BuildingEnergy Boston March 21, 2025



Residential Mass Save Offerings: The Path to Decarbonization

















The Path to Decarbonization

Turnkey Services – Single Family (1-4 Units)

Offers for Moderate Income Customers, Renters, and DECs

Turnkey Services – Multi Family (5+ Units)



Together, we make good happen for Massachusetts.

Your local electric and natural gas utilities and energy efficiency service provider are taking strides in energy efficiency: Berkshire Gas, Cape Light Compact, Eversource, Liberty, National Grid and Unitil.

As one, we form Mass Save®, with the common goal of helping residents and businesses across Massachusetts save money and energy, leading our state to a clean and energy efficient future.



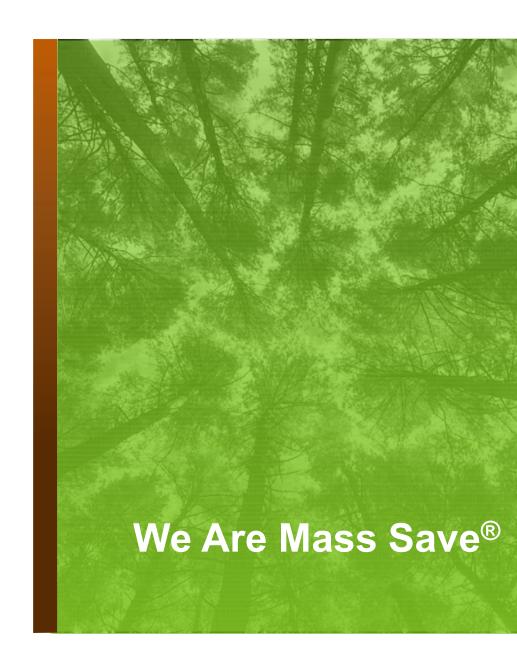


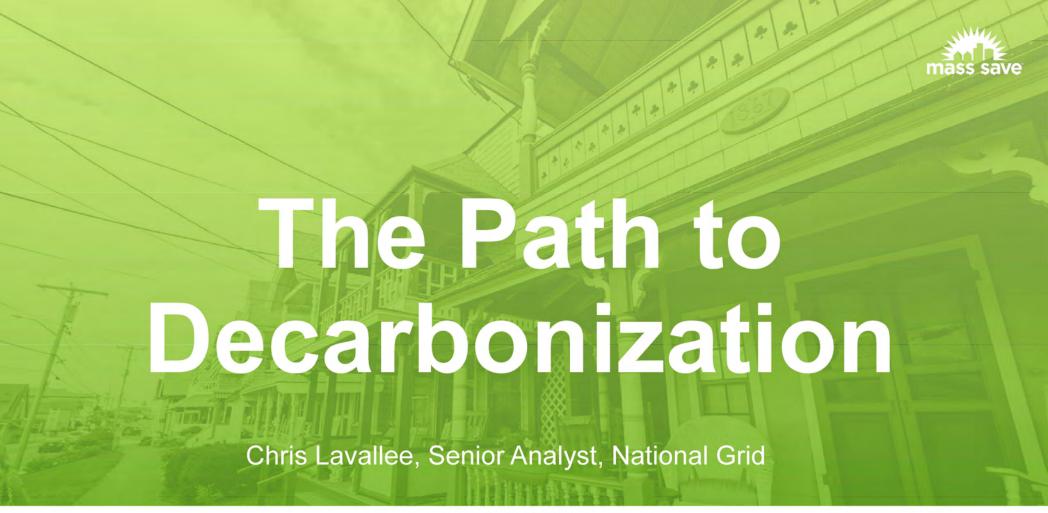
























Plan Process

- 2025-7 Three Year Plan filed with DPU in October – explicit focus on decarbonization, equity and enhanced customer experience
- Plan approved on Feb 28th, with requirement to reduce statewide residential budgets by \$500mln over three years
- PAs currently working to identify optimal areas from which to create those budget savings
- Compliance filing due to DPU by Apr 30



Overview of Residential Programs



Residential
New
Construction
and
Renovations



Residential Turnkey Solutions

Single Family Pathway (1-4 Units)

Multi Family Pathway (5+ Units)



Residential Rebates

Rebates and incentives for heat pumps, heat pump water heaters, appliances, etc.

