

Cape Light Compact JPE Executive Committee & Governing Board Meeting

DATE: Wednesday, February 19, 2025
LOCATION: Cape Light Compact Offices – Martha’s Vineyard Conference Room
261 Whites Path, Unit 4, South Yarmouth
TIME: 2:00 – 4:30 p.m.

Note: The meeting will be held as a hybrid meeting (in-person and through remote participation) pursuant to St. 2023, c. 2, which, among other things, extends the temporary provisions pertaining to remote meetings of public bodies under the Open Meeting Law to March 31, 2025. Members of the Public can join in by audio and follow along with Meeting Materials, see the information below. Written public comments should be submitted to Maggie Downey, Compact Administrator, at mdowney@capelightcompact.org by 2:00 PM on Tuesday, February 18, 2025, and should follow the public comment protocol below. Written public comments received after the February 18th deadline will be distributed prior to the Compact’s next Board meeting

Telephone dial-in: +1 (646) 558-8656
Meeting ID: 884-0121-5535
Passcode: 503101

AGENDA

1. Public Comment
2. Approval of January 8, 2025, Open Session Minutes
3. Chairman’s Report, Martin Culik
4. Continued Discussion on Cape Light Compact Power Supply Offering, Mariel Marchand
5. Update on Cape and Vineyard Solar Loan Program, Dan Schell
6. Compact Marketing Update, Jason Bertrand
7. Overview of Compact Participation in MA Department of Public Utilities Dockets, Audrey Eidelman
8. Administrator’s Report, Maggie Downey
 - A. Refrigerator Recycling
 - B. MA DPU 25-10 Update: Double Utility Poles
 - C. Reminder : February 28 Press Event for Cape & Vineyard Solar Loan Program
 - D. Executive Orders – Potential Impacts to MA Programs
 - E. Multifactor Authentication for Compact Emails
 - F. Board Member Update (Reserved for Updates on Member Activities the Chair Did Not Reasonably Anticipate Would be Discussed – No Voting)

**Cape Light Compact Public Comment Protocols
for Governing Board Meeting
Cape Light Compact Public Comment Protocols
for Governing Board Meeting
(June 2023)**

The Cape Light Compact Governing Board has adopted the following protocols to assist the public in effective participation in its Governing Board meetings, where some Board Members, staff and members of the public may be participating remotely:

1. Members of the public are welcome to address the Compact Board during the public comment section of the meeting or in writing.
2. Members of the public addressing the Compact Board at the meeting must state their name, and if appropriate the name of the organization the person is representing. Oral comments must be limited to three minutes.
3. Members of the public may also submit written comments. Written comments shall be submitted in writing to the Compact Administrator, Maggie Downey, at mdowney@capelightcompact.org by 2 p.m. on the Tuesday before a scheduled Compact Governing Board meeting (or such other time as may be established by the Compact Administrator). Written comments must include a person's name and, if appropriate, the name of the organization the person is representing. Public comments received after the deadline will be distributed prior to the Compact's next Board meeting.
4. Members of the public addressing the Compact Board may not use fighting words, slander, unreasonably loud or repetitive speech, or speech so disruptive of the Compact Board meeting that the deliberative process is substantially interrupted or impaired. Speakers may not disrupt others. Speech must be peaceable and orderly.
5. All written public comments submitted in advance consistent with these protocols shall be included in the Compact's Board meeting packet.
6. Board members and staff cannot respond to public comments for topics not on the current agenda during the Board meeting. The Cape Light Compact Board may respond to comments either by putting them on the agenda of a subsequent meeting or by requesting the administrator or staff to respond to the comment.
7. Copies of the Board meeting packet will generally be made available to members of the public in advance of the meeting at the Cape Light Compact JPE's web site at www.capelightcompact.org Documents exempt from disclosure pursuant to the Public Records Law or protected by the attorney-client privilege shall not be included.

**Cape Light Compact JPE
Governing Board
Meeting Minutes
Wednesday, January 8, 2025**

The Cape Light Compact JPE Board of Directors met on Wednesday, January 8, 2025, at 2:00 p.m. The meeting was held as a hybrid meeting (in-person and through remote participation) through a Zoom videoconference for members of the Board with audio call-in available for members of the public, pursuant to St. 2023, c. 2, which, among other things, extends the temporary provisions pertaining to remote meetings of public bodies under the Open Meeting Law to March 31, 2025.

