



Mass Save[®] Community First Partnership Informational Webinar

October 6 and 7, 2021

WE ARE MASS SAVE[®]:



We are Mass Save



Together, we make good happen for Massachusetts.

Your local electric and natural gas utilities and energy efficiency service provider are taking strides in energy efficiency: Berkshire Gas, Cape Light Compact, Eversource, Liberty Utilities, National Grid and Unitil.

As one, we form Mass Save[®], with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.



WE ARE MASS SAVE[®]:



What is Energy Efficiency?



Improvement Opportunities

- 1 Low Insulation Levels
- 2 Duct Leakage
- 3 Inefficient Heat Pump
- 4 Incandescent Bulbs
- 5 Inefficient Appliances
- 6 Gas Tank Water Heater
- 7 Inefficient Furnace
- 8 Combustion Safety
- 9 Inefficient A/C
- 10 Duct Disconnect



Designed to leverage the local knowledge, trusted relationships, and experience of **municipalities and community-based organizations** to increase awareness and measurable participation in the Program Administrator energy efficiency offerings among all customers.

Community First Partnership Goals



A focus on increasing participation in energy efficiency programs and increase energy savings, especially among renters, moderate income residents, non-English speaking residents, and small businesses.



Partner with municipalities and non-profit community organizations



Target areas with lower participation and renters/non-English speakers/moderate income/small business



Include stronger connections to municipal governments and community organizations



Support community-led outreach



Establish a two-way communication channel for municipalities and local organizations

Focused Outreach for Increased EE



Renters



English Isolated



Small Businesses



Low/Moderate Income

Program Implementation Model



Partnership Engagement and Success

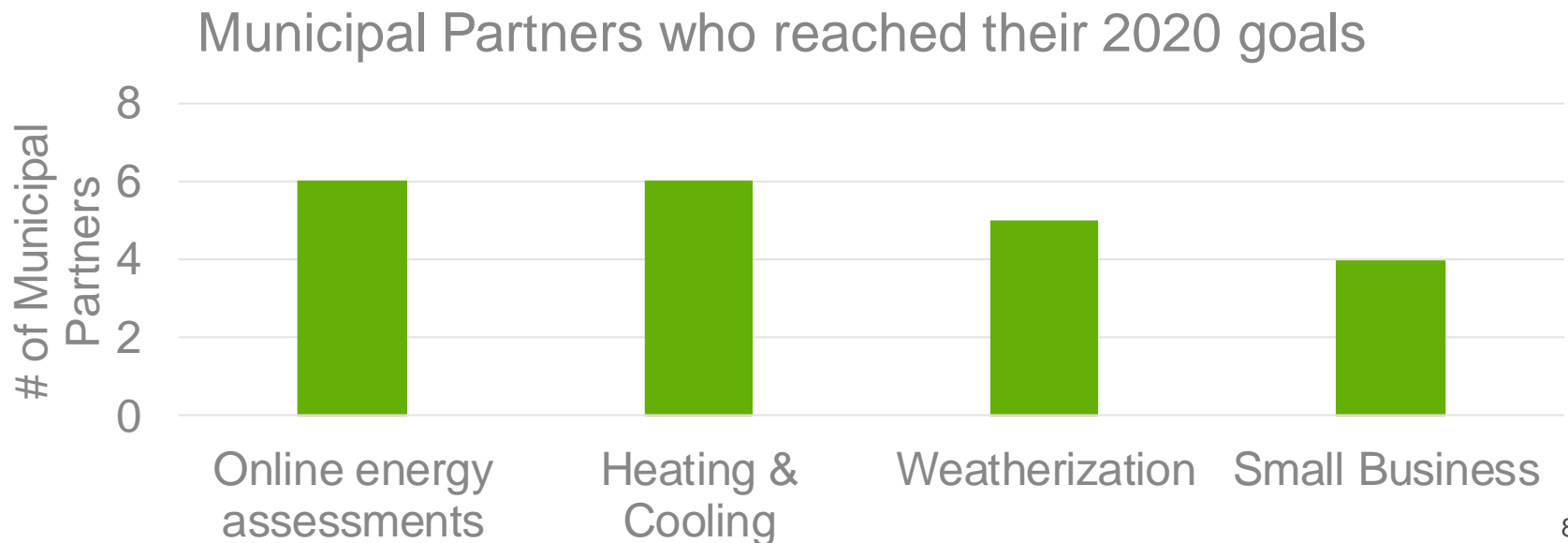


12 communities engaged 2020-21

95.86% average percent of award earned, based on goals achieved

600+ approximate number of outreach engagements 2020-21

130,000+ customers reached through Partnership outreach 2020-21



Testimonials



Fidel Maltez

Commissioner

Department of Public Works

Chelsea City Hall

“Over the last two years, we have done door-knocking campaigns, mailers, bus shelter ads, public forums and many other tools that have substantially increased participation in the Mass Save programs from our residents. We are thankful for the partnership and we are confident that we can continue to increase participation in the Mass Save programs in the future.”



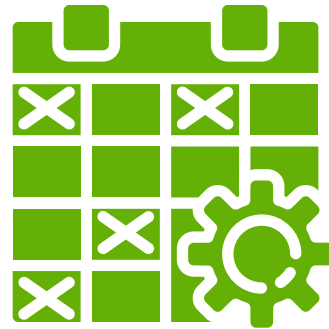
Joseph Cosgrove

Environmental Planner/
Energy Manager

Methuen Economic & Community
Development Dept. Methuen

The Mass Save Municipal Partnership has been a tremendous opportunity to involve the entire community in our sustainability initiatives and make the Commonwealth’s energy saving incentives more visible and accessible throughout our community.”

Community First Partnership Timeline & Next Steps



PROJECT SCHEDULE

Informational webinars with Massachusetts PA for interested applicants: **October 6 and October 7, 2021**

Last date for questions from communities: **November 5, 2021**

Proposals due: **November 12, 2021 at 5 p.m.**

Interview: Applicants should be prepared for a potential interview during the week of **November 15 and/or November 22, 2021**, however not all applicants may be requested to conduct an interview.

Selected communities notified: **End of November**

Orientation: **January 13, 2022**

Start date: **January 13, 2022**

Community Partner Team/PA specific meetings: Will be held in **early Q1 2022** to discuss specific goals and marketing plans.

Program End Date: **December 31, 2024**

Find more information and full application available at:
<https://www.masssave.com/en/learn/partners/community-partnership>

Thank you

WE ARE MASS SAVE®:

