MA ENERGY EFFICIENCY ADVISORY COUNCIL

→ CONSULTANT TEAM

PROGRESS TOWARDS 2025-2027 EQUITY TARGETS

Q4 2025

- Equity Working Group
- March 30, 2026

www.ma-eeac.org

INTRODUCTION

- This presentation presents an overview of the Program Administrators' progress towards achieving the **quantitative** Equity Targets for the 2025-2027 plan as of the end of program year 2025
  - The Equity Targets were approved prior to the DPU's order mandating $500 million in Res Sector budget cuts. We have revised the Targets to reflect those cuts
- There are additional Equity Targets in the form of commitments
  - E.g., *Provide bi-annual updates on marketing materials tailored to different market segments, e.g., small business, LOTE customers, renters or single-family homeowners, including sharing examples of marketing materials*
  - We will seek to provide an update on progress toward achieving these targets in May

EQUITY INVESTMENT OVERVIEW

	Total Investment ($)		
Customer Segment	Term Planned	2025 Completed (33% of Term)	Completed as % of Term
Total Equity Investment*	**1,769,405,860**	**450,045,713**	**25%**
Low Income Incentives	884,802,759	252,891,998	29%
Moderate Income Incentives	348,945,705	52,900,895	15%
Renter Incentives*	589,021,862	156,016,038	26%
--Non-LMI Renter Incentives	72,823,912	27,075,416	37%
Small Business Turnkey Incentives	96,774,118	33,392,856	35%
Workforce Development	78,451,013	13,286,003	17%
Community Engagement	19,003,123	5,174,837	27%
Language Access	21,906,003	1,824,936	8%
Small Business Turnkey Program Support	35,194,985	7,655,052	22%
Low-Income Program Support	211,504,242	55,843,718	26%

*Renter incentive include incentives to low-, moderate- and non-income qualified renter households and therefore there is overlap between the LMI incentives and the renter incentives noted above; that overlap is removed from the total investment.

- **Spending for Res and LI sectors as a whole for comparison**
  - Res electric: 21%
  - Res gas: 29%
  - LI electric: 26%
  - LI gas: 31%

EQUITY INCENTIVES TARGETS-- YEARLY PROGRESS INDICATORS

- Three of the four equity incentives targets were met or almost met.
  - Moderate income weatherization exceeded goals, though the low number of heat pumps brings down the total incentives

- Deliver 30% of planned **low-income incentives** in 2025
  - Achieved: 29%
- 26% of planned **moderate-income incentives** in 2025
  - Achieved: 15%
- 29% of planned **renter incentives** in 2025
  - Achieved: 26%
- 34% of planned **small business turnkey incentives** in 2025
  - Achieved: 35%

DESIGNATED EQUITY COMMUNITIES (DECs) TARGETS

- The PAs have met their target of providing annual production in DECs, in total and broken out by renters and non-renters, for weatherization and for heat pump installations
  - The Plan does not include specific production targets for the DECs

	Heat Pumps				Weatherization				Other Measures			
	Units		Incentives		Units		Incentives		Units		Incentives	
	Renters	Non-Renters	Renters	Non-Renters	Renters	Non-Renters	Renters	Non-Renters	Renters	Non-Renters	Renters	Non-Renters
Residential New Homes & Renovations											$782,110	$204,071
1-4 Units Turnkey (Single Family)	324	796	$7,238,122	$17,768,087	2,398	7,392	$12,696,368	$40,845,125			$22,430,714	$2,205,656
5+ Units Turnkey (Multi Family)	1,051	64	$10,200,781	$206,763	3,303	1,296	$9,838,899	$1,327,859			$11,092,737	$649,646
Rebates	326	1,971	$3,409,394	$14,640,524							$782,110	$1,849,122
C&I Small Business Turnkey Retrofit				$293,831		136		$3,340,749			$782,110	$204,071
C&I Equipment Rebates & Instant Incentives				$323,154		9		$49,036			$250	$4,500

HIGH RATES OF WEATHERIZATION TO LMI CUSTOMERS IN DECS

- Almost 50% of low and moderate income customers served with weatherization were in DECs
- Across all income groups, 28% of all homes served by weatherization and 27% of all weatherization incentives provided in 2025 were in DECs
  - *We estimate that approximately 30% of PA-served residential and low income customers statewide live in a DEC*

