

MASSACHUSETTS STRATEGIC RENTERS PLAN

WE ARE MASS SAVE®:



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SECTION ONE: EXECUTIVE SUMMARY

According to the American Council for an Energy-Efficient Economy (ACEEE), rentals consume 15 percent more energy on a per-square-foot basis and have 30 percent higher energy costs than owner-occupied homes.¹ Additionally, nearly one-third of renter households have high energy burdens (meaning they spend more than 6 percent of their income on energy bills). Therefore, making meaningful energy efficiency gains in existing and new construction rental housing is important to the Program Administrators' work during the Massachusetts 2022 - 2024 Energy Efficiency Plan's (2022-2024 Plan) term.

During the first half of 2022, the Massachusetts Program Administrators (Program Administrators or PAs)² reviewed prior outreach tactics to renters and landlords and strategized regarding what new tactics should be deployed. These collaborative sessions resulted in the development of eight new strategies to target renters and landlords and increase their engagement and enrollment in Mass Save® programs and offerings. Together, these strategies are the foundation of this Massachusetts Strategic Renters Plan (Renters Plan).

In the 2022-2024 Plan, the Program Administrators detailed two equity goals for rental properties:

- Increase the number of rental properties that are served by the Residential and Income Eligible Sector programs, and
- Create greater ease of access to Residential and Income Eligible Sector programs for owners of rental properties.³

Additionally, the Program Administrators noted several barriers to meeting the above-referenced goals, including:

- Lack of customer awareness of services and incentives, especially landlords of smaller (5-to-25-unit buildings),
- Customer lack of time to participate in a Home Energy Assessment (HEA),

¹ Samarripas, S., and A. Jarrah. 2021. *A New Lease on Energy: Guidance for Improving Rental Housing Efficiency at the Local Level*. Washington, DC: American Council for an Energy-Efficient Economy.

² The PAs are: The Berkshire Gas Company, Fitchburg Gas & Electric Light Company d/b/a Unitil, Liberty Utilities (New England Natural Gas Company) Corp. d/b/a Liberty, Massachusetts Electric Company, Nantucket Electric Company, Boston Gas Company and former Colonial Gas Company, each d/b/a National Grid, NSTAR Electric Company, NSTAR Gas Company and Eversource Gas Company of Massachusetts, each d/b/a Eversource Energy, and Cape Light Compact JPE (the Compact). As a public entity and municipal aggregator, the Compact does not participate in performance incentives. Accordingly, any reference to or discussion of performance incentives in the 2022-2024 Plan and this Renters Plan do not pertain to the Compact.

³ 2022-2024 Massachusetts Joint Statewide Electric and Gas Three-Year Energy Efficiency Plan, filed Nov. 1, 2021, p. 67.

- Split incentive whereby the landlord is the decisionmaker and the tenant pays the utility bills affects customer interest and engagement,
- Landlord concern for code violations limiting unnecessary access to the property, and
- Lack of priority for the property owner.⁴

To address these barriers and meet their goals, the Program Administrators committed themselves to creating a rental unit strategic plan that contained additional tactics to increase renter customer outreach and unit participation. This Renters Plan is the framework the PAs will use to guide the creation of promotional materials, outreach activities, and program implementation to increase renter participation in the 2022-2024 term.

From years of experience, the Program Administrators know that different strategies will appeal to different types of customers. Energy decisions are complex and customers weigh factors differently. A number of customers may favor tried and true systems and technologies, while others are early adopters of innovative technologies. Other customers favor online or technology-based experiences, while some may prefer personal relationships. A number of customers may also prioritize environmental benefits, while others prioritize economic considerations or convenience and comfort. Some customers may prefer all-electric energy options, especially as renewable energy generation sources increase, while others may only be concerned with costs.

Based on the Program Administrators' recognition that customers are diverse and have varied desires, the 2022 - 2024 programs provide multiple pathways and channels to engage customers, and to help customers manage their energy costs. From high-touch in-home assessments to retail programs which encourage and guide customers to purchase energy-efficient appliances and products, the Program Administrators seek to meet customers where they are. As examples of this effort, the Program Administrators have developed community partnership strategies, created online and virtual assessments, and marketed the programs through many outreach channels in order to reach a wide array of customers at multiple entry points.

GOALS

As stated above, the primary goal of the Renters Plan is to expand marketing and outreach strategies to target renters and landlords to enroll them in Mass Save programs and offerings. During the 2022-2024 term, the Program Administrators are tasked with increasing renter participation in residential programs by half a percentage point each year:

- 7 percent in 2022,
- 7.5 percent in 2023, and
- 8 percent in 2024.

