January 20, 2026

Implementation Updates

WE ARE MASS SAVE®:

Berkshire Gas
An Avangrid company

Cape Light Compact

EVERSOURCE

Liberty

nationalgrid

Unitil

Returning Citizens

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Brief Update

- Looking forward to presenting principles and proposed next steps to the full Council on January 28

- In preparation for that discussion, we have been:
  - Working to digest feedback from stakeholders
  - Researching city and state agency examples on approach to background check requirements
  - Engaging in internal review and alignment across PAs

Language Access

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Language Access Updates

- Many Vendors are supporting Language Access services
  - PAs coordinating with vendors to ensure language related costs are appropriately allocated to the Language Access Budget
- PAs actively working through contract amendments that some Vendors require to roll out Language Access services
- Working to translate vital materials into all 5 languages
- Website to be translated into Haitian Creole and Simplified Chinese – goal is Q2
- ConnectedSolutions non-participant evaluation study survey offered in Spanish and Portuguese

Additional Updates

Multi-cultural research and campaign among Haitian Creole, Mandarin and Cantonese speakers

Support translation-related software updates for Residential Turnkey Services vendors

Mass Save Statewide Solution Center is able to serve customers in 250 languages

CFP Efforts

CFP Overview

58 municipalities and community-based organizations, encompassing 40 Partner groups
- 20 out of 21 DECs have a CFP

Award Amounts
- Average group award: $63,388
- Average award per community: $48,760
- DEC awards are close to the max award of $85,500

Agreement Status
- 52 out of 58 communities (or ~90%) have signed MOAs and NDAs
- Status of remaining communities
  - Cambridge agreements are being executed
  - We are awaiting comments from Arlington, Framingham, Natick, Medford, and Worcester, aiming to wrap up all agreements in the next month or so

Priority Populations

Communities could choose up to 4 priority populations on which to focus their outreach and engagement efforts.

Priority Population	# Communities	As a share of total CFP communities
Landlords/Renters 1-4 Units	25	48%
Landlords/Renters 5+ Units	20	38%
Language Other than English	21	40%
Moderate Income	19	37%
Small Business	14	27%
Low-Income*	30	58%

*There are no low income goals due to oversubscription and therefore no targeted outreach.
**This chart includes CFPs for all PAs except the Cape Light Compact. Priorities for CLC are noted on slide 13.

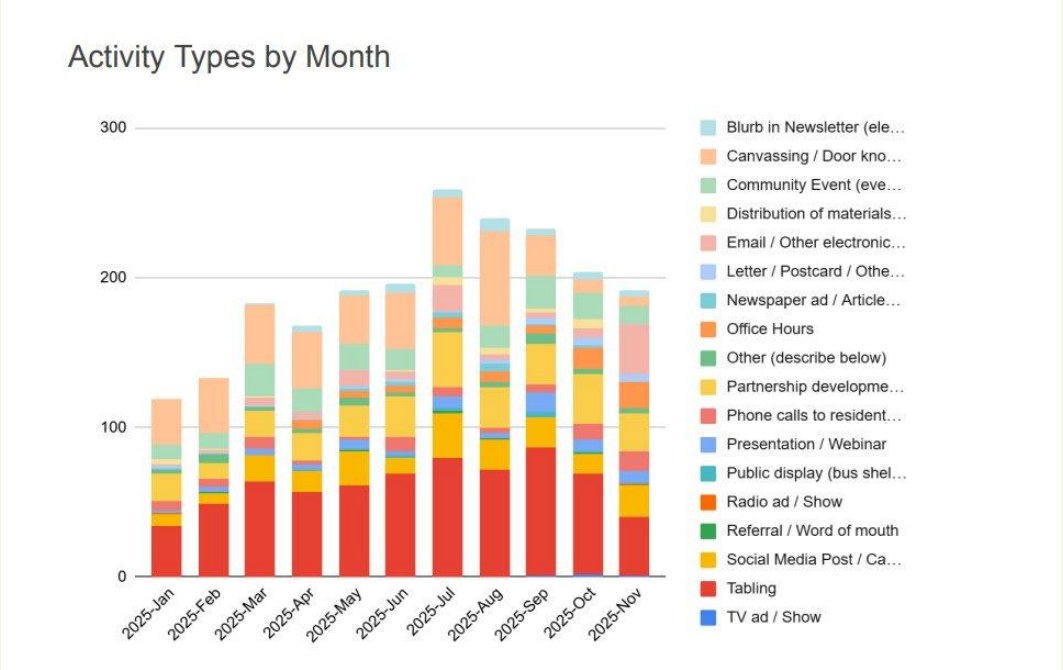
DEC Priority Populations

Priority Population	# Communities	As a share of total DECs
Landlords/Renters 1-4 Units	12	67%
Landlords/Renters 5+ Units	16	89%
Language Other than English	16	89%
Moderate Income	7	39%
Small Business	6	33%
Low-Income*	16	89%

*There are no low income goals due to oversubscription and therefore no targeted outreach
**This chart includes CFPs for all PAs except the Cape Light Compact. Priorities for CLC are noted on slide 13.