	Low Income		Moderate Income		Non-LMI		TOTAL		% of TOTAL	
	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC
HOMES										
1-4 Units Turnkey (Single Family)	3,446	3,648	3,834	4,186	2,510	19,778	9,790	27,612	26%	74%
5+ Units Turnkey (Multi Family)	3,196	4,551	206	9	1,197	5,387	4,599	9,947	32%	68%
Total Homes	**6,642**	**8,199**	**4,040**	**4,195**	**3,707**	**25,165**	**14,389**	**37,559**	**28%**	**72%**
DEC % of Total Homes by Segment	**45%**	**55%**	**49%**	**51%**	**13%**	**87%**	**28%**	**72%**		
INCENTIVES										
1-4 Units Turnkey (Single Family)	$ 24,656,800	$ 30,882,730	$ 18,352,300	$ 20,581,057	$ 10,532,394	$ 75,999,807	53,541,494	127,463,594	30%	70%
5+ Units Turnkey (Multi Family)	$ 3,196	$ 20,895,844	$ 464,781	$ 32,478	$ 1,484,630	$ 4,287,851	1,952,607	25,216,173	7%	93%
Total Incentives	**24,659,996**	**51,778,574**	**18,817,081**	**20,613,535**	**12,017,024**	**80,287,658**	**55,494,101**	**152,679,767**	**27%**	**73%**
DEC % of Total Incentives by Segment	**32%**	**68%**	**48%**	**52%**	**13%**	**87%**				

SHARES OF HEAT PUMP INSTALLS IN DECS WERE 3-4x HIGHER FOR LMI THAN NON-LMI

- 37% of Low Income homes and 51% of moderate income homes served with a heat pump were in DECs
- Across all income groups, 18% of all homes served by heat pumps and 24% of all heat pump incentives provided in 2025 were in DECs

	Low Income		Moderate Income		Non-LMI		TOTAL		% of TOTAL	
	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC	DEC	Non-DEC
HOMES										
1-4 Units Turnkey (Single Family)	1,024	1,979	89	161	6	6	1,119	2,146	34%	66%
5+ Units Turnkey (Multi Family)	520	668	257	-	339	301	1,116	969	54%	46%
Rebates			66	229	2,231	16,768	2,297	16,997	12%	88%
Total Homes	**1,544**	**2,647**	**412**	**390**	**2,576**	**17,075**	**4,532**	**20,112**	**18%**	**82%**
DEC % of Total Homes by Segment	**37%**	**63%**	**51%**	**49%**	**13%**	**87%**	**18%**	**82%**		
INCENTIVES										
1-4 Units Turnkey (Single Family)	$ 22,582,886	$ 44,760,358	$ 2,273,863	$ 3,860,521	$ 149,459	$ 154,561	25,006,208	48,775,440	34%	66%
5+ Units Turnkey (Multi Family)	$ 6,928,762	$ 11,402,942	$ 1,142,538	$ -	$ 2,336,243	$ 2,478,018	10,407,543	13,880,960	43%	57%
Rebates			$ 799,173	$ 3,087,230	$ 17,250,745	$ 103,921,328	18,049,918	107,008,558	14%	86%
Total Incentives	**29,511,648**	**56,163,300**	**4,215,574**	**6,947,751**	**19,736,447**	**106,553,907**	**53,463,669**	**169,664,958**	**24%**	**76%**
DEC % of Total Incentives by Segment	**34%**	**66%**	**38%**	**62%**	**16%**	**84%**				

RESIDENTIAL RENTERS TARGETS—YEARLY PROGRESS INDICATORS

- Both progress indicators for the residential renters targets were achieved in 2025

- 30% of planned **weatherization in rental homes** in 2025
  - Achieved: 37% (2,061 units)
- 27% of planned **heat pumps in rental homes** in 2025
  - Achieved: 31% (1,402 units)

LOW INCOME TARGETS

- Weatherization is well on track to meeting the term goals
- Heat pump production will need to accelerate in 2026 and 2027 to achieve the targets