⁴ 2022-2024 Massachusetts Joint Statewide Electric and Gas Three-Year Energy Efficiency Plan, filed Nov. 1, 2021, p. 67.

Additionally, the Program Administrators recognize that municipal and community partners have the local knowledge and trust from the community needed to educate and encourage residents to pursue energy efficiency. For the 2022-2024 term, the Program Administrators will leverage existing and establish new community relationships to access renter populations.

- Establish 2-3 partnerships in 2022,
- Establish 2-3 partnerships in 2023, and
- Establish 2-3 partnerships in 2024.

The Program Administrators know that their different strategies to reach renters must be tracked to establish what tactics are working, what modifications need to be made, and what new partnerships and outreach channels should be explored in the future. For the 2022-2024 term, the Program Administrators will track:

- The number of partnerships, and
- The number of customers who request an energy assessment through an established partnership by using a specific referral code.

SECTION TWO: PROGRESS TO DATE

During the Massachusetts 2019-2021 Energy Efficiency Plan (2019-2021 Plan) term, the Program Administrators worked to address participation barriers and achievement of deeper participant savings for renters in the residential customer sector. For this sector, the PAs considered two primary pathways to better serving renters:

- Providing opportunities for renters to easily realize savings in areas where they have the ability to make changes themselves, and
- Increasing engagement with landlords who can make decisions about building system improvements that their tenants are unable to address.

While engagement with renters may sometimes lead to engagement with a landlord, identifying and addressing the divergent needs, opportunities, and barriers of renters and landlords individually is critical to serving both. During the 2019-2021 term, the PAs made several significant changes to reduce barriers to participation by renters which are detailed below:

- **Redesigned the residential hotline.** Alongside MassSave.com, the residential Mass Save hotline is a primary entry point for customers into the residential programs. The PAs worked with a consultant who specializes in designing intuitive and easily-navigated phone experiences and user-testing to redesign the residential hotline. The enhancements ensured that renters were routed to the most appropriate entity.
- **Created a direct communication pathway to vendors.** The PAs also made other process improvements, such as enabling the occupants and landlords of multifamily buildings to speak directly to the appropriate service provider, instead of having to speak to a separate intake person before they got to the vendor who could assist them.
- **Launched a new version of the online assessment.** The online assessment, distinct from virtual home energy assessments, is designed to allow customers to receive personalized recommendations on how to benefit from the PAs' programs quickly, easily, and on the customer's own schedule. In 2021, the online assessment was redesigned to provide recommendations on available incentives and services that are relevant and actionable for renters. This tailored, positive first experience helps build trust and momentum toward action.
- **Introduced customized energy savings packages.** In 2021, the PAs introduced customized energy savings packages, which deliver no-cost savings measures directly to renters, allowing them to start realizing savings almost immediately. The greatest value in home energy assessments, virtual or in person, is the identification and promotion of larger energy savings opportunities, such as envelope or heating, ventilation, and air conditioning (HVAC) improvements. In almost all instances, renters lack the agency to pursue these improvements on their own and finding time for an energy assessment may not be a priority or even a possibility for renters. Additionally, the information collected during the online assessment and phone intake help the PAs identify buildings where there likely is greater energy saving

opportunity, so they can connect with the decision-maker, either directly or through the renter initiating the interaction.

- **Conducted feedback sessions with landlords.** Making larger improvements to rental units requires participation by the landlord. Therefore, the PAs consistently and proactively marketed to and sought feedback from landlords through various landlord meetings, including one hosted by the statewide group, MassLandlords.
- **Established municipal and community partnerships.** While not focused exclusively on renters, the PAs' Community First Partnership enables outreach that addresses community-specific priorities. For some towns and cities, this included a focus on renters.
- **Experimented with ways to use datasets from the Multifamily Census (RES 43) to target outreach to renters and landlords.** The Multifamily Census sought to identify every individual multifamily building (5+ units or more) in the PAs' service territories and to define key characteristics (e.g., age, number of units, past participation, consumption, etc.) for each. The study yielded highly valuable information and highlighted key data gaps and challenges on which the PAs and consultants are working with evaluation vendors to update and improve the Multifamily Census to enable further targeted outreach.
- **Increased the incentive for program insulation to 100 percent.** At the beginning of the COVID-19 pandemic, the PAs increased the incentive for insulation to 100 percent, which the PAs plan to maintain for renters during the 2022-2024 term. Though this does not address other potential landlord barriers, these no-cost improvements effectively eliminate the landlord-tenant split incentive for eligible measures. This 100 percent insulation incentive for renter-occupied units enables the communication of a simpler and more enticing value proposition to landlords and increases the likelihood that renters trying to recruit their landlords to participate may be successful.



