	Kit #
BMLD	Belmont Light	1
CMELD	Chester Municipal Electric Light Department	1
DED	Danvers Electric Department	1
GMLD	Georgetown Municipal Light Department	1
GMED	Groveland Municipal Electric Department	1
HMLP	Hingham Municipal Lighting Plant	3
HLPD	Hudson Light and Power	2
LELD	Littleton Electric Light & Water Departments	1
MMED	Mansfield Municipal Electric Department	1
MMLD	Merrimac Municipal Light Department	4
MG&E	Middleborough Gas & Electric Department	1
MELD	Middleton Electric Light Department	1
NAED	North Attleborough Electric Department	1
NMLD	Norwood Municipal Light Department	2
RMLP	Rowley Municipal Lighting Plant	1
TMLP	Taunton Municipal Lighting Plant	1

## Ancillary Services

ENE tracks and reports on customer participation in HEAs but does not track implementation of recommended measures post assessment on behalf of MLPs. ENE provides quarterly updates to its clients regarding their conservation programs including: HEA quantities; DI Kit savings; and rebate quantities and savings (if ENE processes the rebates).

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](mailto:solutions@ene.org), or visit us at [ee.ene.org/energy-assessment](http://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 quarterly report of RCS activity. This report includes HEA activity, direct install quantities, rebate activity, estimated savings, spending and analysis.

### Other Strategies

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 Mass Save Qualified Contractor List, 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 10 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), DED, GMED, GMLD, HMLP, MGED, MELD, NMLD, RMLP.

## Electric Vehicle (EV) Support Services

ENE provides Electric Vehicle (EV) education and support services to 12 MLPs. The EV program includes maintaining a unique website (MLP-ev.ene.org) on the ENE domain which includes details not only on the respective MLP's EV program, but also on available federal tax incentives. The EV program also has dedicated CSRs who help work with clients one-on-one either over the phone or through our CRM email client.

The EV team also supports what ENE calls "Events" which can be either ride and drive events or EV car shows. For the ride and drive events, ENE utilizes its robust dealer network to have local dealers participate in the event and bring their vehicles so that registrants can actually sample EV's. For the car shows, staged at concurrent events like farmers markets or sustainability days, ENE reaches out to its network of EV ambassadors located in the respective MLP's community and requests they come to the event to display their vehicle. At either of these events ENE has personnel staffing a table to introduce the programs, and discuss individual questions or concerns from customers.

Some clients have also selected to participate in an extra service that ENE calls WattPlan, which is a cost of EV ownership tool. The MLPs who participate in this have an MLP branded page which allows a customer to input their existing vehicle and select from prospective purchase and find out based on the MLPs actual rates what their potential cost of ownership is. It further shows the customer what their carbon saving are by switching to PHEV or BEV.

ENE provides EV Support Services to the following MLPs: BELD, CMLP, DED, HMLP, HG&E, MG&E, MELD, NMLD, RMLP, TMLP, WG+E, WMLP.

ENE provides Wattplan to the following MLPs: BELD, CMLP, HMLP

## Commercial and Industrial Program Support Services

ENE also helps to support MLP's on their Commercial and Industrial charging programs. The program looks to help end customers receive rebates for implementing both public, multi-unit dwelling and workplace charging. ENE looks to advise customers on selecting the location, product, and giving recommendations regarding pricing policies for the EVSE.

## Solar Programs

## MLP Specific Addendum

## Braintree Electric Light Department (BELD)

Municipal Action Plan – Addendum  
February 1, 2024



### 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	MLP offers rebate of \$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, 2024

### 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 - \$25-\$500
Air Source Heat Pump Rebate Program	Y	Heat pump incentive \$700 / Ton with maxes of \$5,00-7,000 with adders
Energy Storage Rebate	BMLD	Rebate \$500
Cordless Electric Yard Equipment Program	Y	Rebate \$25-\$400
Belmont Drives Electric	N	Electric vehicle education and awareness
Connected Homes	MMWEC	Residential DR program. Monthly incentives of \$5-\$30.
EV Charger Rebate Program	Y	\$100 off level II, \$250 adder for enrollment in Connected Homes
Green Choice Program	BMLD	Option for customers to purchase RECs to add more renewable energy to their personal energy portfolio
Weatherization Rebate Program	Y	Rebate for insulation and air sealing recommended from completed HEA. 75% of total cost up to \$500 air sealing plus \$1000 insulation

### Commercial Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Commercial Energy Assessment	Y	Business (smaller) and Commercial (larger) levels.
Commercial Lighting	Y	Assessment and Rebates for upgrading to LED Lighting
Commercial Electrification	Y	Rebates for electrifying HVAC systems, EV chargers, and equipment.