Participating In-Person Were:

1. Robert Schofield, Executive Committee, Bourne
2. Brian Miner, Chatham
3. Tom McNellis, Eastham
4. Gary Senecal, Eastham Alternate
5. Valerie Bell, Harwich
6. Martin Culik, Chair/Executive Committee, Orleans
7. Suzanne Ryan-Ishkanian, Wellfleet

Participating Remotely Were:

1. David Anthony, Secretary/Executive Committee, Barnstable
2. Bill Doherty, Bourne Alternate
3. Colin Odell, Executive Committee, Brewster
4. Alan Strahler, Edgartown
5. Wayne Taylor, Mashpee
6. Nathaniel Mayo, Provincetown
7. Leanne Drake, Sandwich
8. Bob Higgins-Steele, Truro Alternate
9. Nicola Blake, Executive Committee, West Tisbury
10. Joyce Flynn, Vice Chair/Executive Committee, Yarmouth

Absent Were:

1. Forrest Filler, Aquinnah
2. Timothy Carroll, Chilmark
3. Brad Crowell, Dennis
4. Tristan Israel, Dukes County
5. Matthew Patrick, Falmouth
6. Peter Meleney, Oak Bluffs
7. Russ Hartenstine, Tisbury
8. Jarrod Cabral, Truro

Legal Counsel Participating Remotely:

Audrey Eidelman Kiernan, Esq., KO Law, P.C.

Staff Participation In-Person:

Maggie Downey, Chief Administrative Officer
Dan Schell, Senior Analyst - Retail and Demand Response
Jason Bertrand, Marketing & Communications Coordinator
Kate Coleman, Outreach Specialist
Mariel Marchand, Power Supply Planner

Staff Participating Remotely:

Angela Hurwitz, Senior IT Services & Data Management Analyst
Anneliese Conklin, Data Services Coordinator
David Botelho, Senior IT Services & Data Management Analyst
David Maclellan, Senior Analyst
Kim Grant, Town Energy Coordinator
Laura Selmer, Energy Efficiency Analyst
Lindsay Henderson, Senior Analyst – Small Business
Margaret Song, Energy Efficiency Strategy and Policy Manager
Miranda Skinner, Strategy and Regulatory Analyst
Phil Moffitt, Chief Financial Officer
Stephen McCloskey, Energy Efficiency Analyst
Tatsiana Nickinello, Energy Efficiency Analyst

Public Participants:

None.

Martin Culik called the meeting to order at 2:00PM.

Public Comment:

No written comments were received in advance of the meeting and no members of the public were present for public comment.

APPROVAL OF MINUTES:

The Board considered the December 4, 2024 Open and Executive Session Meeting Minutes.

Robert Schofield moved the Board to accept the minutes and to release them , seconded by Valerie Bell.

Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tom	McNellis	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Valerie	Bell	Harwich	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Bob	Higgins-Steele	Truro	Yes

Susan	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

Motion carried in the affirmative (12-0-0)

Leanne Drake joined the meeting at 2:03pm.

ELECTIONS FOR 2025 OFFICERS, MAGGIE DOWNEY:

Maggie Downey noted that nominations for the Compact's Officers were still open and at the December Board meeting Martin Culik was nominated for the position of Chair, Joyce Flynn for Vice-Chair, David Anthony for Secretary, Valerie Silva for Treasurer, and Phil Moffitt for Business Officer. She asked whether there were any other nominations for these positions. No other nominations were made for the Compact's Officer positions. Maggie closed the nominations and asked for a motion to elect the Compact's Officers for 2024 as presented.

Robert Schofield moved the entire slate of Martin Culik, Joyce Flynn, David Anthony, Valerie Silva, and Phil Moffitt for Compact Officers. Seconded by Tom McNellis.

Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tom	McNellis	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Valerie	Bell	Harwich	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Leanne	Drake	Sandwich	Yes
Bob	Higgins-Steele	Truro	Yes
Susan	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

Motion carried in the affirmative (13-0-0)

ELECTIONS FOR 2025 EXECUTIVE COMMITTEE MEMBERS, MAGGIE DOWNEY:

Maggie Downey noted that the nominations for the Executive Committee were still open. She stated that the holder of Chair, Vice-Chair, Secretary, Colin Odell, Bob Schofield and Nicola Blake were nominated for Executive Committee Members at the December Board Meeting. She then asked whether there were any other nominations for the Executive Committee. Joyce Flynn nominated Tom McNellis, and it was seconded by Valerie Bell.