SECTION THREE: NON-PARTICIPANT STUDY FINDINGS ON RENTERS

Across all sectors, the Program Administrators are working to increase participation among hard-to-reach (HTR) groups by researching and deploying the most effective strategies to engage these customers, including through increased collaboration with community partners, enhanced incentives, improved language access, and targeted messaging. The first step to reducing inequities in energy efficiency is understanding where they exist. During the 2019-2021 term, the PAs commissioned a series of studies that were completed in 2020, including the *Residential Non-Participant Customer Profile Study*,⁵ the *Residential Non-Participant Market Characterization and Barriers Study*,⁶ and the *C&I Small Business Non-Participant Customer Profile Study*.⁷

By understanding underlying characteristics, the Program Administrators can develop targeted strategies to address each area of concern, specifically for renters. Based on the *Non-Participant Study*, the Program Administrators are exploring partnerships with renters and landlord housing organizations, real-estate agencies, and minority business associations to increase program participation rates during the 2022-2024 term.

For example, renters are less likely to participate than homeowners (Figure 1 below), while moderate-income customers are less likely to participate than those with higher than moderate incomes (Figure 2 below).⁸ The largest differences are among renters versus owners (a 10 percentage-point difference in participation), while for the other groups, the differences are smaller but still statistically significant. Renters face challenges to participating since they are not the decisionmakers for installing measures such as weatherization and heating system upgrades. If renters pay the utility bills, landlords may not see the value in funding upgrades that would reduce costs only for the tenants.

The *Non-Participant Market Characterization and Barriers Study* also identified several consistent themes around barriers to customer participation, including lack of trust in government and landlords, prioritizing basic needs, lack of understanding/awareness of offers, and perceptions that offers are not relevant to them. Customers who do not trust the legitimacy of the programs, may prioritize other areas of their lives, and customers who do not understand the benefits that energy efficiency offers may not see the relevance of program participation to their lives.

⁵ *Residential Non-Participant Customer Profile Study (MA19X06-B-RESNONPART)*, produced for the Massachusetts PAs by DNV GL, Feb. 6, 2020, available online at: https://ma-eeac.org/wp-content/uploads/MA19X06-B-RESNONPART_Report_FINAL_v20200228.pdf.

⁶ *Residential Non-Participant Market Characterization and Barriers Study (MA19X06-B-RESNONPART)*, produced for the Massachusetts PAs by Navigant, Illume, and Cadeo, Feb. 27, 2020, available online at: https://ma-eeac.org/wp-content/uploads/MA19R04-A-NP-Nonpart-MarketBarriersStudy_Final.pdf.

⁷ *Commercial and Industrial Small Business Non-Participant Customer Profile Study (MA18X11-B-SBNONPART)*, produced for the Massachusetts PAs by DNV GL, Apr. 15, 2020, available online at: https://ma-eeac.org/wp-content/uploads/Final-MA19X11_B_SBNONPART-Report-20200415-1.pdf.

⁸ See *Residential Non-Participant Market Characterization and Barriers Study*.

The most common reasons that non-participants give for not participating in Mass Save programs are:

- Not being aware of the program offers (27 percent),
- Thinking that their house is already energy efficient (23 percent),
- Not wanting to deal with the hassle of participating (22 percent), or
- Not having the time (18 percent).

Financial barriers were less commonly cited, with 10 percent of non-participants saying they did not have financing options and 7 percent saying they could not afford to implement the energy efficiency project.⁹

The Program Administrators conclude from this data that successful efforts must address both financial and non-financial barriers. The PAs actively identified external stakeholders to support the *Non-Participant Market Characterization and Barriers Study* and facilitated several listening sessions to help foster inclusion. Dozens of stakeholders representing various customer segments throughout the Commonwealth shared ideas on how the Program Administrators can improve equitable participation in energy efficiency programs.¹⁰ The Program Administrators also benefitted from valuable insight and received feedback from participants to launch the second iteration of the Municipal & Community Partnership Strategy (now the Community First Partnership), an initiative first scaled statewide by the PAs in 2019 to work with local partner communities to increase the reach of energy efficiency savings, especially among renters, moderate-income residents, English-isolated families, and small businesses, with an emphasis on environmental justice communities.

⁹ See *Residential Non-Participant Market Barriers Study*, at C-10.