### 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. Belmont Light recently switched web hosting providers and plans to update its website in 2024 to improve the user experience and functionality.

- 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 section 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.
- The website also features an accessibility solution for users who are blind and vision impaired, along with other disabilities.
- **Earned Media**
  - Belmont Light has a strong relationship with several major media outlets covering the Town of Belmont, including the Belmont Voice (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.
  - We will tap into these relationships 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 over 3,000 followers across its social media platforms.
  - We have a very active presence on Facebook, Twitter, and Instagram, posting news, programming announcements, outages and other line work alerts, and community news.
- **Direct Email**
  - Belmont Light utilizes Constant Contact for direct email to market its energy programs and share news. There are currently nearly 10,000 contacts in Belmont Light’s system. Belmont Light customers engage with direct email on a high level. Over the past year, we have seen an average open rate of 65% on emails.
  - 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 three quarters 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 messages directly on its bills to highlight in short form any important information. We allow Town departments and community organizations to use this bill message for their own messaging, which allows us to build upon our partnerships.
- In-person events
  - Belmont Light hosts and takes part in multiple outreach events throughout each year.
  - Belmont Light-sponsored events
    - 2023 marked Belmont Light's 125<sup>th</sup> anniversary serving the Town. For Public Power Week (first full week in October), Belmont Light held an open-house style celebration to highlight the benefits of our community-owned electric utility.
    - Belmont Light hosts events at the Belmont Public Library including most recently:
      - Induction stove cooking class/demonstration, featuring a local chef utilizing portable induction cooktops. Belmont Light will emphasize our rebates on induction stoves during this event.
    - Forums and community discussions
      - General manager speaks on topics relevant to the community.
    - Heat pump Buyer's Guide with Abode Energy - August, 2023
    - Past topics included identifying the community's 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 hosts a table at the Farmers Market on a monthly basis over the course of the season.
      - Belmont Light assists the Farmers' Market in marketing its opening day and other events throughout the year.
      - For the past four years, Belmont Light has supplied electricity to the Farmers' Market, allowing it to expand on the number and type of vendors that can attend.
    - 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 several 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.
- Turn on the Town/Holiday Tree Lighting Event
  - Belmont Light donates lighting and performs the labor for the Town's annual holiday tree lighting.
  - We host a table at the tree lighting celebration. This celebration has become known as the main way for Belmont residents to pick up our popular Belmont historical calendar, which we fill with energy efficiency tips.

## **Other Strategies**

### Low-Income Customers

Although Belmont has a median household income of over \$120,000, some customers qualify as 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. 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.

At the end of 2023, Belmont Light instituted an Arrears Management Program for low-income and medically-protected customers who owe over \$1,000 in arrears. Participants in the program who continue to pay the current amount due on their monthly bill are eligible to have 20% of their arrears wiped clean after one year of on-time payments. The program is designed to remove 100% of arrears over a five-year period.

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 \$1,000 adder 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 40% 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 community groups to schedule workshops 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 are 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 and energy efficient appliances.

#### 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's website features an accessibility solution that makes the website experience seizure safe, ADHD friendly, and more accessible for users who are blind, vision and motor impaired, and who have cognitive disabilities.

# Chester Municipal Electric Department (CMED)

Municipal Action Plan – Addendum

February 1, 2024



## Residential Program Portfolio

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

## Marketing Strategies

CMED list the Home Energy Assessment program on their webpage.

