



MESM ACADEMY: Mass Save Municipal Programs and Incentives



Monday, October 27
12 – 1pm

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MESM ACADEMY: Mass Save Municipal Programs and Incentives



Monday, October 27
12 – 1pm

Today's Lesson

Lesson Questions

- What is Mass Save and how can I participate in energy efficiency and decarbonization programs?

Learning Objectives

- Understand the Mass Save program and how it can help municipal reduce energy and fossil fuel use.
- Identify stepping-stones to building decarbonization and where to go to get assistance.





Introductory Poll

Rate your level of agreement with the following statements:

- I understand the Mass Save program and how it can help my municipality(ies) reduce energy and fossil fuel use.
- I know the stepping-stones to building decarbonization and where to go to get assistance.

1 = Strongly Disagree
2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree



Meet the Instructor



Jessica Reardon

**Supervisor Large C&I,
Energy Efficiency
Eversource**



Gemma Wilkens

**Community Solutions
Account Manager
National Grid**



Lori Timmermann

**Community Solutions
Account Manager
National Grid**

October 27, 2025



Mass Save Municipal Programs and Incentives

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Intro to Mass Save Programs

Challenges in the Field

Utility Contracted Vendors

Project/Study Scenarios

Appendix: Offer Details



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, 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.

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Utilizing Mass Save



Technical Support

Engineering Services
TA Vendors
Studies



Financial Support

Rebates/Incentives
Study Costs
Municipal Energy Manager
Funding



Process Support

Program/Applications
Utility Contacts

Eversource Team

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Mark Rooney – East

Nate Audette – Central/North Shore

Tim Simmonds - West



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What's New 2025-2027 Municipal Buildings

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Benchmarking/ Prioritization

Portfolio
Prioritization Plan

Identify buildings
with greatest
potential; capture
building data

Decarbonization
Roadmap

Holistic approach
to *identify* and
plan large scale
decarbonization

Measure Identification

Comprehensive
Building
Assessment

Scope
opportunities for
energy efficiency +
electrification

Investment Decision

Focused
Study

Detailed,
actionable project
estimates

Implementation



INCENTIVE OFFER

Challenges from the Field



- Deferred maintenance
- Knowing what comes first, next, and what can wait
- Navigating gov't hurdles (municipal, state, and fed)

Ex. Procurement, City Council, Funding Cycles

- Finding a champion
- Knowledge to run the latest technology
- Finding money to make projects happen – this may be #1 for all of you





What's the scenario?

You want to implement a \$50,000 lighting project and your procurement officer is saying the project needs to go out to bid.

Utility Contracted Vendors

What are Utility Contracted Vendors?

- Vendors authorized by your utility to coordinate the implementation of energy saving and decarbonization projects.
 - National Grid Project Expediter (PEX)
 - Eversource Utility Contracted Vendor
 - Charging Station Installer (CSI)

Mass Law Chapter 25A Section 14

- Municipalities can contract with a Utility Contracted Vendor for projects under \$300k - per building, per year, per measure - 'directly and without further solicitation.'

PEX/Contracted Vendor

Chapter 25A Section 14

[General Laws](#) » [Part I](#) » [Title II](#) » [Chapter 25A](#) »

SECTION 14

GENERAL LAWS

Chapter Section

Part I

▶ [Title I](#)

▶ [Title II](#)

▶ [Chapter 6](#)

▶ [Chapter 6A](#)

[Chapter 6B](#)

▶ [Chapter 6C](#)

▶ [Chapter 6D](#)

▶ [Chapter 6E](#)

▶ [Chapter 7](#)

▶ [Chapter 7A](#)

Project types:

- **Insulation and air sealing**
- **HVAC, equipment, and controls**
- **Electrification**
- **LED lighting**
- **Decarbonization activities**

NOT included: Any new fossil fuel projects

modification to windows and doors; (ii) caulking and weatherstripping; (iii) insulation; (iv) automatic energy control systems; (v) hot water systems; (vi) equipment required to operate variable steam, hydraulic and ventilating systems; (vii) plant and distribution system modifications; (viii) devices for modifying fuel openings; (ix) electrical or mechanical furnace ignition systems; (x) utility plant system conversions; (xi) replacement or modification of lighting fixtures; (xii) energy recovery systems; (xiii) on-site electrical generation equipment using new renewable energy generating sources as defined in section 11F; (xiv) decarbonization activities; and (xv) cogeneration systems.

