

ne=eco



# OVERVIEW



- NEEECO Experience/Expertise
- NEEECO Services
- NEEECO Offerings /Methods

# Experience / Expertise

Neeeco has developed a unique approach to consumer outreach for the MASS Save program over the past five years. During that time we have completed over 12,000 home assessments and built an exemplary reputation in the marketplace.

Operations, HEA, Outreach, and Customer service managers combine for over 25 years in the Mass Save industry

Experience with unrepresented groups, such as renters, residents with moderate income and non English speaking residents.

2019 review:

10,000 + raw leads (outreach, partners, digital, customer referrals)

1500 insulation installs

4,300 audits performed

# Services



- NEEECO provides home energy assessments along with insulation work for homes that are 1-4 units.
- Health & Safety check (mold mildew asbestos etc)
- Perform a Combustion Safety Test of the existing system
- 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 offer BMS (Beyond Mass Save) services such as windows and solar.
- Provide a detailed report card of the overall home performance
- Provide a summary for any recommend insulation upgrades or air sealing



# INSTANT SAVINGS MEASURES



- **LED Lightbulbs** - We will replace incandescent bulbs but not LED or Compact Fluorescent (spiral) bulbs. We offer a variety of bulbs for recessed lights, lamps, candelabras etc...
- **Water Measures** – we provide faucet aerators and low flow shower heads to reduce customers' water usage.
- **Thermostats** – We replace customers' nondigital thermostats with digital programmable thermostats from Honeywell.
- **Wi-Fi Thermostats** – Customers can choose a Nest E Wi-Fi thermostat instead of a Honeywell digital model. The Nest E has a customer co-pay of \$100.
- **Smart Power Strips** – Most customers are provided with 2 smart power strips which reduce the power consumed by devices that are plugged in while not in use.



# COMBUSTION SAFETY TEST



- A CST is performed during every HEA. The Auditor will fire the heating system and take several measurements including Carbon Monoxide (measured in PPM), Draft and Spillage. This determines whether the heating system adequately vents exhaust out of the home.
- If the system fails the CST, we recommend to the homeowner that they have the system professionally serviced or replaced.

# WEATHERIZATION

## 2 Types of Weatherization: **Insulation** and **Air Sealing**

- **INSULATION:** Fills the empty space inside the walls of a home and prevents loss of heat by conduction. Mostly, this is done with blown in cellulose. Fiberglass batting is used for specific purposes, such as damming around access hatches. Insulation is discounted by 75% (90% for certain homes) by the program.
- \*While Mass Save does not incentivize spray foam insulation, Neeeco is able to provide it if the customer wishes to pay the full contract price.
- **AIR SEALING (sometime called DRAFT SEALING):** Seals the gaps that let air move through a house. This is frequently done with targeted spray foam in places like cracks or holes drilled in a house for cable wire etc. Air sealing is covered 100% by Mass Save.



# WEATHERIZATION EXAMPLES



Target spray foam reduces draft around windows



Sealing around pipes and wires blocks the flow of air



An insulating dome installed above attic stairs prevents cold air from drifting down through the hatch



Rigid insulation installed along the rim joist prevents cold air from being pulled into the basement



A rim joist sealed with spray foam



Weather-stripping prevents drafts around doors



# INSULATION: Cellulose

- Customers receive 75 % off insulation up to 90% off
- Blown in cellulose is a dense, clumpy paper product that is packed into the wall cavities or “open blown” between floor joists in a unfinished attic
- It fills the available space around obstructions like pipes, wires, etc.
- Made from recycled material
- Typically blown in from the exterior of home depending on the external coverings



# MASS SAVE HEAT LOAN



- Customers must have an HEA to be eligible for the Heat Loan.
- The customer will be left with a form during the audit. They apply online by uploading the Heat Loan Intake form along with proposals for any work they plan to finance.
- A customer may borrow up to \$25,000 (lifetime total) for specific home improvements.
- The utility companies pay the interest so the loan is effectively offered to the customer at 0%.
- The HEAT Loan can be used to replace windows (only single pane), heating systems, A/C, water heaters and insulation.
- The Expanded HEAT Loan can be used to resolve H&S (Health and Safety) Roadblocks such as Knob & Tube or Vermiculite
- The loan is to be repaid over 84 months (7 years).

# Offerings / Methods



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 adaptation of energy saving measures.

Neeeco would prepare each advisor with proper information on all available relevant energy saving opportunities for each municipality. We will train our advisors, outreach, canvassers on all current local community initiatives before performing assessment or engaging with 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.

Our methods are to educate the community on the value of using Mass Save by building personal relationships via canvassing door-to-door, partnering with numerous businesses in the community (such as Lowe's, Home Depot, Stop and Shops, Shaws) and attending community sponsored events. We are strictly there to educate the community on how they can reduce their energy consumption, lower their energy bills and live a more comfortable life at home. Partnering directly with municipalities is a natural extension of our consumer-based method to educate consumers.