¹⁰ *EEACEWG Summary to EEAC on Moderate-Income, Renter and Landlord, Small Business, and Community Partnerships Recommendations*, Jan. 2021, available online at: <https://ma-eeac.org/wp-content/uploads/Workshop-5-Equity-Working-Group-Process-and-Recommendations-01.08.21-MM-Final-002.pdf>. In February 2021, the EEAC EWG updated these recommendations. See *Updated EWG Recommendations 2/19/2021*, Feb. 19, 2021, available online at: <https://ma-eeac.org/wp-content/uploads/EWG-Recommendations-2.19.21.pdf>.

Results of 2020 Residential Non-Participant Market Characterization and Barriers Study

Figure 1: Participation Data (Renters vs. Owners)

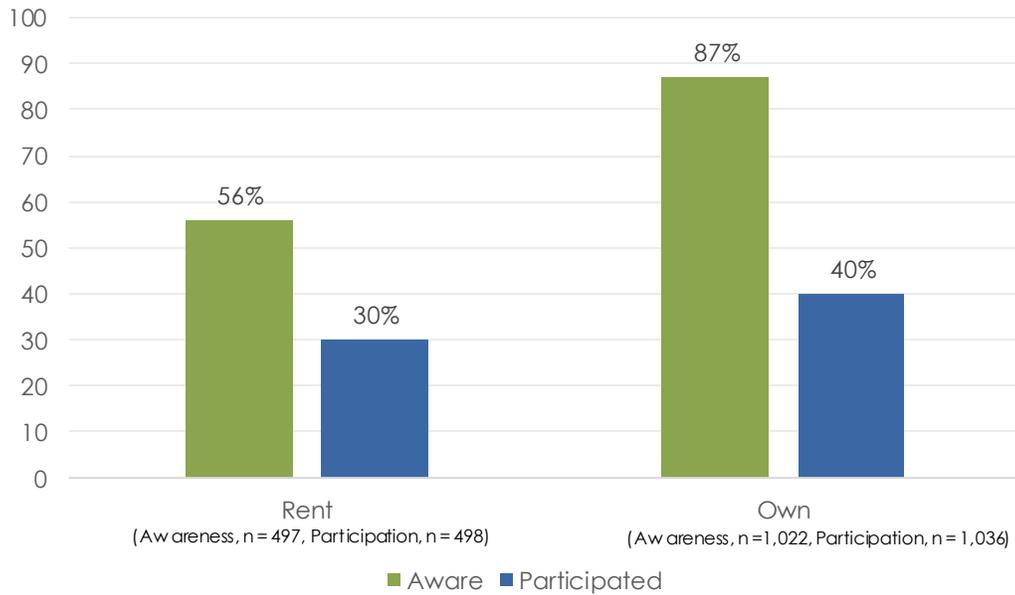
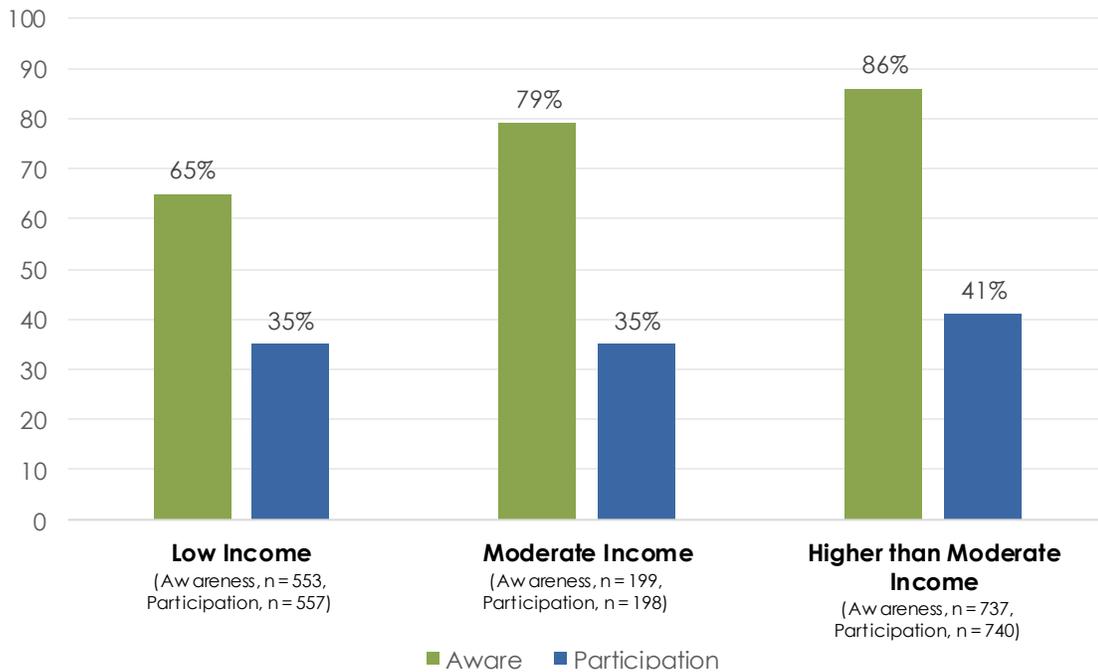