- **Weatherize** at least 19,811 low-income homes (1-4 units) and at least 22,940 low-income homes (multi-family 5+ units) over the term
  - 2025 Achieved:
    - Single family: 7,094 homes (36% of term goal)
    - Multi-family: 7,747 homes (34% of term goal)
- Install **heat pumps** in at least 10,796 low-income homes (1-4 units) and in at least 5,794 low-income multi-family homes (5+ units) over the term
  - 2025 Achieved:
    - Single family: 3,003 homes (28% of term goal)
    - Multi-family: 1,188 homes (21% of term goal)

MODERATE INCOME TARGETS

- Weatherization in 1-4 unit homes is well on track, though it is at only 4% of the multifamily target
- Turnkey heat pump production is falling far short of the target—at 5% of the term goal

- **Weatherize** at least 15,771 moderate income properties (1-4 units) and at least 6,076 (multi-family 5+ units) over the term
  - 2025 Achieved:
    - Single family: 8,020 homes (51% of term goal)
    - Multi-family: 215 homes (4% of term goal)
- Through the turnkey delivery model, install **heat pumps** in at least 4,819 moderate income properties (1-4 units) and at least 480 moderate income multi-family properties (5+ units) over the term
  - 2025 Achieved:
    - Single family turnkey: 250 homes (5% of term goal)
    - Multi-family turnkey: 257 homes (54% of term goal)

WORKFORCE AND SUPPLIER DIVERSITY TARGETS

- Report annually on number and percent of total diverse suppliers (broken down by MBE, WBE, DBE, LGBTQ+,VBE) directly invited to participate in statewide RFPs (as part of bidder pool)
- BE stands for Business Enterprise
  - M=Minority
  - W=Woman
  - D=Disabled
  - V=Veteran

Bidder Pool Diversity for Statewide RFPs*	
Statewide Total	**Number of Suppliers 2025**
Total Diverse Suppliers Directly Invited to Participate in Statewide RFPs** (as part of bidder pool)	46
MBE Suppliers Directly Invited to Participate in Statewide RFPs	15
WBE Suppliers Directly Invited to Participate in Statewide RFPs	27
DBE Suppliers Directly Invited to Participate in Statewide RFPs	3
LGBTQ+ Suppliers Directly Invited to Participate in Statewide RFPs	0
VBE Suppliers Directly Invited to Participate in Statewide RFPs	7
All Suppliers Directly Invited to Participate in Statewide RFPs	264
% Diverse Suppliers Directly Invited to participate in Statewide RFPs	**17%**
Total Diverse Suppliers Responded to Statewide RFPs**	20
MBE Suppliers Responded to Statewide RFPs	12
WBE Suppliers Responded to Statewide RFPs	14
DBE Suppliers Responded to Statewide RFPs	1
LGBTQ+ Suppliers Responded to Statewide RFPs	0
VBE Suppliers Responded to Statewide RFPs	4
All Direct Suppliers Responded to Statewide RFPs	92
% Diverse Suppliers that Responded to Statewide RFPs	**22%**

*Diverse suppliers are based on self-reporting as part of the proposal response.
**Some diverse suppliers may have multiple designations and would be reported in each applicable category (see PAs' original reporting for full note here)

