



Mass Save® Community Partnership Strategy Update

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Agenda



- Partnership Strategy Overview
- Strategy Goals
- Solutions Available
- Implementation Plan Development Details
 - Targeting Municipalities
 - Stakeholder Engagement
 - Toolkit & Resources Available
- Timing & Next Steps

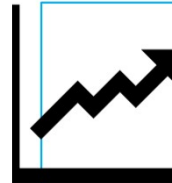
Overview



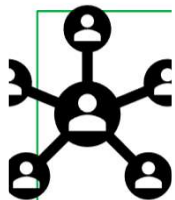
Goal: Work with local partner communities to increase the reach of energy efficiency savings (i.e. weatherization, heating equipment), especially among renters, moderate income residents, non-English speaking residents, and small businesses.



Partner with municipalities



Target areas with lower participation *and* renters/non-English speakers/mod income/small biz



Include a stronger connection to municipal governments and community organizations



Support community-led outreach



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

Residential Goals



Implementation of cost-effective energy efficiency solutions to residents with a focus on those who are renters, moderate income (60-80% state median income), and speak languages other than English in:

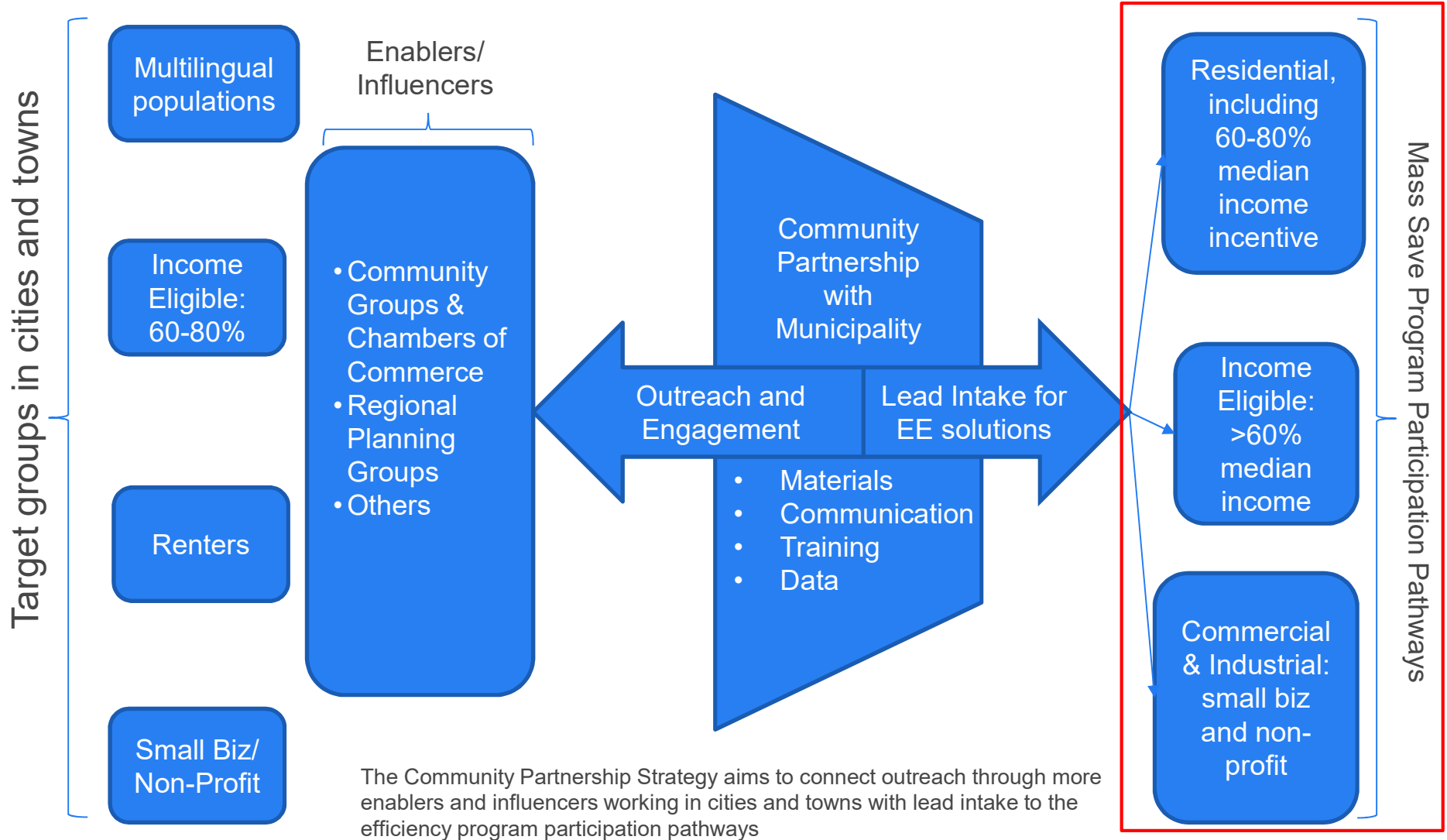
- Home Energy Assessments
- Air sealing jobs completed
- Insulation jobs concluded
- High efficiency heating equipment installed
- Refrigerator & freezers recycled
- Wireless thermostat direct installs

C&I Goals



Implementation of cost-effective energy efficiency solutions and participation in the small business turnkey program for small/micro sized businesses

Energy Efficiency Program Opportunities



Target Municipalities for Outreach



Cities and towns across Massachusetts with:

- Lower than average program participation, based on outcomes from non-participant study
- Sizable populations of:
 - Primary languages other than English
 - Renters
 - Moderate income customers (60-80% median income)
 - Small and micro sized businesses
- PAs would consider applications from any municipalities that would like to apply

In the future, municipal governments may involve and collaborate closely with non-profits to meet their goals and as part of their strategy to reach more people with energy efficiency

Goal: Gather feedback to influence the design of Partnership Strategy Implementation Plan

- Number of towns represented
- Number of organizations represented
- Discussion topics:
 - Ideas for specific methods for outreach to residents directly related to increased energy efficiency participation
 - Design of successful partnerships between municipal governments and Mass Save Program Administrators
 - Types of support and materials needed to reach more residents and ways to use materials
 - Tracking participation and evaluating partnership success
 - Consideration of communities' longer term EE goals beyond their year in the partnership strategy

Partnership Strategy Proposed Tool Kit



- Marketing materials
- Regular check-in calls with all partner communities
- Regular individual check-in calls/ meetings
- Educational trainings and materials
- Progress dashboard by community

Timeline and Next Steps



Activity	Target Date
MARPA Meeting	April 26, 2019
Development of Stakeholder Meeting Strategy	May 2019
Stakeholder Engagement Session	June 13, 2019
Incorporate further stakeholder feedback	June/July 2019
Finalize Partnership Strategy Implementation Plan (Outreach and Enrollment)	August 2019
Finalize Target Municipalities	August 2019
Outreach to Identified Municipalities	Q3 2019
Municipality Enrollment	Q4 2019
Kickoff with Selected Municipalities	Q4 2019
Partnership Begins	Q1 2020



Thank You!



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