Joyce Flynn moved the entire slate of Martin Culik, Joyce Flynn, David Anthony, Bob Higgins-Steele, Robert Schofield, Colin Odell, Nicola Blake, and Tom McNellis as the 2025 Executive Committee. Seconded by Valerie Bell.

Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tom	McNellis	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Valerie	Bell	Harwich	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Leanne	Drake	Sandwich	Yes
Bob	Higgins-Steele	Truro	Yes
Susan	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

Motion carried in the affirmative (13-0-0)

PRESENTATION ON CAPE LIGHT COMPACT POWER SUPPLY OFFERING, MARIEL MARCHAND AND JASON BERTRAND:

Mariele Marchand started to review the Power Supply Update: Customer Counts and Marketing PowerPoint. She stated that at the last Board Meeting, the Board asked about power supply customer counts and marketing efforts. The Board also asked about informing customers about delivery charges and competitive suppliers.

Mariele Marchand stated that there are over 209,000 electric customers on the Cape and Vineyard, and over 147,000 customers are on the Compact's power supply rate. She stated that commercial customers are much more likely to sign a third-party competitive supply contract. They often like to know what their rate is for longer than three or six months and therefore, are unlikely to switch to the Compact's supply. She stated for residential, there are about 48,000 customers not on the Compact's power supply.

Mariele Marchand stated that the Compact has some resources on the website that provide information to customers on how to evaluate competitive supply offers. She stated that there is also information for customers on how to read their bill. There is information on all the different charges seen on a customer's electric bill for both delivery and power supply.

Jason Bertrand continued to review the PowerPoint. He stated that the Compact's current power supply marketing includes social media, newspaper ads, Select Board and Town Council meetings, press releases, and radio ads.

Jason Bertrand reviewed power supply marketing ideas. He stated that he broke them into three tiers: high cost, mid cost, and low cost. He stated for high-cost ideas there is direct mail which is about \$75,000 and TV advertising which is about \$40,000. For direct mail, it ensures that we reach every unenrolled customer, but it is expensive, a one-time touch, and would have to target every customer. He stated for TV advertising it conveys the most information because you get audio and visual. However, it is labor intensive.

Jason Bertrand stated for mid cost options there is additional radio, digital display advertising, and direct email. He stated that these would be a bit more doable. He stated that radio has always had a large reach, but it is impossible to target a specific group. He stated that the digital display advertising has the widest reach per dollar but conveys the least amount of information. He stated that direct email has a wider reach and higher engagement but is also difficult to target a specific audience.

Jason Bertran reviewed the low-cost options. He stated that for paid social media it is very cost effective and there are parameters that can be set to target certain audiences. He stated that the issue with social media is that it invites discussion which can cause confusion. He stated that another option is paid digital newsletters which are affordable, high reach, and come from a trusted source, but working with a different organization's mailing list makes it difficult to target our specific audience.

Martin Culik asked if staff feel confident that the Compact's power supply rates will continue to be lower than the Eversource basic service rate. Mariel Marchand stated that we can't guarantee that it will. She stated that she is confident, but it is subject to the timing of the market. Maggie Downey stated that staff is looking for input from the Board on the level and type of marketing staff should pursue.

Tom McNellis asked who the target audience is, and Mariel Marchand stated that the target audience would be those on a competitive supply who selected a competitive supplier to get a low rate but that is no longer the case and the rate the customer is paying may be higher than the Compact's supply rate, but the customer is not aware of this. She stated that it is hard to target those customers.

Colin Odell stated that this is an economic business decision for the Compact. He stated that what matters is how many kilowatt hours are we losing a year that we are not getting the mil adder on. He stated that could tell us how much additional money, incremental money, we could get into our budget to afford the advertising and to afford the effort. He stated that therefore, he thinks the place we need to start is getting information from NextEra. Mariel Marchand stated that it is an interesting idea. She stated that staff can probably do some quick math based on average customer usage. She stated that we may have historical usage that we could look at and extrapolate to the larger.

Maggie Downey stated that we have some takeaways that we need to work on and come back and continue the discussion. She stated that staff can talk to NextEra and see if there are names and addresses of those who have opted out of the Compact's power supply for the Compact to do

a direct mailing and look into the economics and usage data. As well as looking into the industry standard on what it costs to add a customer.