WORKFORCE AND SUPPLIER DIVERSITY TARGETS

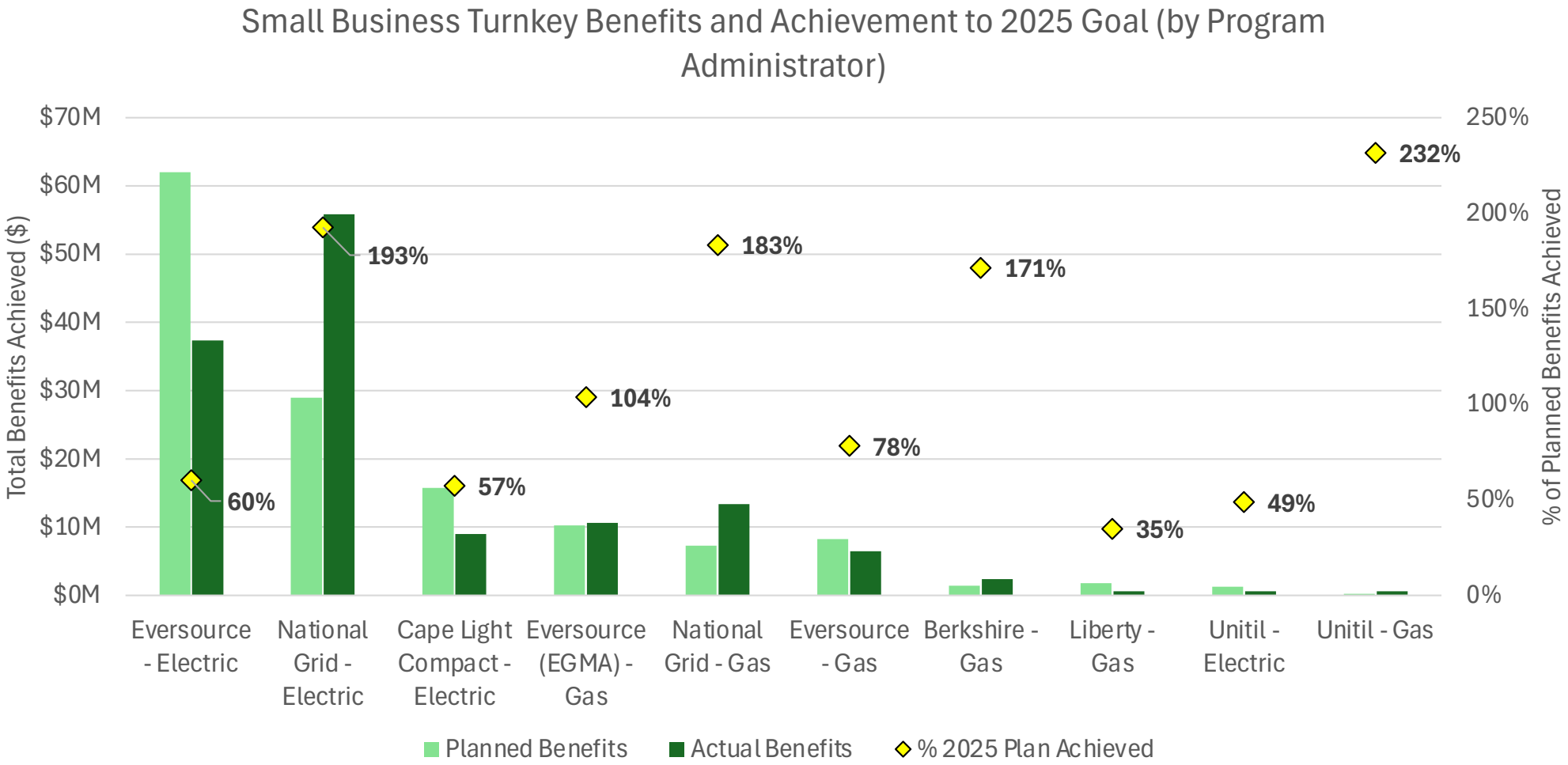
- The reporting target is met; progress still needs to be made to achieve the aspirational benchmark of 15%
- Report annually the achievement against the aspirational benchmark to spend 15% of annual dollar volume of direct Mass Save contracts with diverse suppliers

Program Spend with Diverse Suppliers*		
Statewide Total	**Number of Suppliers*** **	**Spend on Diverse Suppliers ($)**** **
	2025	**2025**
All Diverse Suppliers**	**81**	**9,484,635**
MBE Suppliers	12	280,739
WBE Suppliers	54	8,004,719
DBE Suppliers	5	252,110
LGBTQ+ Suppliers	-	-
VBE Suppliers	4	9,462
All Direct Suppliers	**574**	**252,872,173**
% Diverse Suppliers	**14%**	**4%**

*Diverse suppliers are based on business self-certification or self-reporting. The PAs will not require formal certification