# Concord Municipal Light Plant (CMLP)

Municipal Action Plan – Addendum  
February 1, 2024



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	
Home Weatherization Rebates	N	Residential customers: 50% of weatherization measure costs, capped at \$1,000 for standard income households; 75% of weatherization measure costs, capped at \$1,500 for households earning $\leq$ 120% of Boston Metro Area Median Income; 100% of weatherization measure costs, capped at \$2,000 for households earning $\leq$ 80% of Boston Metro Area Median Income
Home Weatherization Contractor Participating Contractor List	N	A list of 7 Mass Save weatherization contractors willing to do work for non-gas households in Concord, at Mass Save prices and to Mass Save standards.
Air Source Heat Pump Rebates	N	Residential: Up to \$10,000/year/service address Commercial: Up to \$50,000 per customer every three years (applies to residential apartment buildings with $\geq$ 4 units).
Ground Source Heat Pump Rebates	N	Residential: Up to \$15,000/year/service address Commercial: Up to \$50,000 per customer every three years (applies to residential apartment buildings with $\geq$ 4 units)..
Heat Pump Water Heater Rebates	N	\$750 if replacing oil or gas or in new construction; \$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, coaching, quality assurance, participating contractor list
Electric Vehicle Charging Rebates	N	\$250 rebate for level 2 charger; EV Miles off-peak charging incentive
Electric Vehicle Purchase Incentive for new, used, leased or purchased vehicles	N	\$350 to \$1,000 per vehicle, based on type of vehicle and household income level
Commercial EV Charging Station Rebates	N	Up to \$6,000 for a network enabled, dual port station, available to multi-unit residential properties

CMLP Solar PV Rebate	Y	Residential/Commercial \$625 per kW (AC) of installed capacity, capped at \$3,125
Electric lawn mower rebates	N	\$100 per electric mower when a gas powered mower is turned in
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

### **Marketing Strategies**

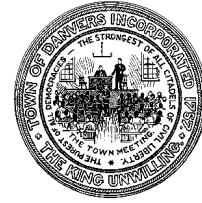
CMLP dedicated energy efficiency/electrification staff, heating/cooling coaches, CSRs and volunteers talk with people about HEAs whenever the occasion arises, including at community events, where they also distribute handouts about HEAs. They also include a link to a pdf (<https://concordma.gov/DocumentCenter/View/34237/Making-Improvements-122-v2>) 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 promote 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 weatherization and EV purchase rebates to customers who meet certain income criteria.

# Danvers Electric Department (DED)

Municipal Action Plan – Addendum  
February 1, 2024



## 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	Includes cordless battery powered electric outdoor equipment (i.e. lawn mowers, hedge trimmer, roto tiller, weed whacker, etc.)
Electric Vehicle Charging	Y	\$300 rebate for level 2 charger
EV Awareness and Education	Y	Education, Marketing, Ambassador, and Dealership Engagement programs
Electric Peak Savings Program	Y	Voluntary participation in peak hour reduction, alerted by email through Nest thermostat Smart Savings Program
MLP Solar Rebate Program	Y	10kW limit, \$2,400 max rebate, must forfeit renewable energy credits

## 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.

The DPW Facebook page is used to advertise and inform customers about the existing and new energy efficiency and conservation programs. Furthermore, staff attends public events like weekly farmer's markets, Downtown block party, and recycling day events to promote energy efficiency and conservation programs.

# Groveland Municipal Electric Department (GMED)

Municipal Action Plan – Addendum  
February 1, 2024



## 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, water heaters, and power strips
Outdoor Power Equipment	Y	\$25-100 on select power equipment categories
Air Source Heat Pump Rebate	Y	\$500 on ASHPs and mini-splits meeting SEER guidelines
Weatherization Rebate	Y	50% of project cost up to \$1000 for air sealing and insulation measures

## 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, 2024



## 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, lawn equipment
Electric Vehicle Management Program	N	Education, Marketing, Events, Off Peak Charging
Level II EVSE Rebate	N	\$300 rebate network capable Level II EVSE
Solar Rebate Program	Y	60 cents per KW DC installed

## 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, 2024



### 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, 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 Rebates	N	\$500 - \$1750 towards qualified Energy Star systems- Depends on system type
Heat Pump Water Heater Rebate	N	Up to \$750 for residents with electric water heating
Electric Vehicle Charger Rebate	N	\$500 rebate for level 2 charger
EV Charge Management	N	\$10/month for level 2, \$5/month level 1
Rechargeable Yard Equipment Rebate	N	\$40-\$400 depending on product, capped at 1 device every three years

### Marketing Strategies

HLPD markets all programs on their website and in newsletters that are either mailed with bills or emailed to customers each quarter.