(b) For purposes of this section, "total project cost" shall mean all construction costs of an energy conservation project, whether borne by the utility, agency, authority, body or the judiciary including, without limitation, the costs associated with equipment purchase and installation of such equipment. Ancillary services provided at no cost by



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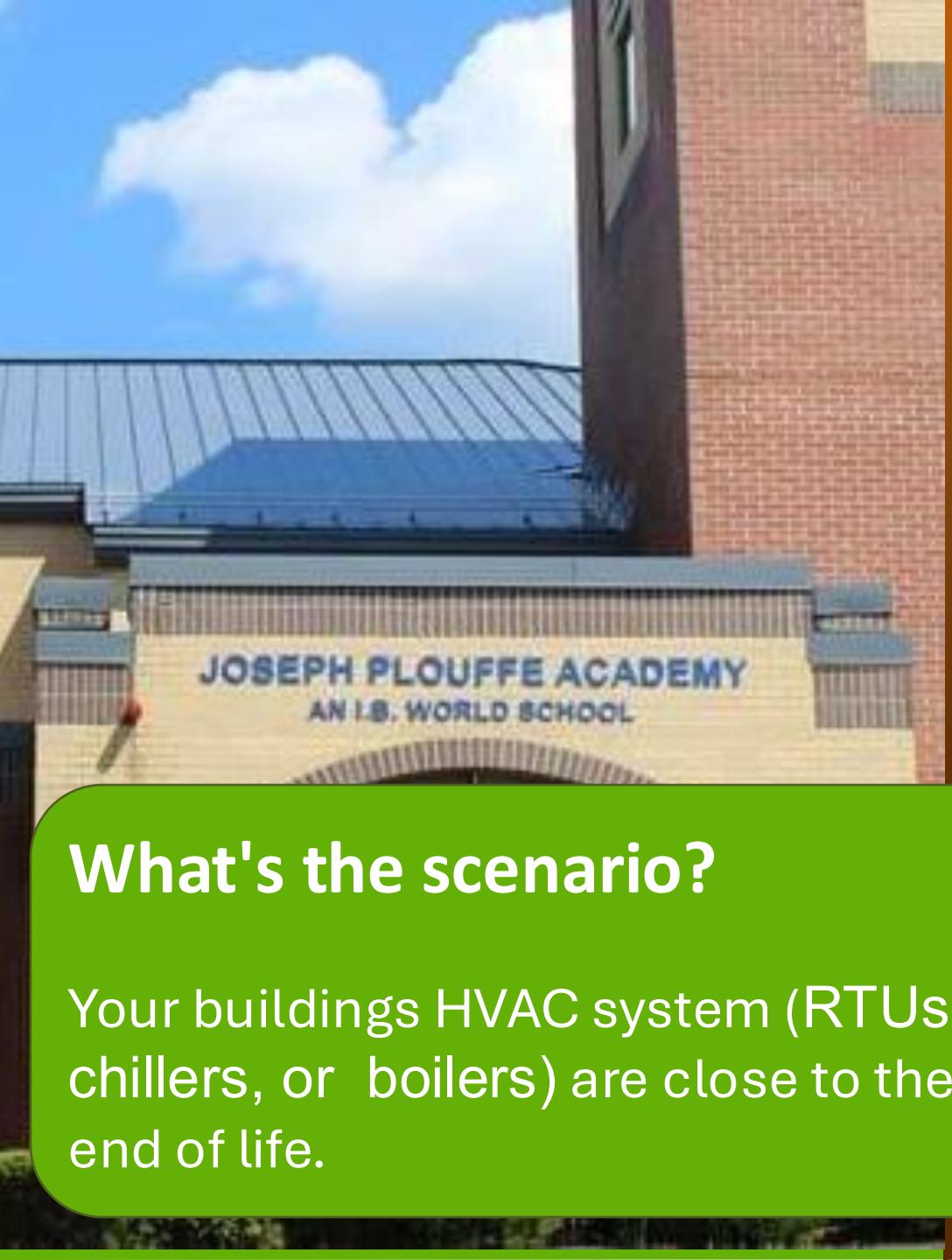
[Prev](#)

[Next](#)

What is the benefit of using a Utility Contracted Vendor?

- Procurement is painful!
- Utility Vendors know the process for getting utility incentives
- Vetted vendors are part of the MassSave ecosystem
- Allows the flexibility to build relationships with vendors





What's the scenario?

Your buildings HVAC system (RTUs, chillers, or boilers) are close to the end of life.