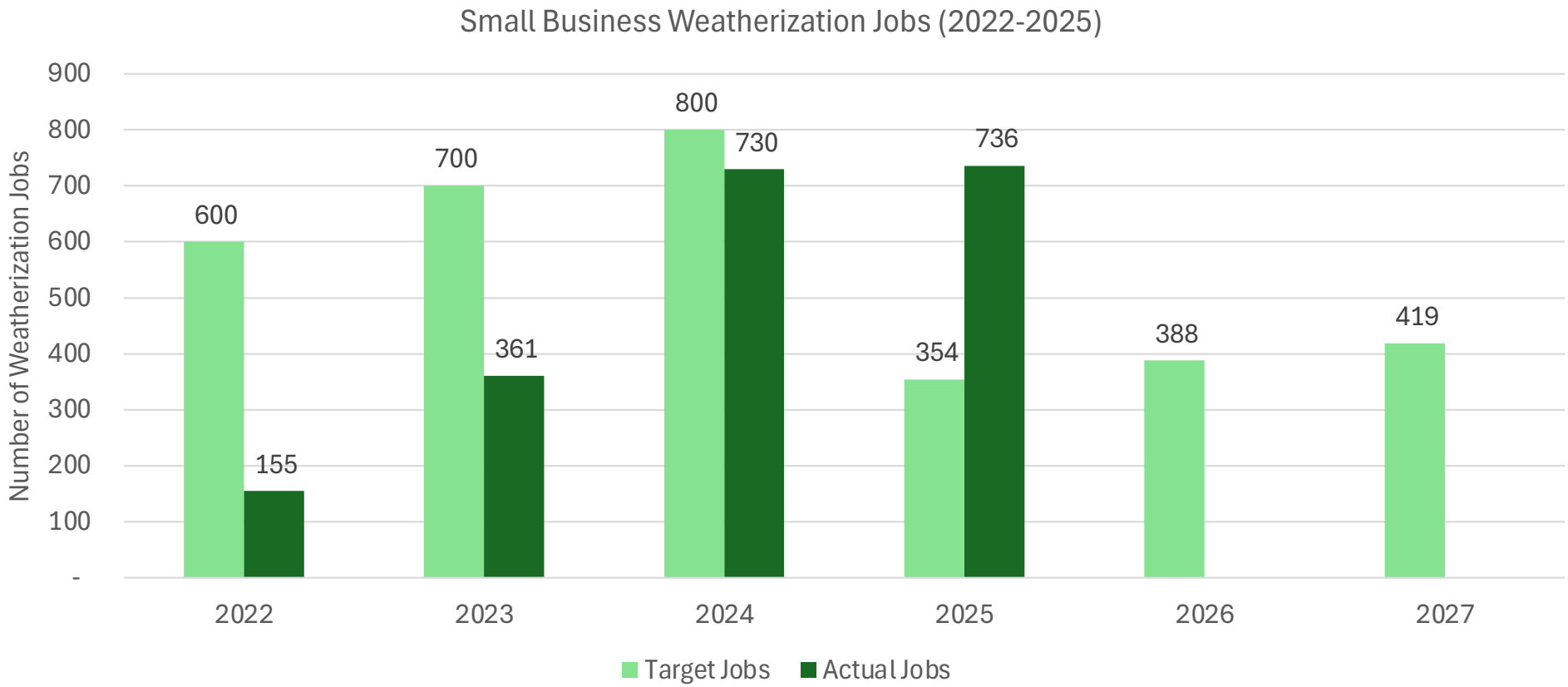
SMALL BUSINESS TURNKEY BENEFITS

- 99.8% of total planned 2025 benefits achieved



SMALL BUSINESS WEATHERIZATION

- Target: achieve 31% of target jobs for Term in 2025
  - Actual: 63% of Term target achieved, 64% planned Term weatherization Incentives spent