# Hingham Municipal Light Plant (HMLP)

Municipal Action Plan – Addendum  
April 1, 2024



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Home Energy Assessment	Y	Includes direct install measures
Energy Star Appliance Rebates	Y	Includes refrigerators, dehumidifiers, clothes washers, smart WIFI thermostats, programmable thermostats, WIFI solar/heat pump water heaters, and central AC purchases
Heat Pump Rebates	Y	\$750/ton up to \$4,500, with a \$500 adder for weatherization and a \$1,000 whole-home adder
Energy Saving Light Bulbs	N	HMLP provides residents with LED's via pick up the plant offices and tabling at local events
MLP Solar Rebate	N	\$0.60/watt capped at 10kW
Weatherization Incentive	Y	50% of project cost, capped at \$1,000 for insulation and air sealing measures
EV Charging Incentives	Y	\$300 rebate for level-2, WIFI enabled chargers and \$5 or \$10 monthly bill credits for off-peak charging

## Marketing Strategies

HMLP partners with ENE, Hingham Drives Electric, Abode Energy, and EnergySage on education and implementation of its programs. HMLP shares information with customers via its website, periodic bill inserts, events, press releases, and social media. HMLP also has an *Electrify Hingham* program, produces a *Power Hour* series with Harbor Media, and hosts or tables at local events such as the Farmer's Market. Program information is also available on ENE's landing page for HMLP.

## Other Strategies

HMLP offers an income-adjusted rate to qualified residential customers. 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, 2024



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Energy Assessment	Y	Includes direct install measures
Residential Rebates Program	N	Includes appliances, thermostats, air source heat pumps, heat pump water heaters, and central AC purchases
Solar Rebate Program	N	\$1.00 per AC Watt of installed net metered solar interconnection
EV Program	N	\$300 charger rebates, \$8 off-peak credit, and discounted public charging
Sustainable Home Program	N	50% of project cost, capped at \$500/year, for residential electric heating and cooling customers who install air sealing, insulation measures, or a qualifying action. Additional \$1,000 incentive for fuel switching.
Renewable Opt-In Credit	N	Residential customers choose to opt in to receive \$2.50 monthly credit which is from financial incentives LELWD receives for investing in renewable projects.
Renewable Energy Choice Program	N	Customers have the choice to have 100% of their electricity be renewably sourced by entering a special renewable energy rate.
Free Shade Tree	N	2 trees per customer, LELWD plants tree in mutually agreeable location
Discount 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. 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, 2024



## 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
Riding Lawn Mower — \$200	N	\$200
Push Lawn Mower — \$100	N	\$100
Leaf Blower	N	\$40
Chain Saw	N	\$40
Hedge Trimmer	N	\$40
String Trimmer	N	\$40
Energy Conservation Calendars	N	Conservation tips and advice

# Middleborough Gas & Electric Department (MGED)

Municipal Action Plan – Addendum  
February 1, 2024



## Residential Program Portfolio

Program Name	ENE Administrated (Y/N)	General description
Residential Home 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
Electric Lawn Equipment	Y	Customer Incentive for cordless yard equipment, \$25-\$200
MGED Drives Electric	Y	Education and Awareness campaign, EV charging rebate
Low Income Rebates	Y	Energy Star, Weatherization, Air Source Heat Pumps, and Electric Lawn Equipment all have low income rebates available if customer is on the low income rate.
Net Metering Rebate Program	Y	Net Metering Incentive, up to 25kW
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
Low-to-No Interest Loan	N	Low to no interest loan for energy efficiency projects: weatherization, heat pumps, heat pump water heaters
RDG Rebate Program	N	Renewable Distributive Generation Incentive, 25kW-150kW
Arbor Day Tree Program	N	Customers can sign up for a free tree to help with reducing energy usage.
Solar Community Project	N	Connection to and shared cost of MGED's large solar array, with expected credits in year two

MGED employs three full-time employees that oversee communications and supports the energy efficiency and electrification programs. A percentage of their compensation for those employees is allocated in the submitted budget.

