



Small Commercial Opportunities

WE ARE MASS SAVE®:





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 Utilities, 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.



We Are Mass Save[®]

WE ARE MASS SAVE[®]:



EVERSOURCE



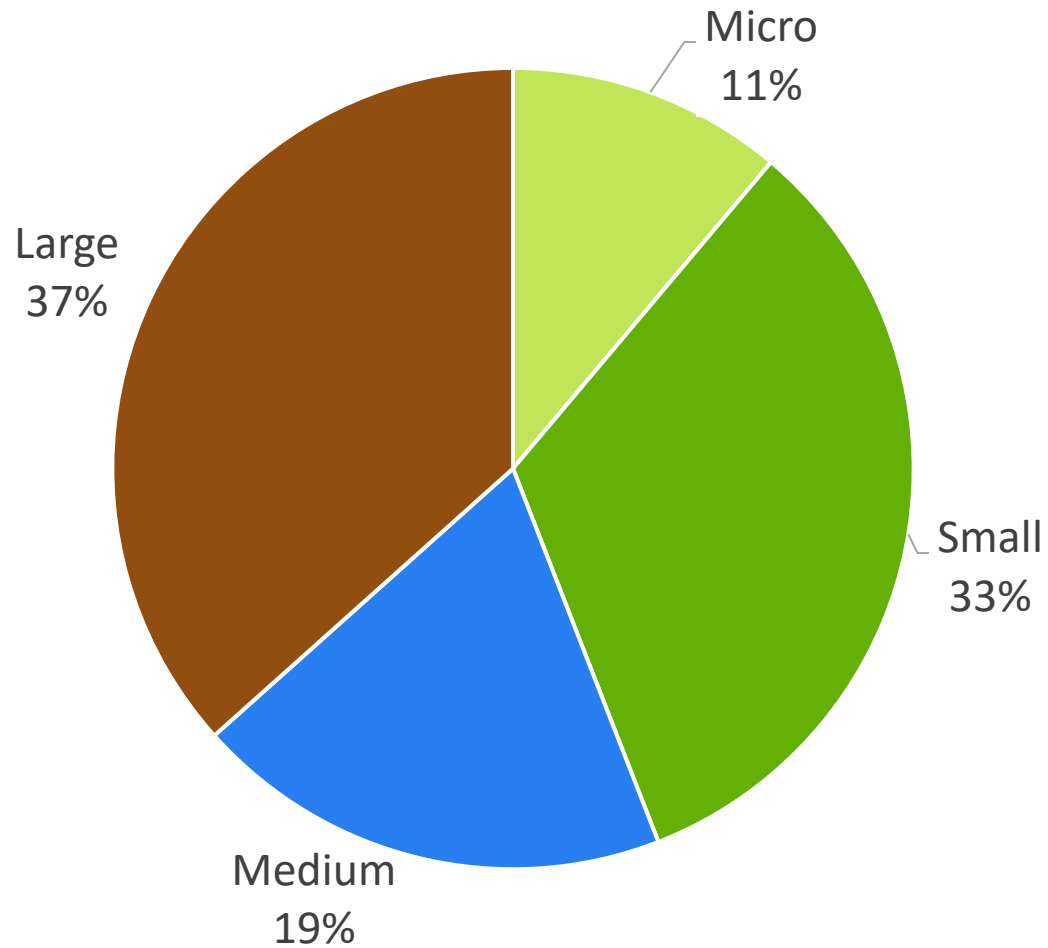
nationalgrid



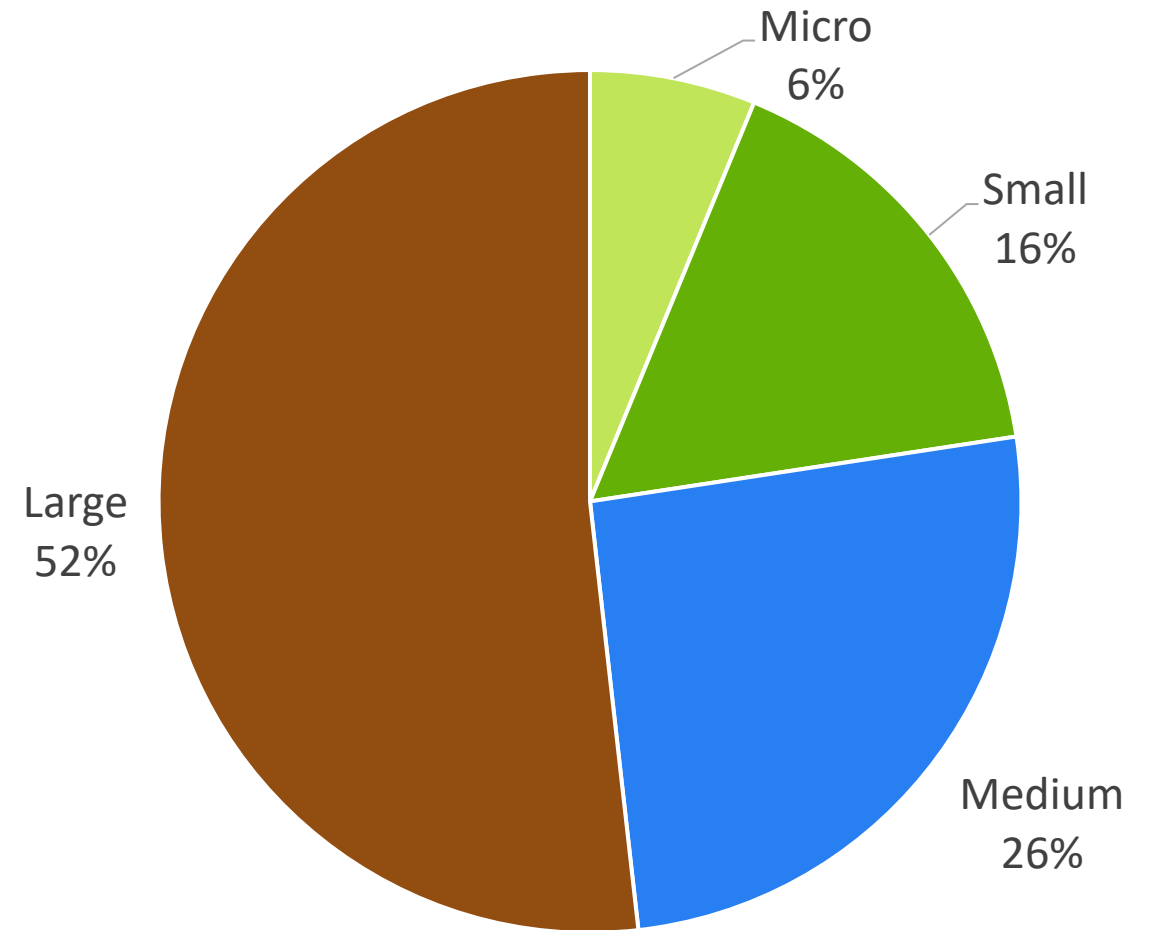


Historic Small Participation by Size

Percent of Electric Savings by Customer Size



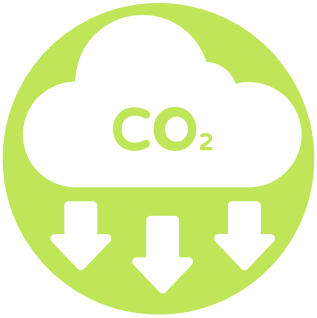
Percent of Gas Savings by Customer Size



Areas of Focus



Traditional Energy
Efficiency



Decarbonization



Equity



Demand Response



Traditional Energy Efficiency

Comprehensive Projects

- Lighting
- HVAC - Heat Pumps
- Building Controls
- Weatherization
- Refrigeration
- Hot Water Reduction
- Process



