



October 10, 2019

Mr. Brooks Winner
Clean Energy Specialist II
Metropolitan Area Planning Council (MPAC)
60 Temple Place
Boston, MA 02111

RE: Neeeco response to MAPC "Home Performance Contractors RFI"

Dear Mr. Winner,

New England Energy Efficiency Company ("Neeeco") is pleased to provide this response to your RFI for Home Performance Contractors in Massachusetts. We greatly appreciate this opportunity and look forward to working closely with you in the future.

I will follow up with you by phone on Friday, October 11th to answer any questions you may have.

Thank you again for this opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read "DL" or similar initials.

David Langlais
Outreach Manager
Neeeco
(774) 766-1261
David.langlais@neeeco.com



USE CASE #1 Response

Neeeco would help develop and provide co-branded marketing materials with each municipality. We would establish direct contact with consumers via outreach canvassing, information tables at local events, during town meetings, at the town library and school events. We would do direct contact with online marketing to residents to increase resident adaption of energy saving measures.

USE CASE #2 Response

Neeeco will sympathize with customers, acknowledge the value of their complaint and respond in a professional manner. Regardless of whether or not Neeeco is responsible for the basis of the complaint, we apologize for the inconvenience and address the situation to the best of our ability. We would have our Home Energy Advisor Manager meet with the customer to resolve any issues they may have and take the necessary steps to make sure they satisfied with our work. If we find the Neeeco was in fact the cause of the customers dissatisfaction, in addition to the above measures, we would evaluate our processes and procedures to find the root cause of our mistake, and put new policies and procedures in place to avoid repeating this mistake again in the future.

USE CASE #3 Response

Neeeco would prepare each advisor with proper information on all available relevant energy saving opportunities for each municipality. We will train our advisors on all current local community initiatives before performing assessments within customers. At each home assessment or program introduction, the Neeeco advisor will present all available energy savings programs offered by the municipality, providing the consumer with the option to take advantage of more than one energy saving program. The information provided to the consumer may take the form of handouts or other marketing materials as provided by the municipality.

USE CASE #4 Response

Neeeco would be willing to provide summary data analysis showing the breadth of reach, efficacy and impact within that community. This summary data can be provided to the municipality on a monthly or quarterly basis, as required by the municipality. Customers can receive this data in home from our advisors, at community events, through local canvassing, via online marketing or as a downloadable document from the municipality website.



Reponses to MAPC RFI questions.

Respondent Background

1. Where your business located and what is your service area?
 - **We are located at 10 Churchill Pl. Lynn MA 01901**
 - **Our service area covers Massachusetts from the Bourne Bridge up through Worcester.**

2. How many staff does your business have?
 - **>50 Employees**

3. What services do you provide? Which services do you generally subcontract out to other businesses?
 - **Neeeco provides in home energy assessments along with insulation work. We also have 1 employee who provides solar consultations. We have partnerships with heating cooling and window companies to whom we subcontract.**
 - **We perform:**
 - **Health & Safety check**
 - **Mold and mildew check**
 - **Asbestos check**
 - **Carbon monoxide leakage testing**
 - **Efficiency testing of the heating and cooling systems. This evaluates the efficiency of the boiler and AC units**
 - **Insulation testing with a thermo-gun to detect pockets of missing insulation.**
 - **We provide instant savings measures such as energy efficient LED light bulbs, programmable thermostats, low flow shower heads, aerators on sinks and faucet to save water, surge protector power strips.**
 - **We can convert single-pane to triple-pane windows to improve energy efficiency.**
 - **We leave the homeowner with a detailed report card of the overall home efficiency, with recommendations for updates to improve efficiency.**
 - **We educate each customer with energy saving programs**

4. How many Mass Save energy assessments have you performed each year over the last 3 years?
 - **We have approximately done 12,000 Mass Save assessments during the last 3 years.**

Outreach and Marketing Information

5. Does your business have a marketing department? If so, how many marketing staff do you have? How many potential customers does your marketing currently reach?
 - **Yes, we currently have 7 people in our marketing department.**

6. What is your staff capacity to attend community events, host workshops, canvass, and create outreach opportunities with local businesses? What is your staff capacity to integrate with the municipality's social media and websites?