$2.6 MILLION IN CFP AWARDS TO 57 COMMUNITIES

CFP Town	Award ($)**	CFP Town	Award ($)**
Acton	66,642	Malden	85,500
Springfield	77,400	Newburyport and Amesbury*	44,000
Arlington	46,250	Melrose	28,420
Boston	56,682	Methuen and Andover*	84,855
Boston	85,500	Nantucket	35,000
Brookline	42,000	New Bedford	85,000
Pittsfield	85,500	Newton	85,367
Cambridge	85,500	Northampton, Easthampton, & Westhampton*	48,734
Chelsea, Winthrop, and Revere*	83,000	Norwood and Sharon*	37,500
Chelmsford and Billerica*	80,000	Oak Bluffs, Aquinnah, Chilmark, Edgartown, Tisbury & W. Tisbury*	120,000
Brockton	85,500	Plymouth	85,500
Taunton and Attleboro*	52,000	Randolph and Quincy*	85,500
Everett	85,500	Salem and Beverly*	69,029
Fall River	83,000	Somerville	40,894
Framingham and Natick*	85,500	Southbridge	39,940
Gloucester	38,300	Swampscott	25,900
Lawrence	85,500	Watertown	36,800
Leominster	37,036	Westborough	17,100
Lexington	44,750	Woburn	85,500
Lowell	85,310	Worcester	85,500
Lynn	78,390		

LANGUAGE OTHER THAN ENGLISH

- Tracking language status, participation, and spending by LOTE and for customers has been challenging
  - This table demonstrates progress, though the PAs continue to work on allocating language access spending to the summary table

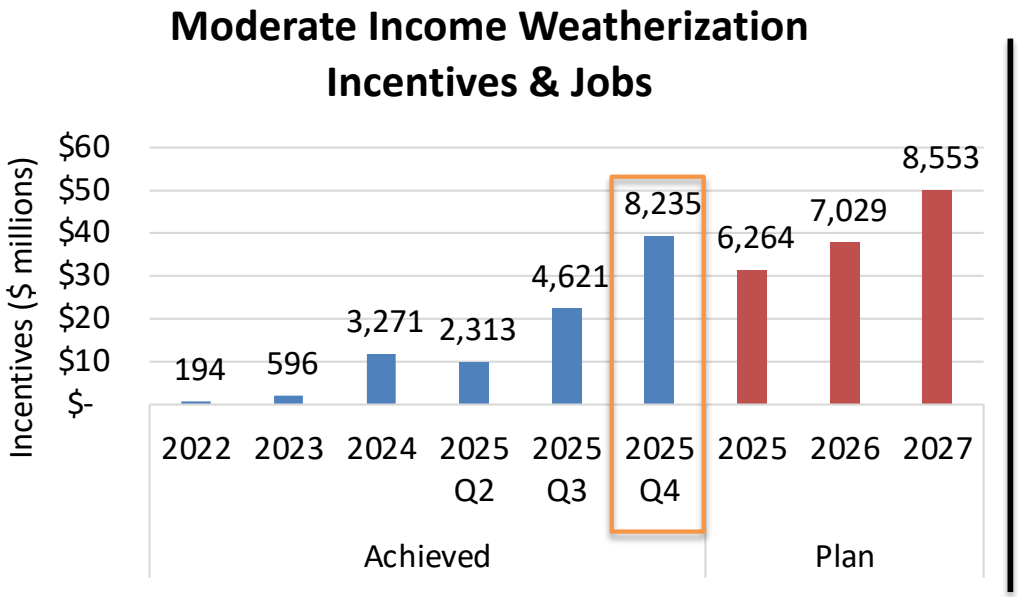
Metrics for customers who indicated a language preference at intake			
Language	**Number of customers**	**Home Energy Assessments completed**	**Weatherization jobs completed**
Spanish	1,055	880	653
Portuguese	631	604	287
Mandarin	45	33	12
Cantonese	20	9	13
Haitian Creole	27	25	19
Other	76	57	25
Total LOTE	**1,854**	**1,608**	**1,009**
All Customers	**Unknown**	**108,533**	**51,948**