Education, tools, and outreach

Residential Turnkey Solutions (RTS)

Priorities of Decarbonization:

- 1. Weatherization
- 2. HVAC heat pumps (with sufficient Wx)
- 3. Education of late journey decarbonization (e.g. induction cooktops, EV charging, solar. Not all part of current program)

Goal: Coordinate delivery of energy efficiency and other decarbonization measures for participating customers



No-cost Comprehensive Decarbonization Consultation: Improved Customer Experience



Work directly with customers to understand short and longterm decarb goals

Set realistic expectations

Direct customers to HPIN contractors

Empower customers to make informed decisions

Quote Review and Comparison

Review and assist customers in understanding differences between solutions provided by contractors, including:

Costs

Equipment

Efficiency

GHG emissions



Provide ongoing support and education throughout the customer journey including operational tips post installation

Three Pillars of Heat Pump Market Adoption

Customer Awareness and Acceptance

Create demand pull from fossil fuel heating customers

Contractor Enablement

Drive enhanced high quality installation capacity

Manufacturer/ Distributor Engagement

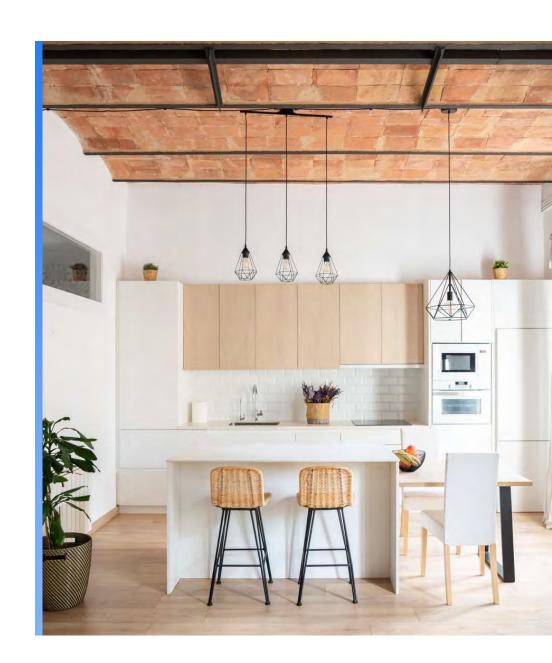
Create allies and coinvestors to drive market transformation

Phaseout of Support for Fossil Fuel Equipment

Section 26 of An Act Driving Clean Energy and Offshore Wind added language to the Green Communities Act prohibiting spending on certain new fossil fuel equipment.*

This applies to the Massachusetts 2025 - 2027 Energy Efficiency and Decarbonization Plan

^{*}Exceptions for income-eligible sector and certain 'hard to electrify' end-uses in commercial and industrial sector

















Turnkey Services for Single Family 1-4 Units

Objective: Residential Turkey Services focuses on delivering an "end to end" in-home energy efficiency installation

Product Offerings: Home Energy Assessments, instant savings measures, insulation/air sealing, barrier mitigation, NEW: heat pumps for moderate-income customers

Delivery Pathways: Lead Vendors, Home Performance Contractors and Independent Installation Contractors

Target Customers: Market rate and moderate-income as well as multiple building types and meter configurations (e.g., single family, low-rise) and building ownerships (single family property owners, rental units, condos, etc.)

TURNKEY SERVICES

Pathways providing turnkey services are recommended for customers who are new to Mass Save programs and/or prefer a fully managed experience. These services offer end-to-end project management, quality assurance, up-front pricing, and instant incentives to guide customers and provide an easier energy efficiency and decarbonization journey. All with the help of a dedicated contact through every step of the process.