Figure 2: Participation Data (Income Levels)



SECTION FOUR: PLANNING FOR FUTURE PROGRESS

For the 2022-2024 term, the Program Administrators have considered and reviewed the implementation of several new marketing and outreach strategies to target renters and landlords to increase enrollment in Mass Save programs and offerings. While some of these potential tactics may prove worthwhile, the PAs know that others may need to be modified in their scope and/or approach to make an impact. This section of the Renters Plan details the Program Administrators' identified eight new strategies and tactics to increase rental unit participation. They are explored in further detail on the following pages.

Eight Strategies for Increasing Rental Unit Participation in the 2022-2024 Term

1. Target environmental justice communities.
2. Partner with first-time homebuyer courses.
3. Reach out to Commonwealth healthcare initiatives and organizations for potential partnerships.
4. Partner with Neighborhood Assistance Corporation of America.
5. Establish partnership with Residential Assistance for Families & Transition.
6. Create how-to-videos on energy efficiency.
7. Establish partnership with large statewide non-profit organizations.
8. Engage landlords directly.

STRATEGY ONE: TARGET ENVIRONMENTAL JUSTICE COMMUNITIES

Target Population: Landlords

Barrier to Customer Participation Addressed: Lack of Understanding/Awareness of Offers

A priority in the 2022-2024 Plan is equitable program investments that ensure the weatherization and electrification of homes and business in environmental justice communities (see Appendix A of this Renters Plan) and low-and-moderate income households.¹¹ The PAs' Community First Partnership focuses on an enhanced place-based approach, increased focus on Commonwealth-designated environmental justice communities, established partnerships with community-based organizations, and greater flexibility of program design to be more inclusive of the state's diverse population.

As part of this Renters Plan, in addition to the Program Administrators' broader marketing plans in environmental justice communities, the PAs will explore partnerships with local water departments to market energy efficiency programs to landlords. Through feedback from external stakeholders, the PAs have found that very often the water bill is paid for by the landlord while the tenant pays the electric and natural gas bills. The Program Administrators will work to partner with municipal partners: Chelsea, Shelburne, Norwood, Sharon, Walpole, Williamstown, Melrose, Westborough, Melrose, and Westborough to distribute water bill inserts that advertise the PAs' programs and the resulting energy and water savings. In an effort to enhance access to energy efficiency offerings to renters, the Program Administrators will work with self-selected Mass Save Community Partners to create tax bill inserts to reach landlords.

Target Population: Renters

Barrier to Customer Participation Addressed: Lack of Understanding/Awareness of Offers

During the 2022-2024 term, the Program Administrators will mail bill inserts to their electric and/or natural gas customers to promote residential programs. As noted above, energy bills are typically paid for by the tenant so the Program Administrators will develop these bill inserts toward renters.

In 2022, the Program Administrators developed a joint sponsor Mass Save bill insert that is designed for all PAs to promote webinars for renters about the Commonwealth's energy efficiency programs. This webinar will educate renters on energy efficiency measures and how to communicate those measures to landlords. Eversource will include this bill insert with customers' September utility bills to promote the fall webinar series.

¹¹ For the purposes of the 2022-2024 Plan, the Commonwealth defines low income as households with incomes at or less than 60 percent of the state median income. The Commonwealth defines moderate income as households with incomes greater than 60 percent and equal to or less than 80 percent of the state median income.

STRATEGY TWO: PARTNER WITH FIRST-TIME HOMEBUYER COURSES

Target Population: Landlords

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers and Relevancy of Program Participation to Customers' Lives

The Commonwealth of Massachusetts offers a variety of programs to help potential homeowners navigate the home buying process. Partner agencies in Massachusetts provide education, mortgage programs, and assistance for families and individuals to find the right home. [My Mass Mortgage](#) is an online guide for potential homeowners and first-home homebuyers interested in homeownership. The website provides education courses, counseling, and information on mortgage products for potential homeowners. The first-time homebuyer education courses are offered throughout the Commonwealth and are required for most first-time homebuyer programs and loan programs. The courses give new homeowners the tools and knowledge to navigate through the homebuying process and determine what the right steps are for them and their families.