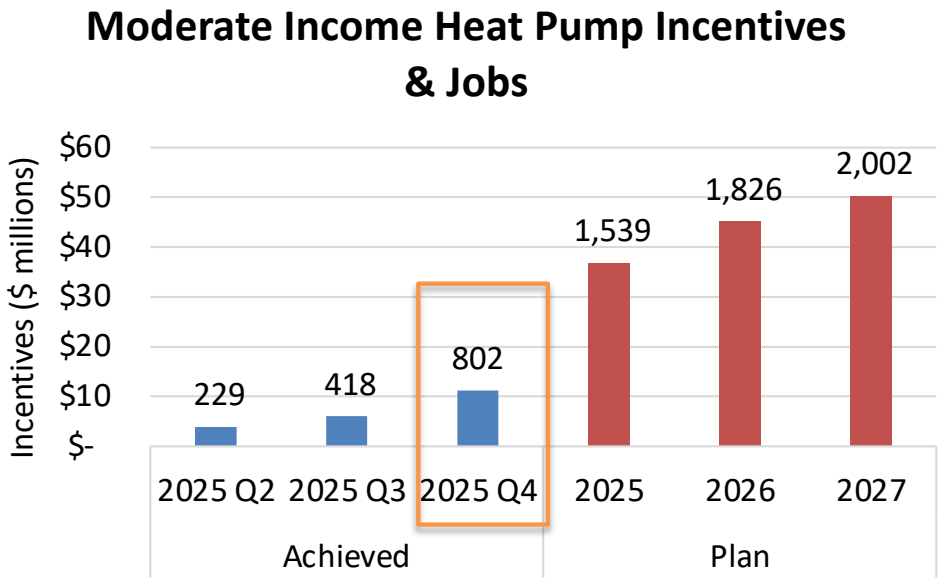
Data reported are for customer intake through the residential and low income turnkey services (1-4 units) pathways