Decarbonizing Your Buildings

Do you need a study or is the building small enough to have vendor visits?

Scenario 1: Failing boiler at the Fire Station replaced with heat pumps

- PEX can give you a quote

Scenario 2: A large k-12 school HVAC system is expected to last 3 more years

- A study will give a full understanding of the building
- Not required if engineering design has already been planned (MSBA)

PEX/Contra
ctedVendor

CBA



What's the scenario?

Your just getting started and you need to build a project pipeline.

Prioritizing and Building a Project Pipeline

How to leverage vendor visits, PPPs and CBAs to develop a project pipeline.

*Not every situation requires a study. Consider what role your vendor partners, Owner Project Managers (OPMs), and design engineers play?





Learning Check!

A Comprehensive Building Assessment (CBA) is required before starting any energy efficiency project.

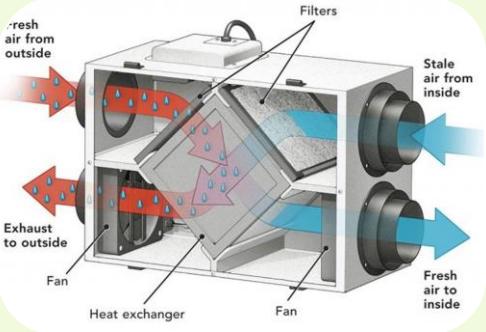
- A. True
- B. False



Getting Electrification Ready



Weatherization



Ventilation



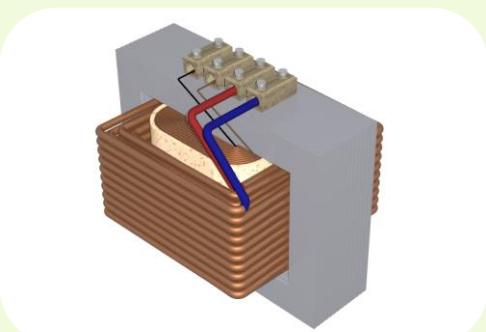
Controls



Hydronics



Variable Frequency Drives



Transformers



Compressed Air



Lighting Controls

What's the scenario?

Your town wants to get off oil and fully electrify the old town hall. What's next?



Getting Electrification Ready

Scenario:

1950's Brick Town Hall

2 oil fired boilers, manual thermostats, no controls, no insulation in attic, high energy bills, "It's too hot upstairs, too cold downstairs"

Weatherization

- Minimize heat loss & gain
- Improves comfort

Building Management System (BMS)

- Controls efficiency & demand
- EBCx if existing BMS

CBA

BMS

Wx

Getting Electrification Ready

Building Management Systems (BMS)

- Incentives for first time BMS installation, replacement of existing BMS, and the addition or optimization of control sequences.
- Prescriptive incentives <300,000 sq ft
 - Based on # of sequences and sq ft
- Custom incentives >300,000 sq ft

Weatherization

- Prescriptive rebate for buildings <20,000 sq ft
 - Based on R-value added per sq ft
- Custom incentive for buildings >20,000 sq ft
 - Requires a benefit cost analysis
 - Incentive based on energy savings

Existing Building Commissioning (EBCx)

- Incentives for optimizing the performance of existing building systems



Mass Save



Help with Overcoming Challenges

- Incentive funding
- School's initiative
- Electrification engineers
- Project expeditors
 - Chapter 25a
- Mass Save incentives for training
 - Building Operator Certification (BOC)

Tips for Working with Mass Save Sponsors

- Know your energy efficiency representative
- Engage with us early
 - Plan for six months before the Green Communities application due date
 - Plan 2-3 years in advance of end of life for HVAC
 - Identify target buildings for Comprehensive Building Assessments
- Reach out with questions: If there's a building upgrade planned, chances are there's a potential incentive
 - ...and possibly an outside grant to match!



Learning Check!

At what point in your journey should you engage with your utility partner?

- A. As early as possible
- B. After finding a project/vendor
- C. Once the project is complete



The Biggest Challenge – Finding Additional Funds



[MA Department of Energy Resources \(DOER\) Green Communities](#)



[Transforming Energy in Schools Initiative Program \(DOER\)](#)



[MA Clean Energy Center \(MassCEC\) Green School Works program](#)



[MA School Building Authority \(MSBA\) heat pump program](#)



From the field: How can we help customers braid funding sources together when possible?



Learning Check!

How can Mass Save programs help you?