- **Our staff's capacity for attending events, hosting workshops, canvassing and creating outreach opportunities would be 5-6. Currently we have partnered up with Lowe's Home Depot and Stop and Shop along with attending community events to reach the public.**
- **One person in our Marketing Department is tasked with managing our social media outreach, as well as the Neeeco website.**

Customer Service Information

7. What is your goal in terms of responding to inbound scheduling requests? What is your capacity to engage in outbound scheduling calls/emails?
 - **Being able to schedule as soon as possible along with answering customer questions and setting the proper expectations. Our customer service center currently has 7-10 employees.**
8. Is your business willing to guarantee its work? If so, please describe the terms of your work guarantee.
 - **Yes, as long the customer is qualified. This means that we are able to go out to the home, get into the home to make the assessment.**
9. How does your business typically respond to customer complaints?
 - **We sympathize with customers, acknowledge the value of their complaint and respond in a professional manner. Regardless of whether or not Neeeco is responsible of for the basis of the complaint, we apologize for the inconvenience and address the situation to the best of our ability. To the best of knowledge, we have never received a negative review on social media from customers.**

Community Partnership Information

10. Does your business have any prior experience partnering with municipalities? If so, please describe. Is your business willing to partner with a municipal government to jointly design and co- create an outreach program and customer service protocols?
 - **We don't' have any prior experience with partnering with municipalities but we have worked with them to educate the community on the benefits of the Mass Program. Yes, our corporate goal is to partner with municipalities to maximize outreach and market penetration for the Mass Save Program.**
11. Are you interested in joining exclusive partnerships with municipalities? What would you be interested in offering and what would you expect as part of an exclusive partnership?
 - **Yes, we are very interested in working closely with municipalities and local communities. Neeeco could offer a referral bonus for municipalities for every customer we service in the area.**
12. Would your business be willing to speak with customers about green municipal electricity aggregation and other local sustainability initiatives during home energy assessments and the installation of energy efficiency upgrades?
 - **Yes, our outreach team and auditors already educate customers on local sustainability initiatives and other ways of reducing carbon footprints.**

13. If you have worked with municipal governments or community organizations in the past, what major barriers or hurdles have you encountered? How would you address these issues in future arrangements?
- **Although we have not focused on this to date, we would be excited to work with towns to provide outreach and consumer education to help municipalities achieve their energy savings goals.**

Other Information

14. Does your business have experience working with and/or marketing to underrepresented groups, such as renters, residents with moderate incomes (60%-80% Area Median Income), and non- English-speaking residents? If so, please describe
- **Yes, we have experience working with and/or marketing to underrepresented groups. Neecoco does not discriminate when reaching out to consumers, and as such we have experience working with consumers in all socio-economic demographics. We do have several bi-lingual employees that can assist with customer interactions where language is a challenge.**
15. What experience does your business have with multi-family buildings, renters, landlords, and condominiums? Please describe how you connect customers in buildings over 4 units to the appropriate Mass Save programs. Please describe how you connect low-income residents to the appropriate Mass Save programs.
- **We have been performing assessments for mutli-family buildings, renters, landlords, and condominiums since our company started in business. For customers in units that have 4+ units, we actively refer them to the Mass Save Multifamily Department to ensure that they can take advantage of the program. When talking to low income residents we refer them to their local CAP agencies, in addition to providing detailed information about the additional incentives offered to low-income families.**
16. What strategies does your business have for reaching out to property owners who have not had a home energy assessment in the last five years?
- **We have full-time outreach and canvassing team of six (6) dedicated professionals who engage with the community on a daily basis to let people know when they are able to have an assessment. These engagements can range from community events, wellness programs, lunch & learns at public corporations and corporate events at retail establishments such as Home Depot. We keep in regular contact with our growing database of customers to keep them apprised of changes in the programs and new opportunities for additional assessments.**
17. Is your business willing to provide services above and beyond those required by the Mass Save program (e.g., more in-depth energy assessments, pre- and post- blower door testing to measure air flow reduction)?
- **Yes, we provide pre- and post- blower door testing to measure air flow reduction for our insulation customers.**
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18. What data are you able to provide to municipalities to report program participation and savings impacts to community partners? How often would you be willing to provide such reports to community partners?

- **We can to provide the number of audits performed in the municipality**
- **Number of energy efficiency measures installed**
- **Number of customers reached through outreach activities**
- **We would be able to provide them monthly reports of energy savings and reduction of CO₂ emissions, by town.**
- **These reports would be distributed monthly or quarterly, as required by the municipality.**

19. Is there a use case, question, or other factor we should consider when exploring residential outreach partnerships with HPCs? What have we missed? Please provide any other information you think might be relevant.

- **It would be important to fully understand the wide variety of differences between the services provided by each HPC, the willingness to work with the MAPC and local municipalities to assure the all interested parties energy savings goals are maximized.**

Neeeco has developed a unique approach to consumer outreach for the MASS Save program over the past five years. During that time we have built an exemplary reputation in the marketplace. Our breadth of services and thorough communication process with consumers would allow us to be the premier provider of energy education and outreach to the residents of Massachusetts municipalities. These attributes would be an invaluable service to municipalities as they promote their energy savings programs to their residents.

We would be very pleased to answer any further questions you may have, and look forward to working closely with you in the future.