APPENDIX

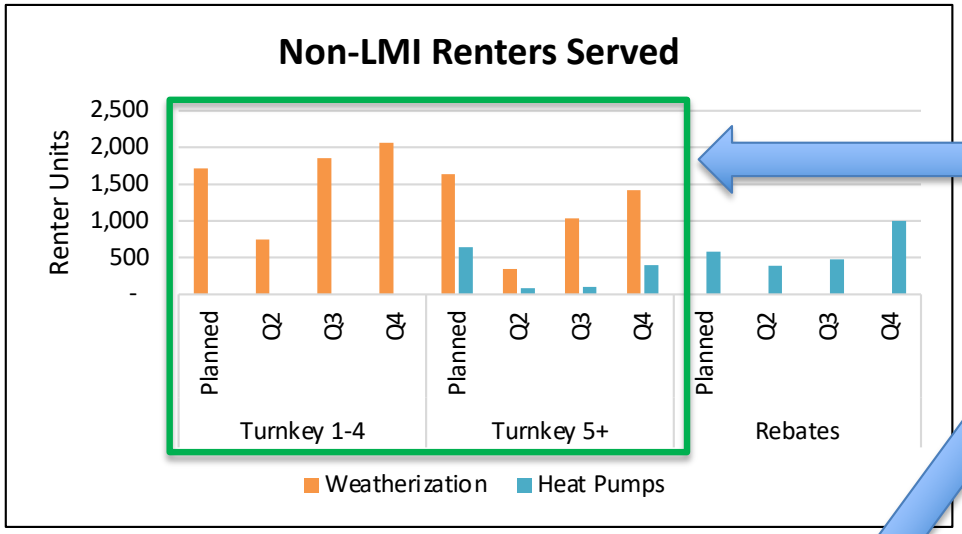
MODERATE INCOME

#s indicated at top of bars are homes





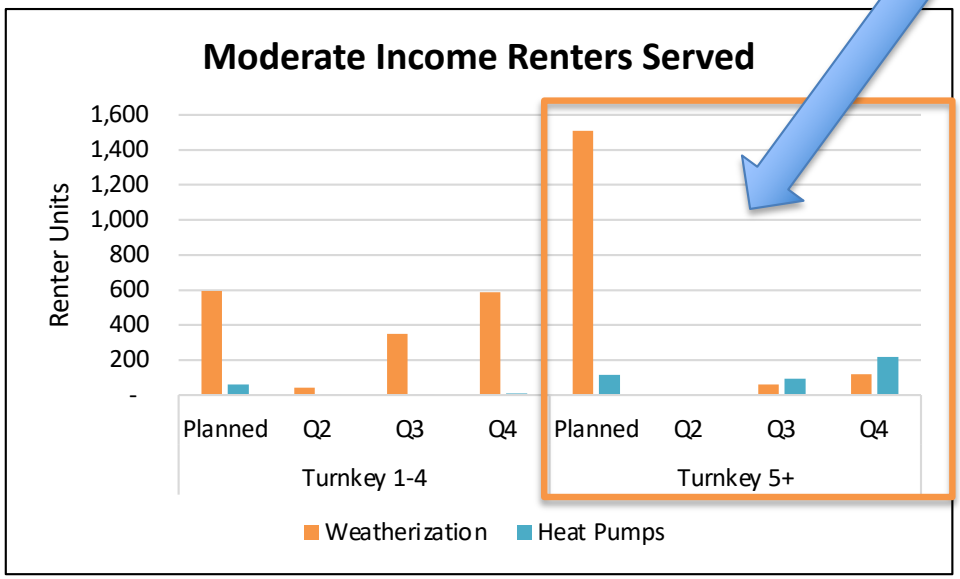
RENTER UNITS SERVED

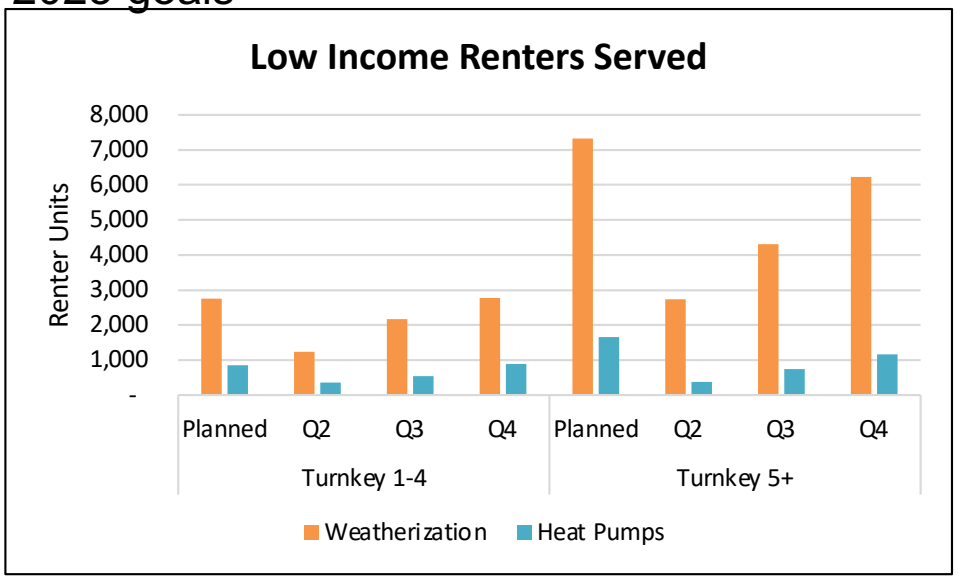


Non-LMI renter unit weatherization goals for the year have been exceeded across all single-family initiatives

Service to **moderate income** renters in 5+ unit buildings only began in earnest Oct. 1 with finalization of the landlord agreement

Low income single-family weatherization met 2025 goals





Quarterly results shown are cumulative

LANGUAGE STATUS IN THE COMMONWEALTH

	Massachusetts		
Label	**Estimate**	**% of Total Households**	**Margin of Error**
Total:	**2,646,980**	**100%**	**±4,188**
English only	1,958,733	74%	±6,147
Spanish:	247,944	9%	±2,546
Limited English speaking household	**65,848**	2%	**±2,363**
Not a limited English speaking household	182,096	7%	±2,780
Other Indo-European languages:	281,360	11%	±3,997
Limited English speaking household	**50,890**	2%	**±2,287**
Not a limited English speaking household	230,470	9%	±3,355
Asian and Pacific Island languages:	117,826	4%	±1,873
Limited English speaking household	**31,468**	1%	**±1,397**
Not a limited English speaking household	86,358	3%	±1,920
Other languages:	41,117	2%	±1,471
Limited English speaking household	**6,389**	0.2%	**±624**
Not a limited English speaking household	34,728	1%	±1,366

- Source: American Community Survey, US Census Bureau 2020

https://api.census.gov/data/2020/acs/acs5