Energy Efficiency Services

Education to help you understand your energy use

Incentives and Financing to help pay for energy efficiency measures

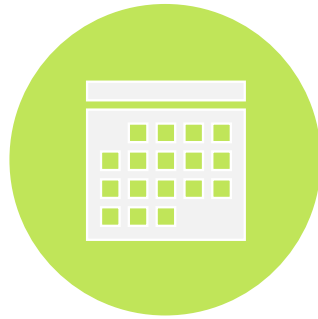
Ease of Use with turnkey and self-serve options



Small Business Turnkey Process



Small businesses visit the Mass Save website* to identify their Program Sponsor



Small businesses contact their Program Sponsor to schedule an energy assessment



The turnkey vendor performs a no-cost assessment, and the business gets a detailed report of all the ways they can save energy



Energy savings measures chosen by the customer are installed by our qualified vendor

* Visit [MassSave.com/SmallBusiness](https://www.mass.gov/info-details/mass-save-small-business) for more information

Self Serve Options – Using Your Own Installer

- **Instant Incentives** available for select HVAC, Foodservice, Lighting and Water Heating equipment from participating distributors
- **Incentives available through applications** for Lighting Retrofits, HVAC and Heat Pumps, Custom projects and more
- Visit [MassSave.com/Business](https://www.masssave.com/Business) for details





Decarbonization



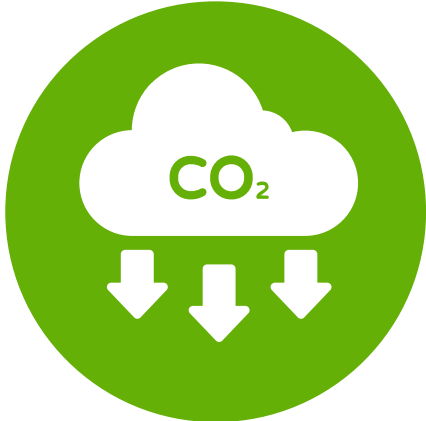
Weatherization

Reduces heating and cooling loads



High Efficiency Electric Heating

Shifts customers away from fossil fuels



Low Carbon Electric Grid

Parallel efforts underway to reduce carbon emissions from the electric grid

Commercial Weatherization

- Available Weatherization Measures
 - Building Insulation
 - Building Air Sealing
 - Weather Stripping
- Recent Changes
 - Increased incentives for weatherization projects
 - Reduced barriers to participation for commercial customers
 - Offers consistency to installation vendors
- More info at [MassSave.com/ciwx](https://www.mass.gov/info-details/mass-save-commercial-insulation-weatherization-rebate-program)



Commercial Weatherization
Rebates



Commercial Heat Pump Rebates

Equipment Type	Efficiency Requirement	Rebate Amount
Air Source Heat Pumps	Refer to MassSave.com/CIHPQPL	\$2,500 per ton*
Air Source Variable Refrigerant Flow (VRF)		\$3,500 per ton*
Ground Source Heat Pumps		\$4,500 per ton*

*Tons calculated based on AHRI cooling capacity divided 12,000 BTUs. (1 ton = 12,000 BTUs).
NOTE: Projects exceeding 150 tons in total require pre-approval for Cape Light Compact, Eversource and National Grid customers, and all projects require pre-approval for Berkshire Gas, Liberty Utilities and Unitil customers



Equity

Focus on towns that have historically participated at lower rates

Collaboration with communities to address barriers

Targeted **Main Streets** campaigns





Main Streets

Multi-day concentrated effort to **target** small businesses in a particular town and offer no-cost energy assessments

Marketing campaigns precede Main Street events to **build awareness** prior to the event

Includes **collaboration** with local governments, chambers of commerce or the Community First Partnership



Program Sponsor Contacts



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Thanks for listening.

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