2025 Year-in-Review

- In-person CFP orientation was held in April to kick-off the program, 60+ CFP community members gathered in Framingham
- Mid-year program meet-70+ partners met in groups of 10-20 in four locations across the state simultaneously to connect on the energy efficiency landscape in their region and collaborate on effective strategies
- 16 trainings were conducted for the partners throughout the year covering topics like program incentives, DEC offers, outreach planning etc.
- In 2025, around 2355 outreach activities were conducted, reaching an estimated 3 million MA residents and generating approximately 10,000 signups across the communities.
  - 289 outreach activities specifically targeting populations who prefer a language other than English.



2025 Year-in-Review Contd.

The PAs and AIE established a mechanism for regular data sharing between AIE and the program LVs:

- All LVs are sharing lead data that flows into the Salesforce platform (visible to CFPs)
- We have also established secure project-level data flow between market-rate LVs platforms and AIE Salesforce which will eventually be accessible to CFPs
- For customers coming through non-CFP landing page channels, a data authorization form will be used to secure customer release on RCS-protected data. This will be live in English next week, and all other languages by the end of Feb

Salem's Energy Advocate received the Salem Alliance for the Environment (SAFE) "Speak Up" Award for excellence in communication and education on climate challenges and solutions. The following CFP communities were 2025 Mass Save Climate Leaders: City of Lynn, City of Salem, City of Framingham, City of Gloucester.

CLC: Vineyard Power CFP Overview

Vineyard Power CFP Communities

- Oak Bluffs (DEC community)
- Tisbury (DEC community)
- Edgartown
- Aquinnah
- Chilmark
- West Tisbury

Priority Populations

- Landlords in 1–4-unit buildings (to benefit renters)
- Landlords in 5–20-unit buildings (to benefit renters)
- Low-to-moderate income households
- Customers who speak languages other than English
- Small Business

2025 Outreach Effort Highlights

Type of Effort	Total Number	Reach (People)
Events	124	2,776
Social Media Posts (English + Portuguese)	171	35,926
Direct Mailer	5 (Tax Bill Inserts) 2 (Affordable Housing Targeted Mailer)	10,175

2025 HEA Sign Ups: 455

Vineyard Power CFP award: $120k/year

APPENDIX

WE ARE MASS SAVE*:
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Language Access Recommendations

21 Language Access Recommendations (PAs have adopted 20)

Operational Recommendations – Short-Term

- Designate Language Access Staff – Complete
- Designate Vendor Liaisons – Complete
- Create a Language Access Plan – Complete
- Allocate Language Access Budget – Complete
- Hire Bilingual Staff – In Progress

Marketing & Evaluation Recommendations – Short-Term

- Identify Vital Documents and Use Plain Language – In Progress
- Interpreter Services in Call Centers – In Progress
- In-Person Interpreter Services – In Progress
- Track Language Preferences at Intake – In Progress

Language Access Recommendations

Legal & Procurement Recommendations – Short-Term

- Multilingual Legal Disclaimers – Not Started
- Contract Language on Services – In Progress
- Centralize Vendor Contracts – Not Started

Medium-Term Recommendations

- Collect Ongoing LOTE Feedback – In Progress
- Multi-lingual Materials Repository – In Progress
- MassSave.com QA – Complete
- Translation Management Systems–CMS Integration – Under Review
- Promote HERS Rater Language Skills – Not Started

Long-Term Recommendations

- Annual Reports – Under Review
- Ongoing Training for Staff and Vendors – Under Review
- Public Awareness Campaigns – In Progress

2025-2027 CFP Communities

Acton	Cambridge	Lexington	Norwood	Swampscott
Amesbury	Chelmsford	Lowell*	Oak Bluffs*	Taunton
Andover	Chelsea*	Lynn*	Pittsfield*	Tisbury*
Arlington	Chilmark	Malden*	Plymouth	Watertown
Attleboro	Easthampton	Medford	Quincy*	West Tisbury
Aquinnah	Edgartown	Methuen	Randolph	Westborough
Beverly	Everett*	Nantucket	Revere*	Westhampton
Billerica	Fall River*	Natick	Salem*	Winthrop
Boston* – City	Framingham*	New Bedford*	Sharon	Woburn*
Boston* - BCAN	Gloucester	Newburyport	Somerville	Worcester*
Brockton*	Lawrence*	Newton	Southbridge	
Brookline	Leominster	Northampton	Springfield*	

For further details: See Community First Partnership.
*Indicates that the community is also a Designated Equity Community.