Single point of contact with a trusted vendor. Project scoping, subcontractor selection, processing instant rebates, QA/QC, and more. Decarbonization 2. Weatherize 3. Optimize Efficiency Home Energy Assessment Insulation and Air Sealing Electrification Eustemen get a no-cost Pre-Weatherization Repairs" Electrification Prep' . Vender facilitates the repair of . If resign sary, the vendor liquidates the graduation of their horse to existing finallin & safety massis arice. supgrade of an electric panel or wring. . Improve energy efficiency. To washing attor. . Assets weatherization barriers Heat Pumps" - Scope weitherization and Weatherization" . The vendor facilitates the design and beat pump projects. Vandor facilitates installation restallation of migh-efficiency heat. . Determine their of the weatherization scope. tramps for heating and cooling.

improving heating and cooling

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Dutsoners can usek support and guillance or six quastions of any time Proughout the process through a Decarbonization Compitation. Additional decarbonization offers and resources are available at MassSave.com.

Residential Turnkey Services Single Family 1-4 Units

Home Energy Assessments

A Home Energy Assessment finds inefficiencies in how energy is used in your home. During the assessment, an Energy Specialist will identify energysaving opportunities and help you access available rebates, incentives, and 0% financing.

Weatherization

One of the first steps toward better efficiency is weatherization, which includes upgrading your insulation and air sealing. Benefits of insulation and air sealing improvements include:

- Lowering heating and cooling costs by up to 15%
- Decreasing drafts to improve comfort and humidity all year long
- Minimizing outside noise for a quieter, more peaceful environment
- Preventing allergens and pests from entering your home
- Reducing the chance of ice dams—protecting your home from potential damage

Residential Turnkey Services Single Family 1-4 Units

Expansion of Turnkey Services

Barrier Clearing

- Knob and tube
- Vermiculite
- Moisture
- Combustion safety

Heat Pump Installation

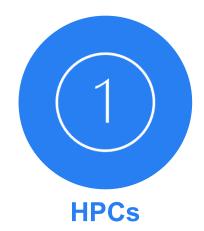
- Sizing
- Contractor quotes and selection
- QA/QC

Leveraging Successful Keys from the Past

- Robust contractor networks
- Project facilitation
- Strong QA/QC

Residential Turnkey Services Single Family 1-4 Units

Different approaches on expanded services, same customer experience



Can serve the customer with their staff

Can subcontract the work to an approved contractor

Can also send projects to the HPC lead vendor who will coordinate with an approved contractor to implement the measures



LV Path A

Project is assigned a dedicated project manager

Project managers ensure accurate Manual J Load calculations, system design, and system efficiency

Installs are completed with a mix of internal and subcontracted crews



LV Path B

Energy specialists are collecting data and photos for each project

Heat pump installers provide quotes using this data

Designs and pricing are reviewed, and work is assigned to an installer

Residential Turnkey Services Single Family 1-4 Units



Heat Pumps

There are different ideas on how to design systems

We are looking for ways to standardize system design to ensure the customer receives what's right for their home



Panel Upgrades

A significant number of customers have outdated electrical panels that require replacement



Moderate Income

Many customers are interested, but they are either:

Not in the required income range

Do not complete the income verification



Contractor Lessons

Submitting quotes takes time

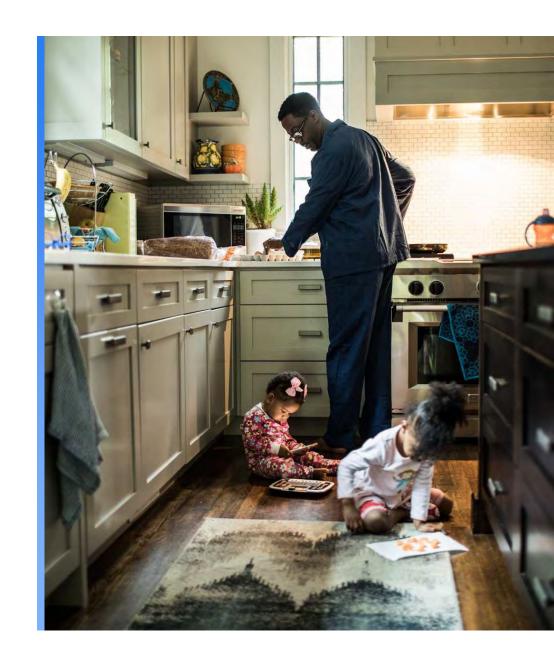
Ensure all data is captured □ learning new processes is not easy

Start permitting approval early

Residential Turnkey Services Single Family 1-4 Units

Additional Turnkey Objectives

- Use robust incentives to drive weatherization and heating electrification (heat pumps) for GHG emission reduction
- Engage with historically hard-to-reach communities – gaining access to untouched housing stock
- Increase renter participation
- Increase volume of incomequalified/targeted "equity" geographic communities
- Increase availability of services in languages other than English



Residential Turnkey Services Single Family 1-4 Units

Offers for the 2025 - 2027 term **pending plan approval

Market rate customers

- 75% off Wx
- \$250 off pre-Wx barrier remediation
- HEAT Loan financing

Moderate Income

- Self-attestation for 100% off Wx
- Income verified for 100% off barrier clearing*
- Income verified turnkey heat pumps installs covered at 100%
- Income verified pre-electrification barrier removal covered at 100%

Designated Equity Communities

- Wx offered at 100% for all customers
- Wx, HP, pre-wx barrier remediation*, and preelectrification offered at 100% for renters in these communities without income verification

*Pre-weatherization barrier remediation may be capped





Moderate Income: Rental and Designated Equity Communities Offers

Jayne Lino, Energy Efficiency Consultant, Eversource













Moderate Income Enhancements Pending Plan Approval

- Expanded qualification criteria 61-80% of State Median Income and Area Median Income
- Self-attestation for weatherization incentives and verified income process for heat pumps and pre-Wx barrier mitigation
- Turnkey process for installation (pending plan approval)

Statewide: 100% Wx (self-attest)

Statewide: 100% heat pump

 Statewide: 100% pre-Wx* & preelectrification barrier mitigation (verified income)

*Pre-weatherization barrier remediation may be capped



Designated Equity Communities (DECs)

Boston Lowell **Brockton** Lynn Chelsea Malden **Everett New Bedford** Fall River Oak Bluffs **Fitchburg Pittsfield** Framingham Quincy Lawrence Revere

Salem
Springfield
Tisbury
Woburn
Worcester

Offers for Designated Equity Communities

Pending Plan Approval

Buildings with 50% or more tenants on the discount rate will be served by the Income Eligible Program



No-Cost Weatherization

All residential buildings in DECs



No-Cost Barrier Removal*

Buildings with 50% or more renter-occupied units

*Barrier mitigation may be capped



No-Cost Electrification

Buildings with 50% or more renter-occupied units, where electrification does not increase renter energy burden

Property owners will be required to sign an LTA prohibiting rent increases, displacement, or other harm as a result of energy improvements

Offers for Rental Buildings in DECs

Pending Plan Approval

No-Cost Turnkey Solutions:

- Weatherization (insulation, airsealing)
- Pre-weatherization barrier remediation*
- Air source heat pumps
- Pre-electrification barriers remediation

*Pre-weatherization barrier remediation may be capped



Turnkey solutions provide customers with a fully managed project assessment, scoping, and installation process. One vendor manages scheduling and sub-contractors, simplifying the customer experience.