PRESENTATION ON CAPE LIGHT COMPACTS ENERGY EFFICIENCY AND DECARBONIZATION PROGRAM AND SERVICES AVAILABLE FOR CUSTOMERS, DAN SCHELL AND KATE COLEMAN:

Dan Schell started reviewing the Financing and Energy Coaching Options: Energy Efficiency & Decarbonization Journey PowerPoint

Dan Schell stated that the Compact has three financing options now. He stated that the first is the Mass Save zero interest Heat Loan and most people should be familiar with this loan. He stated that there have been some changes to the Heat Loan program. As of January 1st, the loan is capped at \$25,000 and the additional \$25,000 for electrification and is no longer allowed. Fossil fuel equipment can no longer be financed through the Heat Loan.. He stated that pending the Department of Public Utilities (DPU) approval there could be new income-based terms. The loan term would be 7-years, 5-years, and 3- years depending on the customer's income.

Dan Schell stated that the Compact also has the Cape & Vineyard Solar Loan. It is a loan to the Compact from USDA, Rural Utility Service (RUS), Rural Energy Savings Program (RESP), to administer low interest solar financing. He stated that the total funding is \$4.9 million with \$2.2M in first year. He stated that the Compact's program was launched on December 2, 2024, and the Compact received the USDA funds on December 26, 2024. The loans are serviced by Cape Cod 5 and applications receive a technical review by Self-Reliance. He stated that the interest rate is 2.75% for 10 years, and up to \$50,000. He is estimating that the Compact should be able to finance 50-80 projects for the first year depending on the average loan amount. He stated that there have been 17 applications to date, five that are currently under technical review and 10 that are working with Cape Cod 5. Martin Culik asked if most of these were initiated through solar vendors. Dan Schell answered yes, he believes that many are using it as a sales technique.

Kate Coleman continued reviewing the PowerPoint. She stated that the last financing option available is the Energy Saver Home Loan that was created by MassHousing through the Massachusetts Community Climate Bank (MCCB). She stated that the loan is intended to help low- to moderate-income homeowners cut their energy use and reduce or eliminate their reliance on fossil fuels. It was launched in March 2024 and is Administered by MCCB, the loan is operated statewide by an Energy Service Provider (ESP), and regional Concierge Service Providers (CSPs). She stated that for Barnstable and Dukes County the Compact is the CSP. She stated that the MCCB and Abode determine the policies and operations of this loan, while CLC works on outreach and intake.

Kate Coleman stated that the Compact's 2025 Outreach Plan drafted in October 2024 was approved by MCCB in November. It focuses on working with organizations on Cape Cod, Martha's Vineyard, and Nantucket to host public presentations and provide educational materials. She stated that the Compact is working with libraries, community centers, councils on aging, newcomers' clubs, and other relevant non-profits. She stated that BayCoast Bank,

BankFive, Bristol County Savings Bank, Cape Cod 5, and Avidia Bank are the participating lenders.

Kate Coleman stated that the loan range is \$10,000 to \$100,000 and the minimum credit score is 620 with a max debt-to-income (DTI) ratio of 50%. She stated that the homeowner must be owner occupant of either a single-family home or at least one unit in a 2-4 family home and this must be their primary residence. She stated that properties that are in a trust will be reviewed on a case-by-case basis. She stated that it is a 240-month term with the following structure: (1) the first 18 months is interest only and then the remainder of the payments are amortized, (2) borrowers up to 80% AMI receive a 0.50% interest rate and borrowers above 81% to 135% receive 2%, (3) borrowers are qualified at the full amortized rate, (4) rebates are not included, and (5) there are no pre-payment penalties and additional payments can be made as a single payment. Loans can be recast with a minimum principal payment of \$2,500 with no fee.

Kate Coleman stated that there have been 63 inquiries so far. She stated that 12 were referred to the Cape & Vineyard Solar Loan or Heat Loan. She stated that 12 applications have been approved to move forward and sent to work with Abode. She stated that two were found ineligible by Abode, five were given their decarbonization plans, and one was handed back and is working with lender.

Dan Schell stated this month the Compact is launching Compact staff energy coaching services. He stated that Kate Coleman is the energy coach and customers can set up a time to talk to her in person or virtually. He stated that this is for people who are unsure what their next steps should be. He stated that this should not be used in place of an assessment, calling the call center for general questions or to schedule an assessment or Heating and Cooling consultation.