- A. Technical Services
- B. Rebates/Incentives
- C. Support navigating program offers/applications
- D. All of the above





Appendix: Incentive Program Details

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Weatherization



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Three Distinct Pathways for Weatherization

Improving performance of the building shell:

- Stand-alone energy efficiency investment, regardless of fuel type
- Enabling investment in conjunction with electrification
- Measures typically consists of: Air Sealing, Insulation, and Weatherstripping

Three-tier pathway for commercial projects

- “Prescriptive” for small commercial buildings (< 20k sq ft) increased from 8k
- “Custom-express” approach for medium-to-large buildings (up to 100k sq ft)
- “Custom” approach for large/complicated projects (> 100k sq ft or unique building characteristics)



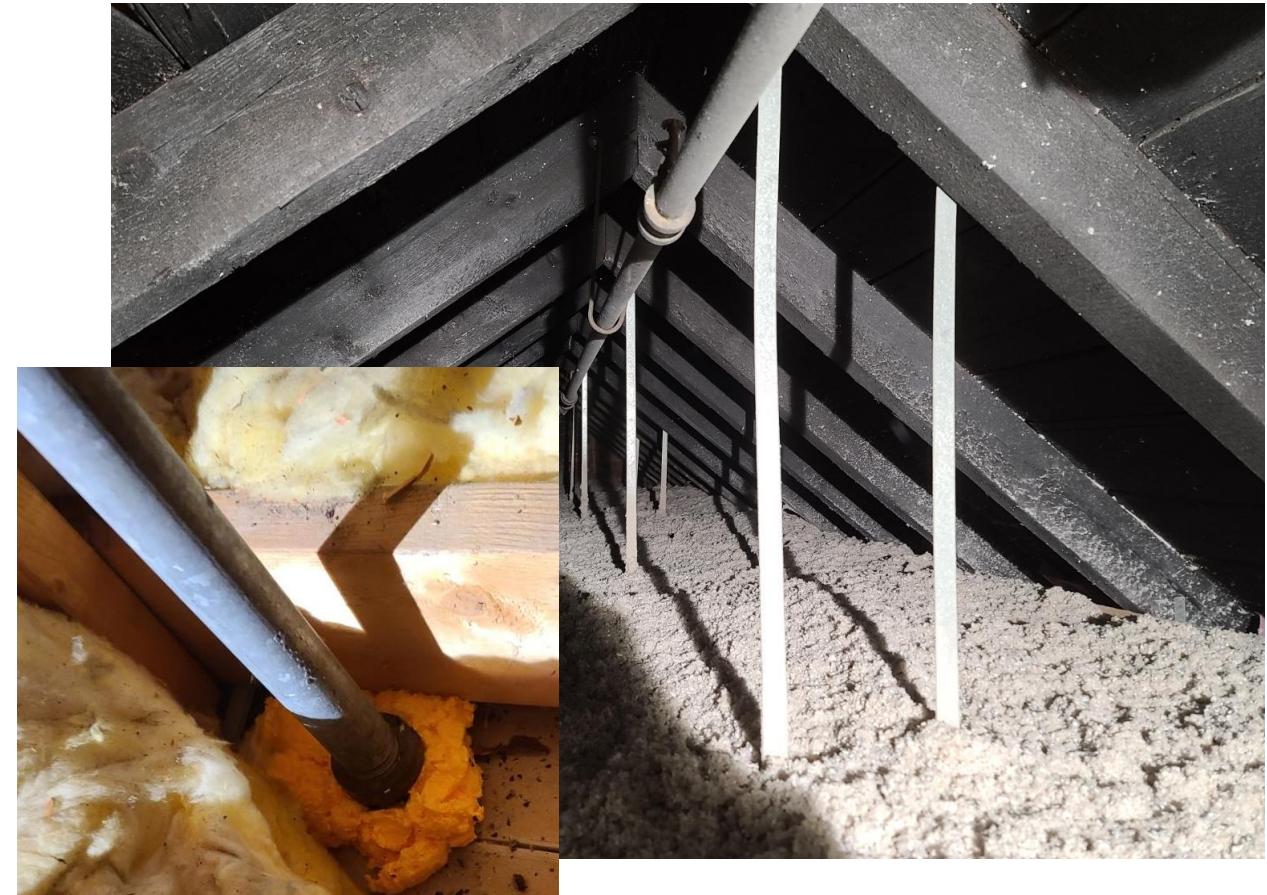
Weatherization Incentive Details

Custom Express Weatherization Tool for Project Expeditors and other installation vendors

