July 13, 2026

# Designated Equity Communities in the 2025-27 Term

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# Income-Eligible

What we're seeing

- Income-Eligible customers represent a significant share of DEC participation
- ~45% of all LI weatherization participants and ~37% of LI heat pumps installed in 2025 were located in DECs

Potential Refinements

- Continue to work on clarifying the right level of CFP support for LI customers in DECs while navigating budget constraints
- Understand customer and market needs to adjust program policies while manging to budget

# Moderate Income

What we're seeing

- Moderate-income participation patterns differ by housing type and delivery pathway
- Weatherization activity is generally stronger than heat-pump activity as expected since no-cost Wx is available to all mod-income customers and appropriate weatherization is a program requirement for installing heat pumps
- Self-attestation has been working to increase participation, as has automatic qualification in the DECs

Potential Refinements

- Better understand barriers to moderate-income electrification
- Continued interest in understanding the drivers behind participation in turnkey HP and rebates, will help inform future refinements
- Increased efforts to ensure all modnerate-income customers are aware of the no-cost turnkey HP option (those efforts are already underway

# Renters

What we're seeing

- Automatic qualification addresses program entry but not split incentive
- Strong performance on renters in DECs in 2025
- The offers are relatively new in the market, need time to mature and understand their uptake

Potential Refinements

- Leverage existing & community-based channels to target decision-makers, not just renters
- Explore recommendations from evaluation studies for program design and implementation

# Multi-family (non-LI 5+)

What we're seeing

- Each complex has a unique owner-ship and decision-making structure, key contacts are difficult to identify and condo unit owners have authority inside their units but lack authority at the exterior, and many EE measures span this boundary
- Presence of single/central decisionmaker greatly enables participation
- Large diversity in building typology(compared to single-family) means no one-size-fits-all solutions
- How we target and what we can promote is different for condos than it is for rental buildings

Potential Refinements

- Deeper collaboration with CFPs to leverage local knowledge and community expertise to identify decision makers
- Strategic building targeting and engagement and guiding condo owners to best path

# Cross-Cutting

DEC participation trends largely align with initial expectations

Programs need more time in the market to truly understand impact

Combination of CFP and DEC offers is proving to be a useful model: strategically successful for increasing awareness of DEC offers and in some cases, support program participation