Tom McNellis asked about the timeline of this program. Kate Coleman answered that right now it is about two to three months from inquiry to closing. She stated that the Compact is hoping to reduce that time. Right now, it seems the larger issue is finding a contractor who is participating in the program. She stated that hopefully as we expand the network, customers will get through the program quicker.

DISCUSS DPU 24-15: REQUEST FOR INPUT ON DISCOUNT RATES FOR MODERATE INCOME CUSTOMERS, MAGGIE DOWNEY:

Maggie Downey stated that the DPU sent back questions on DPU 24-15, and she is looking for feedback from the Board. She stated that one of the questions is how the DPU should define eligible moderate-income customers. She stated that they are considering extending the discount rate or establishing a discount rate for moderate income customers. She stated that if any Board Members have any comments now, they can share them or they can email them to her over the next couple weeks. She stated that they are due on February 4th.

Bill Doherty stated that daycare expenses should be considered because you can't expect people to try to find gainful employment unless there's some sort of support for the expense of taking care of the kids. Valerie Bell stated that there should be a geographical aspect as well since the

cost of living is different throughout Massachusetts. Martin Culik stated that if there are any more comments, to send to Maggie Downey before February 4th.

ADMINISTRATOR’S REPORT:

1. Update on Review and Release of Executive Session Minutes

Maggie Downey stated that she has reviewed all sets of the unreleased and partially released executive session minutes, along with the Compact counsel, consistent with our protocol. She stated that they determined that the following sets of executive session minutes will continue to be withheld with partial redaction as warranted under the Open Meeting Law: March 10th, 2021, June 9th, 2021, September 29th, 2021, January 9th, 2019, October 8th, 2014, and August 14th, 2023. She stated that the December 13th, 2023, and July 10th, 2024, executive session minutes will be withheld in their entirety. She stated that their exemptions are either related to power supply strategy and or personnel matters. She stated that there were some that were released and the minutes on the Compact website are up to date.

2. Quarterly Updates to Select Boards and Town Council

Maggie Downey stated that Jason Bertrand sent out a quarterly report to the Board. The report was prepared for Board members to deliver as an update under public comment at their Select Board or Town Council meeting.

3. Summary of 2024 Massachusetts Climate Law

Maggie Downey stated that she will be sending a summary of the 2024 Massachusetts Climate Law to the Board. She stated that she just wanted the Board to be aware that she will be sending that out. If Board Members are able they should present it to their Select Board or Town Council.

4. Documents Sent to CLC Board via Email

Maggie Downey stated that she sent two emails to the Board with a lot of documents to review. She stated that the only thing that needs to be returned to her is the Office of Attorney General Open Meeting Law Guide signed. She stated that all the documents are required to be distributed to the Board annually. She stated that the Board should also be receiving a conflict-of-interest training email from the State that needs to be completed online.

ADJOURNMENT:

Motion to adjourn made at 4:56 PM moved by Robert Schofield, seconded by Joyce Flynn.

Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tom	McNellis	Eastham	Yes
Alan	Strahler	Edgartown	Yes

Valerie	Bell	Harwich	Yes
Wayne	Taylor	Mashpee	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Bob	Higgins-Steele	Truro	Yes
Susan	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

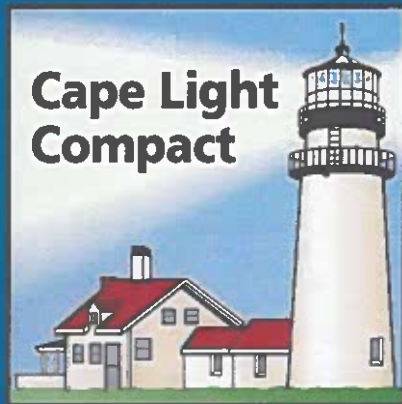
Motion carried in the affirmative (13-0-0)

Respectfully submitted,

Tatsiana Nickinello

LIST OF DOCUMENTS AND EXHIBITS:

- Meeting Notice/Agenda
- December 4, 2024, Draft Open Session Meeting Minutes
- Power Supply Update: Customer Counts and Marketing PowerPoint
- Financing and Energy Coaching Options: Energy Efficiency & Decarbonization Journey PowerPoint



**Cape Light
Compact**

Your Trusted, Local Energy Resource

Power Supply Marketing

Cape Light Compact Governing Board
February 19, 2025

Background

At the January Board meeting, the Board asked:

- For more information about customers who aren't on the Compact's supply
- Sales volume and dollar value lost by not serving those customers
- Industry standard customer acquisition costs