- Results have been more consistent savings estimates from all vendors and faster utility reviews
- Latest Wx tool updated in March 2025
- Wx tool used for both Prescriptive/Custom Express

Weatherization incentives for Prescriptive pathway (< 20,000 sq ft)

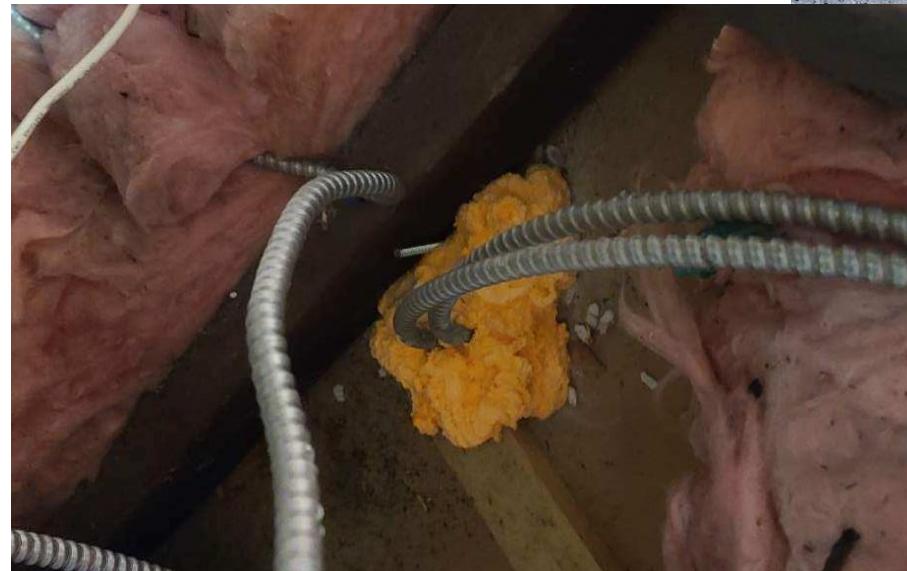
- Weatherstripping incentives = \$10 per linear ft
- Air Sealing incentives = \$103 per hour of work
- Insulation incentives = net R value* SF
- All incentives paid by Gas PA (or Electric PA if heated by oil, propane, or electric heat)
- No pre inspection or pre-approval required – can be submitted as a rebate
 - Pre-existing photos are required



Weatherization Incentive Details Continued...

Weatherization incentives available for projects saving oil/propane as well as gas and electric

- Threshold was reduced to 0.5 allowing more projects to screen and qualify for incentives
- All projects over 20,000 sq ft must pass the Benefit Cost Ratio (BCR)





Heat Pumps

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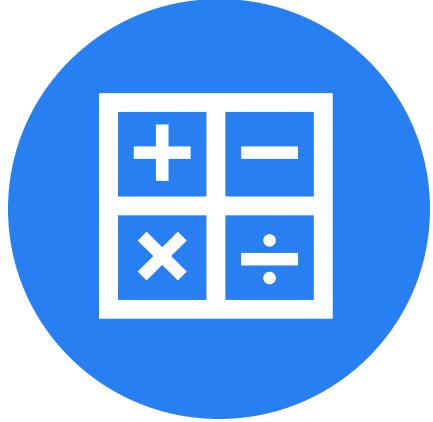
Prescriptive Electrification Incentive Highlights

Equipment Type	Current Rebate Amount	Rebate Amount as of 1/1/2026	Efficiency Requirement
Air Source Heat Pumps (ASHPs)	\$2,500 per ton	\$2,000 per ton	
Air Source Variable Refrigerant Flow (VRF)	\$3,500 per ton	\$2,800 per ton	Refer to MassSave.com/HPQPL
Ground Source Heat Pumps (GSHPs)	\$4,500 per ton	\$3,600 per ton	



- Current rebate available for projects installed and paid by 12/31/25. Requires existing commitment letter.
- Incentive calculated by the AHRI rating of the outdoor unit's cooling capacity
- Incentive is the same for displacing oil, propane, natural gas, or electric resistance heat
- Partial displacement must include integrated controls or utilize the existing management system
- New construction projects not eligible for these incentives

Prescriptive Rebates



Eligible equipment (must be on QPL)

- Air source (air-to-air) heat pumps
- Variable refrigerant flow air source heat pumps
- Ground source heat pumps (geothermal)

Eligible projects

- < 150 tons, partial or full displacement
- Used for space heating and cooling

Rebate amount

- Rebates are based on tonnage

Custom Path



Use custom for...