My Mass Mortgage's homebuyer education [schedule](#) includes pre-purchase and post-purchase courses for first-time homebuyers which are offered by agencies with a Seal of Approval certification from the Massachusetts Homeownership Collaborative, a designation indicating that they meet the Collaborative's standards for comprehensive homebuyer education. Typical courses include:

- First Time Homebuyer Pre-Purchase Course,
- Multifamily/Landlord Training Course, and
- Post-Purchase Homeowner Course.

In addition to the above-referenced courses and organization, the Program Administrators plan to explore partnering with other organizations and financial institutions conducting first-time homebuyer courses or consumer education centers (e.g., [Housing Consumer Education Centers](#)) throughout the Commonwealth. Potential partnerships could include municipal-run housing and neighborhood grant programs (e.g., [Worcester Housing and Neighborhood Development Division](#), [City of Boston Department of Neighborhood Development](#)), and housing rehabilitation and repair programs (e.g., [City of Springfield](#)).

Partnerships might involve the integration of energy efficiency topics into the coursework or distributing/mailing marketing collateral regarding the Commonwealth's residential efficiency programs to first-time homebuyers. It is critical that new homeowners understand the monetary savings (on utility bills and increased home value) realized through energy efficiency. Once they know and understand how energy efficiency can help them preserve their new investment, first-time homeowners would be more likely to invest and participate in energy efficiency programs.

STRATEGY THREE: REACH OUT TO COMMONWEALTH HEALTHCARE INITIATIVES AND ORGANIZATIONS FOR POTENTIAL PARTNERSHIPS

Target Population: Renters

Barriers to Customer Participation Addressed: Relevancy of Program Participation to Customers' Lives and Prioritizing Basic Needs

The positive impact of energy efficiency programs go beyond monetary savings and greenhouse gas emissions reductions and include health-related benefits. Energy efficiency reduces the need to burn fossil fuels to generate electricity; thereby reducing air pollutants and greenhouse gas emissions.¹² According a recent US Environmental Protection Agency (EPA) technical report and an ACEEE publication, fossil fuel pollutants, especially fine particulate matter and nitrogen oxides, contribute to serious respiratory health problems including: lung cancer, which kills more men and women in the United States than any other form of cancer, chronic obstructive pulmonary disease (COPD), the third leading cause of death in the country, and asthma, which is at epidemic levels and is disproportionately harmful to children, especially minority and poor children.¹³

Weatherization and efficiency programs are shown to improve indoor ventilation and indoor air quality that may reduce asthma triggers including insect allergens, molds, dust mites, and outdoor allergens. Some energy efficiency improvements may reduce the number of asthma-related and other respiratory ailment-related hospitalizations and emergency room visits. This leads to more comfortable and healthy homes.

As part of this Plan, the Program Administrators plan to reach out to Commonwealth healthcare initiatives and organizations for potential partnerships to educate and reach the people who these organizations help and work with to live healthy lives. Currently, the Program Administrators are in discussions with the [Pioneer Valley Asthma Coalition](#) and [Whittier Street Health Centers](#) to connect patients struggling with asthma-related illnesses with energy efficiency. These partnerships will also include the distribution of marketing collateral, online webinars, general outreach, and/or referral support to help increase program participation.

¹² The federal Clean Air Act (CAA), 42 U.S.C.A. § 7401 et seq., regulates conventional air pollution for sulfur dioxide, nitrogen dioxide, suspended particulates, carbon monoxide, ozone, and lead. The CAA establishes National Ambient Air Quality Standards (NAAQSs) that establish "harm-based" standards to limit harm to human health and the environment.

¹³ See US Environmental Protection Agency, *Public Health Benefits per kWh of Energy Efficiency and Renewable Energy in the United States: A Technical Report*, 2nd Edition, May 21, 2021, available online at: https://www.epa.gov/sites/default/files/2021-05/documents/bpk_report_second_edition.pdf and ACEEE and Physicians for Social Responsibility, "Energy Efficiency and Health," available online at: <https://www.aceee.org/sites/default/files/ee-health-1008.pdf>.

STRATEGY FOUR: PARTNER WITH NEIGHBORHOOD ASSISTANCE CORPORATION OF AMERICA

Target Population: Landlords

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers and Relevancy of Program Participation to Customers' Lives

The Neighborhood Assistance Corporation of America (NACA) is a non-profit, community advocacy and homeownership organization. The organization's primary goal is to build strong, healthy neighborhoods in urban and rural areas nationwide through affordable homeownership. NACA has made the dream of homeownership a reality for thousands of working people by counseling them honestly and effectively, enabling those with poor credit to purchase a home or modify their predatory loan with far better terms than those provided even in the prime market.