### **Marketing Strategies**

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.

Social media outreach on MGED Facebook and Twitter pages – regular promotional postings for all RCS services with links to our website pages.

Live webinars are presented on various topics and are recorded to be available for later viewing.

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.

### **Other Strategies**

Low Income Rebates available to customers who qualify for the MGED Low Income Rate. Low Income Rebates are available on energy star appliances, weatherization, heat pumps, and electric lawn equipment.

Held the heat pump forum with TMLP to educate residents, businesses, contractors and municipal leaders about the benefits and applications of heat pump technology, importance of weatherization, available rebates and incentives, and financing for these projects. Speakers covered topics on heat pump operation, energy savings, and energy efficiency advantages.

MGED works closely with our CAP agencies to promote the Weatherization Assistance program grants that we provide for our customers.

Low-to-No Interest Energy Efficiency Loan Program. The program is available to finance energy efficiency projects such as weatherization, heat pumps, and heat pump water heaters. MGED is working with participating lenders who will qualify applicants for the loan and if they qualify for low or no interest.

Arbor Day Tree Program offers customers to sign up for a free tree to help with reducing energy usage and carbon footprint, improve air quality, and more effectively catch stormwater runoff. As trees

mature, they will offer shade in the summer and act as a wind barrier in the winter. 100 trees were available in 2023 and will make 200 trees available in 2024.

### Education

MGED works with Middleborough and Lakeville schools and libraries to provide education to elementary aged children on energy efficiency.

### Solar

Renewable Distributed Generation (RDG) Solar Rebate Program is available to the system owner who has a solar array sized 25kW-150kW who MUST commit the RECs to MGED's portfolio. The rebate for the RDG Solar Program is \$.50 per watt, capped at a maximum rebate of \$50,000. The rebate is paid over a four (4) year span. ENE will be approving the rebate applications and tracking the RECs for MGED through the GIS system. MGED will be distribute the rebate funds over a four year period.

# Mansfield Municipal Electric Department (MMED)

Municipal Action Plan – Addendum  
February 1, 2024



## 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
Connected Homes Program	MMWEC	Demand Response for EVSE, thermostats, electric hot water heaters and batteries
EVSE Rebate	N	Full electric vehicle charger, must enroll in Connected Home program
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 (Family Fun Night, Welcome to Mansfield night).

MMED sponsors an annual luncheon at the Council on Aging and does presentations on energy efficiency (will have an ENE Advisor attend and answer questions) and electric safety.

## Other Strategies

MMED does not employ different strategies for program access for income level or language. MMED policy is to maintain proprietary customer records, therefore information regarding previous audits would only be provided with consent from customer of record.



# Merrimac Municipal Light Department (MMLD)

Municipal Action Plan – Addendum

February 1, 2024

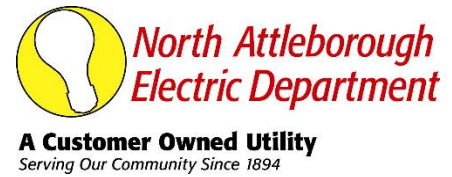


## Residential Program Portfolio

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
Lawn Equipment	N	\$25-100 per piece of equipment

# North Attleborough Electric Department (NAED)

Municipal Action Plan – Addendum  
February 1, 2024



## 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, includes EV chargers
Air Source Heat Pumps	N	\$250/ton max of \$1000
Home Improvement Incentive	N	Incentives for insulation, central AC, and air sealing measures. Post installation inspections required.

## 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 12 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, 2024



## 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 \$10,000 – 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	Y	\$1.20/watt
BEV and PHEV vehicle rebates	Y	\$1,500 per vehicle
Level 2 Charger purchase	Y	Max of \$1,000

## Marketing Strategies

Information about the NMLD conservation programs is on both the Norwood Light website and the ENE website. Information about programs and events are posted on Facebook, X, Instagram, and LinkedIn. Programs are promoted and promotional materials are distributed at local events such as “Farmer’s Market”, “Earth Day” and “Norwood Day”. Information about programs is regularly discussed during broadcasted meetings of the Light Commissioners and occasionally information about programs will be posted at the bottom of electric bills. Lastly, NMLD encourages their ratepayers to complete a sustainability survey to help guide the roadmap for future programs.

## Other Strategies

NMLD has electric rates specifically designed for low-income customers. In 2023 there were 32 customers on this low-income rate, Rate-R2.

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 encourage the customer to allow NMLD to provide a new assessment at utility cost.

# Reading Municipal Light Department (RMLD)

Municipal Action Plan – Addendum  
February 1, 2024

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 discounted energy efficiency products
Residential Appliance Rebates	N	\$25 - \$50 rebate for Energy Star equipment \$75-125 rebate for electric cooking equipment
Residential Energy Audits	Y	Includes energy saving kit
Air Source Heat Pump Program	N	Offers rebates to customers who install cold-climate central or mini-split air source heat pumps.
Residential Electric Vehicle Program	N	Rebate program for EVSE; \$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)
Residential & Small Commercial Solar Rebate Program	Y	Rebate of \$0.6/watt, up to 20 kW
Residential Optional Weatherization Add-on Rebate Program	N	Rebate is optional add-on rebate for heat pump rebate 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 \$1000 for a 200-amp, and \$1500 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.
Electric Water Heater Program	N	\$200 rebate for heat pump water heaters

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, 2024



## 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

## 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, 2024



### 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.
Taunton Drives Electric	Y	Education and Awareness; Off peak incentive; \$300 for EV Level 2 charger; \$450 for purchase of used or new EV
TMLP Saves™	N	Heat Pump, Zero-Interest Loan and Weatherization Program; using ARPA funds
House N Home Thermal Program	N	50% of project cost up to \$500 for residential and non-profit accounts for recommended weatherization measures – Paused until TMLP Saves™ funds are exhausted.
Solar Rebate	N	\$1.50/Watt up to \$4,500 max. rebate
Battery Storage Rebate	N	\$300/battery system installed

TMLP employs three full time internal resources to administer these programs. The cost of those resources is not included in this budget.

### Marketing Strategies

TMLP utilizes the season marketing materials provided by ENE in addition to their own marketing and design 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 and host a heat pump forum. 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, Spanish and German that are available to translate or provide program information to customers.

# Westfield Gas & Electric (WG&E)

Municipal Action Plan  
February 1, 2024



## 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 all energy efficient rebates and 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	Administrator	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
Residential Weatherization Rebates (Insulation and Air Sealing)	CET	Incentive to have air sealing and insulation installed in residential homes
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	WG+E	Low-Income subsidy program

## 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 and condominiums up to 4 units 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 contribute to high energy usage or present 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 presentation of findings that includes a written report and recommendations. Recommendations are prioritized using a Savings to Investment (SIR)<sup>3</sup> ratio, which is an indicator of financial merit that takes the savings over the life of the measure into consideration.

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

## 2023 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). Customers must complete an audit and weatherization measures must be recommended to be eligible for the WG+E weatherization rebate.

## 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.

For 2023 WG+E launched an enhanced ASHP rebate program, increasing the available rebate amount, marketing via social media & the WG+E website. WG+E has created a specific platform on its website to help educate and promote this program, this can be found at [High-Efficiency Heating and Cooling | WG+E - Westfield Gas & Electric, MA | Official Website \(wgeld.org\)](https://www.wgeld.org/high-efficiency-heating-and-cooling/)

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

## Other Strategies

---

<sup>3</sup> (SIR = (annual estimated \$ savings X life of the measure) / cost)

Credit Managers reach out to customers that are having difficulty making payments to offer assistance and help them utilize resources. WG+E provides services for low-income customers through their Westfield Warm program. This program provides funds for customers who qualify 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.

# Wellesley Municipal Light Plant (WMLP)

Municipal Action Plan – Addendum  
February 1, 2024



## 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
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.