- Projects >150 tons
- Equipment not covered by prescriptive offer
- Process heating

Eligibility criteria

- Must produce net MMBTU reduction
- Must NOT increase GHG emissions
- Must meet cost-effectiveness criteria

Incentive amount

- Incentives vary based on scope and cost



Lighting

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Lighting

Lighting Downstream Program

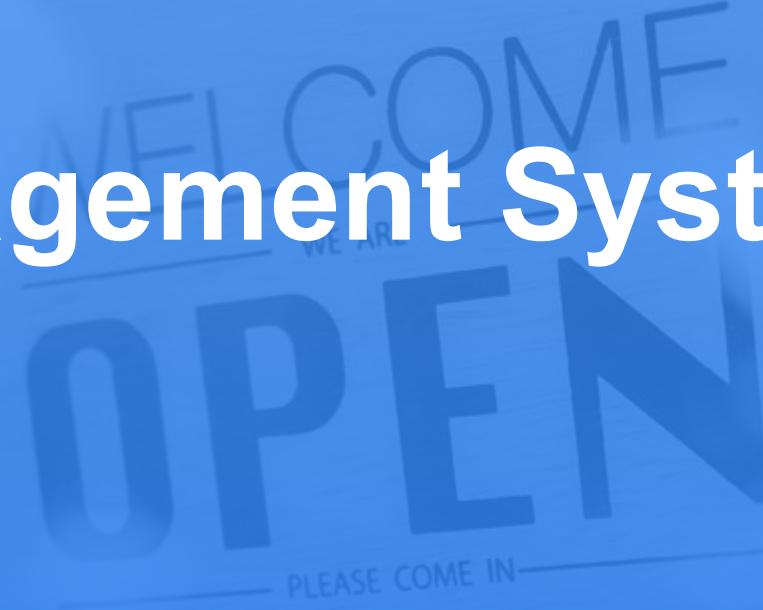
- LED fixture incentive deadline extended to 10/31/26 (projects must installed and paid)
- Presently, other C&I customers only receiving lighting controls incentives
- \$90 for smart controls



Product Code	Product Description	Per-Lamp Incentive	
Indoor Luminaires & Indoor Retrofit Kits			
88A	LED Indoor Retrofit Kits: 1x4, 2x2, and 2x4 Troffers	\$50	LED Indoor Retrofit Kits for 1x4, 2x2, and 2x4 Troffers. Eligible kits are required to be listed by the DLC and must meet DLC technical requirements for indoor retrofit troffer kits.
88B	LED Indoor Troffers: 1x4, 2x2, and 2x4	\$70	LED Indoor 1x4, 2x2, and 2x4 Troffer Fixtures. Eligible fixtures are required to be listed by the DLC and must meet DLC technical requirements for indoor troffer luminaires.
89	LED Linear Ambient	\$70	LED Linear Ambient: Direct or with Indirect Component. Eligible luminaires or kits are required to be listed by the DLC and must meet DLC technical requirements for indoor luminaires or indoor retrofit kits—linear ambient with greater than 375 lumens per foot.
63	Interior Integral Fixture Mounted Dual Sensors	\$45 (per fixture)	Integral fixture mounted dual sensors with motion and photocell/ambient light sensors. System to control motion response and illumination levels. Only one incentive per fixture.
63A	Integral Fixture Mounted Dual Sensors and Network-Capable Controls	\$90 (per fixture)	Integral, fixture-mounted, addressable sensors with motion and photocell/ambient light-sensing capabilities along with embedded programming that can be configured and networked. System to control motion response, illumination levels, and scheduling. Please see additional requirements for networked lighting control systems below. Only one incentive per fixture. See the specification and QPL for specific requirements: https://www.designlights.org/lighting-controls/



Building Management Systems



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Building Management System (BMS)

- All fuel types eligible
- Eligible solutions:
 - First time installs
 - Replacements of >15 yr old systems
 - Add-on's
 - Optimization
 - Subscription based controls
- New equipment eligible in 2025 – not new buildings
- Incentives:
 - Incentives are either \$0.05 or \$0.10 x SF x number of sequences
 - Up to 13 sequences are eligible

Sequence Eligibility by Major Equipment

Primary or Secondary HVAC Equipment		System Schedule and Unoccupied Setbacks ^[1]	Optimal Start/Stop ^[1]	Reset Chilled Water Temperature	Reset Static Pressure	Reset Boiler Water Temperature	Demand Control Ventilation	Economizer Control - Dry Bulb or Dual Enthalpy	Reset Supply Air Discharge Temperature	Reset Condenser Water Temperature
Cooling	Direct Expansion in AHU	-	-	-	-	-	Eligible	Eligible	Eligible	-
	Chiller	-	-	Eligible	-	-	Eligible	Eligible	Eligible	Eligible
	Air Source Heat Pump	-	-	-	-	-	Eligible	Eligible	Eligible	-
	VRF or VRV System	-	-	-	-	-	Eligible	Eligible	Eligible	-
	Water Source Heat Pump with Chiller	-	-	Eligible	-	-	Eligible	Eligible	Eligible	Eligible
Ventilation	CV Air Handler or DOAS	Eligible	Eligible	-	-	-	-	-	-	-
	VAV Air Handler or DOAS	Eligible	Eligible	-	Eligible	-	-	-	-	-
	Decentralized Ventilation	Eligible	Eligible	-	-	-	-	-	-	-
Heating	Steam Boiler	Eligible	Eligible	-	-	-	Eligible	-	Eligible	-
	Hydronic Boiler	Eligible	Eligible [2]	-	-	Eligible [2]	Eligible	-	Eligible	-
	Furnace	Eligible	Eligible [2]	-	-	-	-	-	-	-
	Electric Resistance (AHU or Terminal Units)	Eligible	Eligible [2]	-	-	-	-	-	-	-
	Air Source Heat Pump	Eligible [3]	Eligible [2]	-	-	-	Eligible	-	-	-
	VRF or VRV System	Eligible [3]	Eligible	-	-	-	-	-	-	-
	Water Source Heat Pump with Boiler	Eligible	Eligible	-	-	Eligible	Eligible	-	Eligible	-



Variable Frequency Drives



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Variable Frequency Drives

Variable Frequency Drives (VFD) & VFD Motor Combo Incentives

- Pre-Inspection required
- Replacement of failed/bypassed/end of life VFDs may now be eligible
 - Run as custom
 - Water/Wastewater VFD's excluded from prescriptive offering (may be eligible for custom incentives)

Table 1: Select VSD Installation Type

BDF	Boiler Draft Fan	FWP	Boiler Feed Water Pump	PE	Process Exhaust and Make-Up Fan
BEF	Building Exhaust Fan	HWP	Heating Hot Water Circ. Pump	RFA	HVAC Return Air Fan
CTF	Cooling Tower Fan (Single-Speed Only)	MAF	Make-Up Air Fan	SFA	HVAC Supply Air Fan
CWP	Chilled/Condenser Water Distrib. Pump	PCP	Process Cooling Pump	WHP	Water Source Heat Pump Circ. Pump

For the VSD types in (boldface/highlighted) above, page 6 of this application must be completed.

Variable speed drives for any application beyond those shown in the table above must pursue a Mass Save [Custom Project Application](#).

Table 2: Select VSD Size

Horsepower	VSD Incentive						
1 - < 5	\$1,000	15 - < 20	\$2,200	30 - < 40	\$3,800	60 - < 75	\$6,400
5 - < 10	\$1,400	20 - < 25	\$2,600	40 - < 50	\$4,600	75 - < 100	\$7,500
10 - < 15	\$1,800	25 - < 30	\$3,200	50 - < 60	\$5,400	100 - 150	\$8,500

OR Select VSD and Motor Size

Horsepower	VSD & Motor Incentive						
1 - < 5	\$1,250	15 - < 20	\$2,750	30 - < 40	\$4,800	60 - < 75	\$8,250
5 - < 10	\$1,750	20 - < 25	\$3,300	40 - < 50	\$5,850	75 - < 100	\$9,450
10 - < 15	\$2,250	25 - < 30	\$4,050	50 - < 60	\$6,750	100 - 150	\$10,950



Transformers

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Transformers and other Electric Programs

Transformers/Refrigeration Projects

- Custom approach
- Must pass BCR
- Incentive based on kWh savings

Chillers (cooling only)

- Prescriptive incentives for both air-cooled & water-cooled systems
- Range from \$20 to \$32/ton
- Extra incentive for exceeding the minimum efficiency requirements

Midstream (point of sale discount)

- For A/C only systems

Type (*)	Eligible Equipment		Proposed Equipment		Incentives				
	Unit Size-AHRI Net Tons	Threshold Efficiency: FL or IPLV	AHRI ratings		Base Unit Incentive (per ton)	Base Total	Performance Incentive For each 0.1 EER point above or for each 0.01 kW/ton point below minimum criteria relative to IPLV		
			Net Tons	Unit Efficiency (**)					
Water Chillers @ AHRI 550/590									
(A) Air Cooled w/Condenser, Electrically Operated/Remote Condenser (split system). Must be equipped with matching condensers.	< 150 Tons	FL: 10.61 EER IPLV: 16.59 EER	NT(A): _____	FL: _____ EER IPLV: _____ EER	\$30	BT(A): _____	\$2.20		
	>= 150 Tons	FL: 10.61 EER IPLV: 16.91 EER			\$32		\$4.00		
(B) Water Cooled, Electrically Operated, Positive Displacement.	>= 75 and < 150 Tons	FL: 0.684 kW/Ton IPLV: 0.466 kW/Ton	NT(B): _____		\$25	BT(B): _____	\$5.00		
	>= 150 and < 300 Tons	FL: 0.627 kW/Ton IPLV: 0.418 kW/Ton		FL: _____ kW/Ton IPLV: _____ kW/Ton	\$22		\$4.50		
	>= 300 and < 600 Tons	FL: 0.580 kW/Ton IPLV: 0.390 kW/Ton			\$22		\$4.50		

Equipment Type	Incentive Amount
Air Source Air Conditioner	Up to \$150/ton
Water-/Evaporatively Cooled Air Conditioner	Up to \$200/ton
Dual Enthalpy Economizer Controls (when installed with new qualifying equipment)	\$250/unit

Electric Lawn Equipment

- Rebate – submit after purchase
- Limit of 10 pieces of equipment per year, per account number



Retail-Grade Battery-Powered Lawn Equipment	
Lawnmower*	\$75
Leafblower	\$30
String Trimmer	\$30
Chainsaw	\$30

*Must be <500 watt-hour battery capacity

Professional-Grade Battery-Powered Lawn Equipment	
Lawnmower**	\$3,500
Leafblower***	\$100
String Trimmer***	\$100
Chainsaw***	\$100

**Must be >7,000 watt-hour battery capacity

***Must be >500 watt-hour battery capacity



Steam Traps, Boiler Controls, and other Gas Measures

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Prescriptive Gas Measures

All rebates/incentives for new gas fired equipment ended 12/31/24

- Boiler Controls and Steam Traps
- Thermostats
- Faucet Aerators & Shower Heads

Measure Information							
Type of Equipment	Date Installed	Manufacturer	Model Number	Size of Unit Controlled (BTU)	Installed Cost	Qty Installed ¹	Rebate Amount ¹
After-Market Boiler Reset Controls \$225							
Steam Traps \$50							
Showerheads up to \$20							
Faucet Aerators up to \$8							

Measure Information—Thermostat Rebates							
Type of Equipment	Date Installed	Manufacturer	Model Number	Does the Thermostat Control Air Conditioning?	Installed Cost	Qty Installed ¹	Rebate Amount ¹
Programmable Thermostat up to \$25				<input type="checkbox"/> Yes <input type="checkbox"/> No			
Wireless-Enabled Thermostat up to \$100				<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

Steam Traps, Water Heating, Pipe Insulation

Custom Steam Traps

- See your gas energy efficiency representative to learn details
- Customers can now participate every year

Water Heating

- Instant rebates from distributor (Midstream Program)

Heat Pump Water Heaters					
Equipment	Sector	Existing Water Heating Fuel Type	Size	Required Efficiency	Customer Incentive (\$/Unit)
Electric Heat Pump Water Heater (HPWH)	Commercial	Electric, Propane, Oil, or Natural Gas	<= 85 Gallon	UEF >= 3.3	\$1,000
			> 85 and <= 120 Gallon	COP >= 3.6	\$2,200

Pipe Insulation

- Pipes, Tanks, & Valves eligible
- Custom Express tool
- Incentive based on savings



Additional Offers

Additional Mass Save Programs:

- New Construction & Major Renovations
- Building Operator Certification (BOC)Training
- NEED Teacher Training
- Demand Response

Utility Programs:

- EV Charger Programs



Next Steps

- Please take 3-5 mins to please complete the anonymous evaluation form (link in chat)

Upcoming Events:

- **November 3:** Training on Grant Writing & Creating Project Pipeline
- **November 19:** PLN Session
- **November TBD:** Working in a Muni Gov 101



Thank you!