As NACA focuses on the low-to-moderate-income population, the Program Administrators are currently working on an established partnership with the entity to conduct educational and informational sessions with current and future landlords (new homebuyers) to enroll them into the Residential Coordinated Delivery (RCD) Initiative and the Income Eligible Coordinated Delivery Initiative.

STRATEGY FIVE: ESTABLISH PARTNERSHIP WITH RESIDENTIAL ASSISTANCE FOR FAMILIES & TRANSITION

Target Population: Renters

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers and Relevancy of Program Participation to Customers' Lives

The Residential Assistance for Families & Transition (RAFT) program is a homelessness prevention initiative funded by the Department of Housing and Community Development (DHCD). RAFT provides short-term financial assistance to low-income families who are homeless or at risk of becoming homeless. The RAFT program helps keep households in stable housing situations when facing eviction, loss of utilities, and other housing emergencies. RAFT can provide up to \$7,000 per household within a 12-month period to help preserve current housing or move to new housing. RAFT funds can cover utilities, moving costs, and overdue rent, as well as future rent in limited situations.

RAFT is administered by 11 Regional Administering Agencies (RAAs) as well as the Rental Assistance Processing (RAP) Center operated by Nan McKay and Associates (NAM). These 12 organizations process RAFT applications, request additional documentation as needed, and administer RAFT benefits (directly to the landlord or utility provider).

The Program Administrators are exploring an opportunity to partner with RAFT to integrate the PAs' energy efficiency program information into RAFT's application process and to distribute marketing materials to landlords and renters. As a result of the pandemic, RAFT has expanded its marketing communications lists regarding energy assistance. To promote energy efficiency programs, RAFT will list it as a resource through the 2-1-1 hotline and bundle Mass Save program marketing collateral with energy assistance packets. Additionally, the RAAs support tenants applying for the federal Weatherization Assistance Program (WAP). As individuals are going through the application process for WAP, RAA staff will promote energy audits to renters and homeowners.

Additionally, the Program Administrators are exploring partnering with the Commonwealth's One Mortgage Program to reach moderate-income renters and landlords.

STRATEGY SIX: CREATE HOW-TO VIDEOS ON ENERGY EFFICIENCY

Target Population: Renters

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers, Prioritize Other Areas of Their Lives, Do Not Understand the Benefits that Energy Efficiency Offers, and Relevancy of Program Participation to Customers' Lives

The Program Administrators understand that to reach customers they need to create engaging content. As an outreach and educational tactic, the PAs will create informative “how to” videos regarding the following topics:

- How to sign up for a HEA,
- How to do an energy efficiency assessment online, and
- How to talk to your landlord about energy efficiency in your rental unit.

These “how to” videos will be posted online (e.g., MassSave.com, Program Administrator websites, etc.) and will be 3 to 5 minutes in duration. These videos will be developed to be informative in nature. The Program Administrators will leverage existing Community First Partnership organizations and partners to broaden the videos’ outreach.

STRATEGY SEVEN: ESTABLISH PARTNERSHIP WITH LARGE STATEWIDE NON-PROFITS

Target Population: Renters

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers, Do Not Understand the Benefits that Energy Efficiency Offers, and Relevancy of Program Participation to Customers' Lives

The Program Administrators will look to partner with large statewide non-profits who support large renter populations. Partnership support will include the distribution of marketing collateral (e.g., brochures), in addition to webinars and providing support to help families get connected to the PAs’ energy efficiency programs.

One partnership that the Program Administrators have initiated discussions with is the [Massachusetts Alliance of Boys & Girls Clubs](#). This organization has 40 chapters across the Commonwealth. As part of the partnership, the PAs will conduct outreach to the organization’s employees, as well as the families that they serve. To reach more individuals, the partnership will most likely include online components (such as Strategy Six’s how-to videos referenced above) and webinars that employees, families, and individuals can access 24/7/365.

STRATEGY EIGHT: ENGAGE LANDLORDS DIRECTLY TARGET POPULATION: LANDLORDS

Target Population: Landlords

Barriers to Customer Participation Addressed: Lack of Understanding/Awareness of Offers, Prioritize Other Areas of Their Lives, Do Not Understand the Benefits that Energy Efficiency Offers, and Relevancy of Program Participation to Customers' Lives

Some Program Administrators have engaged vendor resources dedicated to the recruitment, coordination, and participation of landlords of multiple 2-to-4 unit properties. These dedicated vendor resources will employ a variety of outreach strategies to engage landlords including direct marketing, presentations, using databases to recruit, and one-on-one relationship building. A dedicated vendor resource will provide all-in-one consultation services with landlords including recruitment and enrollment in the programs, then performing the assessment or walkthrough of their properties to identify energy-saving opportunities, and then working with the landlord to find what incentives and energy efficiency measures work for them and their properties.

