June 2, 2025

Language Access Initiative

WE ARE MASS SAVE®:

Berkshire Gas
An Avangrid company

Cape Light Compact

EVERSOURCE

Liberty

nationalgrid

Unitil

Agenda

Language Access Initiative
Review of study and recommendations

Implementation
Update on implementation of recommendations

Language Access for Small Business
Snapshot of activities

Tracking Language Access
Partner survey, metrics

Language Access Initiative and Recommendations

Background

Program Administrators solicited language access subject matter experts via a competitive procurement to assist in making recommendations for language access improvements across Mass Save

- 2 MWBEs Selected
- Spanish, Portuguese, Haitian Creole, Mandarin and Cantonese
- 5 Phase Approach, Four Factor Analysis
- Residential Programs and Small B

Deliverables

Program Recommendations (Rebates, RTS, RNC, IE, Small B)

Marketing Recommendations

Glossary of Technical Terms

Implementation Progress

Short term: Operational

Recommendation	Status	Notes
Designate Language Access Staffing Resource	Complete	Coordinators identified at PA level
Designate Liaisons at Lead Vendors	Complete	All vendors have named liaisons
Create a Language Access Plan	Complete	Recommendations document finalized
Allocate Language Access Budget	In Progress	Some funding committed
Hire Bilingual Support Staff	Ongoing	Spanish/Portuguese covered thus far

Short term: Marketing & Evaluation

Recommendation	Status	Notes
Identify Vital Docs & Use Plain Language	In Progress	Glossary complete; edits underway
Interpreter Services - Call Centers	In Progress	Available; usage varies
Interpreter Services - In-Person	In Progress	Needs standard procedures
Track Language Service Effectiveness	In Progress	Illume developing milestones
Track LOTE Preferences	In Progress	Data collected at intake

Legal and Procurement

Recommendation	Status	Notes
Multilingual Legal Disclaimers	Not Started	Pending machine translation adoption
Contract Language on Services	In Progress	Procurement templates in revision
Centralize Vendor Contracts	Not Started	Future priority

Medium Term

Recommendation	Status	Notes
Collect Ongoing LOTE Feedback	In Progress	Feedback systems in planning
Multilingual Materials Repository	In Progress	Planning stage
MassSave.com QA	Completed	
TMS-CMS Integration	Not Started	Requires technical review
Promote HERS Language Skills	Not Started	No current system

Long Term

Recommendation	Status	Notes
Annual Language Access Reports	Not Started	Awaiting tracking system
Ongoing Staff/Vendor Training	Not Started	Pilot complete
Public Awareness Campaigns	In Progress	Limited marketing to date

Small Business

Small Business Language Access

- PAs are working to identify materials that need to be updated and then translated by statewide marketing vendor
- Some PAs have phone interpreters available for their call center
- Some Vendors have contracted with interpreter services for office and field staff
- PAs are working with AIE to right-size interpreter services for CFP/Main Streets outreach
- PAs are updating systems to capture language preference

Tracking Language Access

Partner Survey

- Establish a baseline
- Update MassSave.com contractor lists
- Pair LOTE customers with Energy Specialists and weatherization crews with language capabilities

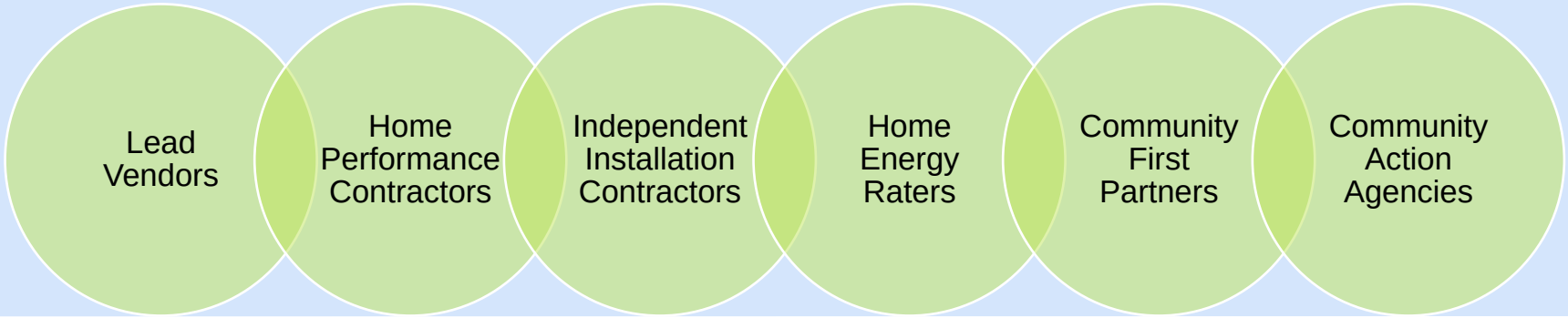
MJ Electric and Refrigeration 2.5mi

(401) 487-5770
463 Tremont Street
Rehoboth, Ma, 02769

Languages Supported: English Portuguese Spanish

Diverse Business Type: Women Business Enterprise,Minority Business Enterprise

View Website →



25-27 Language Access Metrics

Metrics for customers who indicated a language preference at intake			
Language	**Number of customers**	**Home Energy Assessments completed**	**Weatherization jobs completed**
Spanish			
Portuguese			
Mandarin			
Cantonese			
Haitian Creole			
…			
Other			
Total			

*Reported annually for residential and low-income customers

THANK YOU!

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