Targeting and Engagement Strategy



Identify and target buildings and neighborhoods



Customized outreach strategy for each municipality



Turnkey delivery provides end-to-end support for customers

Close collaboration with Community First Partners and municipalities















Multi-Family Program

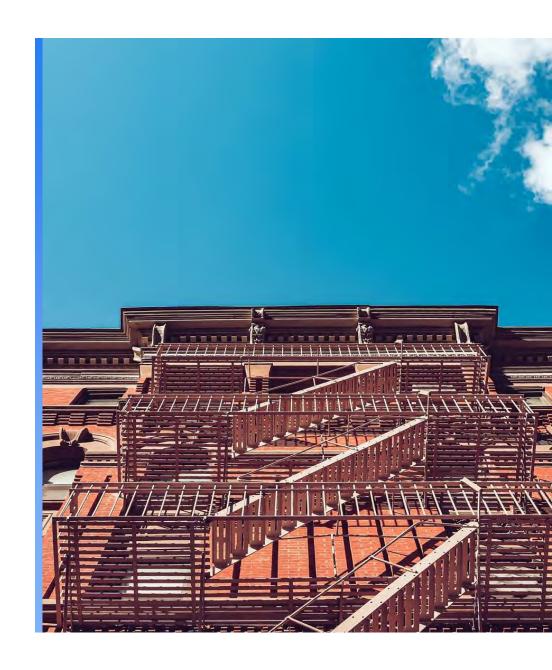
- Turnkey efficiency services
- No-cost, no-obligation on-site energy assessments
- Significant incentives to reduce outof-pocket cost
- Coordination of installation of recommended improvements
- Separate program track for sites occupied by income-eligible tenants
- This presentation focuses on market rate facilities
 - Properties with more than 50% of the units being income-eligible are served under a separate program track

Who is Eligible?

Residential complex/facility with five (5) or more dwelling units at the site, where 50% or more of the complex/facility is not low income

- ✓ Apartment facilities with 5 or more units
- ✓ Condominium sites with 5 or more units.

Authorized representative from the facility (ex. Property manager, condo board member, landlord/owner of the entire facility) can enroll



Incentives Available Offerings for Electric and Natural Gas

No Cost to Customer

- DHW (showerheads, aerators and pipe insulation)
- Air sealing
- Programmable thermostats & Wi-Fi thermostats

Incentives

- Insulation (up to 75% of cost)
- Air source heat pumps (up \$3,500 per ton) pending review and pre-approval when replacing oil, propane, gas and EBB heating systems
- Other energy improvements determined on a site-specific basis

Program Delivery

Lead vendor:

RISE Engineering (for all Sponsors except Berkshire)

If customer decides to proceed:

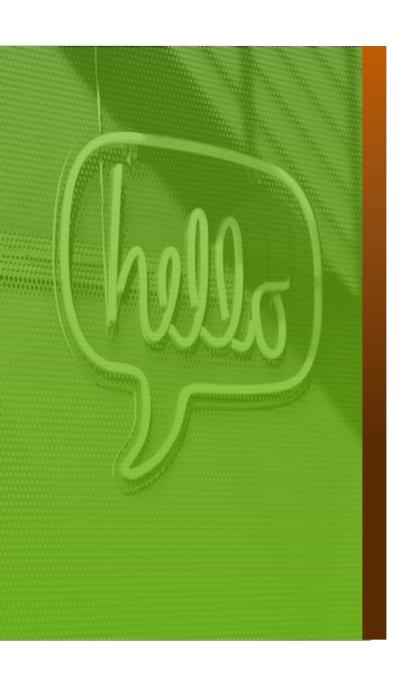
- 5-50 units: Lead vendor arranges for installation
- 50+ units: Put out to competitive bid to qualified installation contractors

Installation contractors should contact lead vendor for information on bidding qualifications and procedures



Multi-Family Moderate Income

- There will be a way to validate a multi-family property as moderate income
- Eligible for enhanced incentives
- Specifics pending final approval of the three-year plan



Point of Contact

RISE – Todd Cowger

1-800-422-5365 x6122

Established as primary point of Multi-Family Program enrollment

Lead Vendor coordinates with all contractors to ensure seamless process for participant



