APPENDIX A: TARGETED ENVIRONMENTAL JUSTICE COMMUNITIES

Per the Massachusetts Department of Public Utilities (D.P.U.) Order on the Program Administrator’s 2022-2024 Plan (D.P.U. 21-120 through D.P.U. 21-129), the PAs shall use the following three-pronged test to identify communities eligible for the PAs’ targeted equity investment and outreach strategies. Eligible municipalities must:

- (1) to be served by an electric and/or gas Program Administrator;
- (2) contain at least one environmental justice population as defined by the EEA Environmental Justice Policy; and
- (3) have historically low participation rates defined as a combined consumption-weighted participation rate of 27 percent or less.¹

Municipality	Electric PA	Gas PA
Acushnet	Eversource	Eversource
Adams	National Grid	Berkshire Gas
Aquinnah	CLC	No Gas Service
Avon	National Grid	Eversource
Barnstable	CLC	National Grid
Bourne	CLC	National Grid
Bridgewater	National Grid	Eversource
Brockton	National Grid	Eversource
Brookfield	National Grid	National Grid
Chatham	CLC	National Grid
Chelsea	Eversource	National Grid
Chicopee	Municipal, Eversource	Eversource
Dartmouth	Eversource	Eversource, Liberty Utilities
Dennis	CLC	National Grid
East Bridgewater	National Grid	Eversource
Eastham	CLC	National Grid
Edgartown	CLC	No Gas Service
Everett	National Grid	National Grid
Fairhaven	Eversource	Eversource
Fall River	National Grid	Liberty Utilities
Falmouth	CLC	National Grid
Fitchburg	Unitil	Unitil
Georgetown	Municipal	National Grid
Great Barrington	National Grid	Berkshire Gas
Hamilton	National Grid	National Grid
Hardwick	National Grid	No Gas Service
Harwich	CLC	National Grid
Haverhill	National Grid	National Grid
Holbrook	National Grid	Eversource
Huntington	Eversource	No Gas Service

Municipality	Electric PA	Gas PA
Lanesborough	Eversource	Berkshire Gas
Lawrence	National Grid	Eversource
Lee	Eversource	Berkshire Gas
Lowell	National Grid	National Grid
Lynn	National Grid	National Grid
Marion	Eversource	Eversource
Methuen	National Grid	Eversource
Nantucket	National Grid	No Gas Service
New Bedford	Eversource	Eversource
North Attleborough	Municipal	Liberty Utilities
Oak Bluffs	CLC	No Gas Service
Peabody	Municipal	National Grid
Pittsfield	Eversource	Berkshire Gas
Randolph	National Grid	Eversource
Revere	National Grid	National Grid
Somerville	Eversource	Eversource, National Grid
Southbridge	National Grid	National Grid
Springfield	Eversource	Eversource
Swansea	National Grid	Liberty Utilities
Taunton	Municipal	Eversource
Tisbury	CLC	No Gas Service
Warren	National Grid	National Grid
Webster	National Grid	National Grid
West Brookfield	National Grid	National Grid
West Springfield	Eversource	Eversource
Westport	Eversource, National Grid	Liberty Utilities
Winchendon	National Grid	No Gas Service
Worcester	National Grid	Eversource
Yarmouth	CLC	National Grid

¹ The participation rate is based on the combination gas and electric 2013-2017 consumption-weighted participation rate in Appendix B in this study https://ma-eeac.org/wp-content/uploads/MA19X06-B-RESNONPART_Report_FINAL_v20200228.pdf (or if the combined consumption weighted participation rate is not available, then the relevant gas or electric consumption weighted participation rate).

Boston

Municipality-wide, the City of Boston would not meet the criteria for inclusion; however, it contains nearly a tenth of the Commonwealth's population. According to the D.P.U. order, the Program Administrators shall include the following neighborhoods in the City of Boston: Allston, Brighton, Dorchester, East Boston, Fenway, Mattapan, Mission Hill, and Roxbury. These neighborhoods should be defined using the ZIP code list below.

Neighborhood	ZIP Code
Allston	02134
Brighton	02135
Dorchester	02121
Dorchester	02122
Dorchester	02124
Dorchester	02125
East Boston	02128
Fenway	02115
Mattapan	02126
Mission Hill	02120
Roxbury	02119