Current Number of Customers in Service Territory

Customer Class	Total Electric Customers on Cape and MV	Municipal Accounts	CLC Supply	Competitive Supply (estimated)	Basic Service (estimated)
Residential	181,737	0	133,982	30,622	17,133
Commercial	27,349	1,545	13,516	7,459	4,829
Total	209,086	1,545	147,498	38,081	21,962



Missing Load Estimates

Supplier	Residential		Commercial	
	Load (MWh)	Adder	Load (MWh)	Adder
CLC/NextEra	838,000	\$838,000	154,000	\$154,000

Competitive Supply	189,000	\$189,000	347,000	\$347,000
Basic Service	122,000	\$122,000	194,000	\$194,000
Total (not served by CLC)	311,000	\$311,000	541,000	\$541,000

- Reminder that commercial customers are more likely to contract with a competitive supplier



Customer Acquisition Costs

- Acquiring new customers can be costly and time consuming
- According to industry standards, it costs approximately \$25 to \$100 per customer to acquire a new retail electric customer
- Competitive supply rule of thumb is that customers tend to switch if rates are ~1 cent per kWh below what they are currently paying
- Even with lower rates, customers generally only switch when they are aggressively marketed to
- Some customers may not be able to switch



2017 Power Supply Marketing Campaign

- 2017 marketing effort:
 - Radio spots in CLC territory: six-week air play, Feb-March 2017; 168 spots on two radio stations
 - Direct mailing to ~18,000 customers
 - \$22,200 total
- Call center results (customers who attributed their enrollment to the marketing campaign):
 - 7 new customers from radio
 - 29 new customers from mailings
- **The Compact did gain over 1,500 customers during the campaign timeframe**



Power Supply Marketing Recommendations

Focus on the Compact's supply being a lower price option

Direct Mail - \$1.00 – \$1.50 per piece

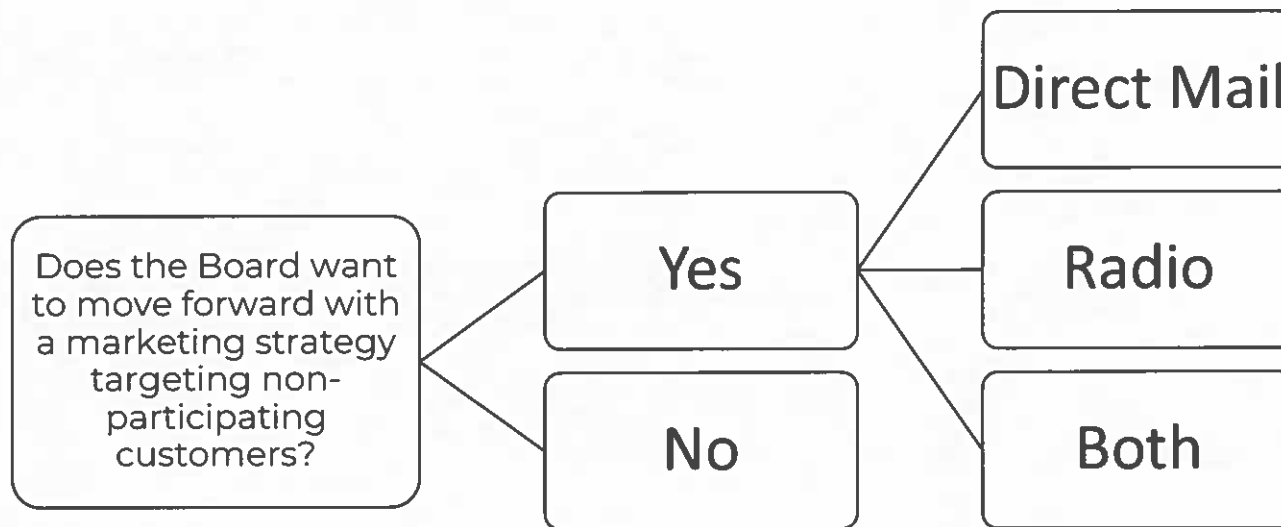
- Current estimates:
 - ~\$31,000 to \$46,500 for mailing to competitive supply customers
 - ~\$17,000 to \$25,500 for mailing to Basic Service customers

Radio April to October - \$21,000

- Three Stations - 99.9 the Q., Cape Country 104, Ocean 104.7
 - 336 total ads per station

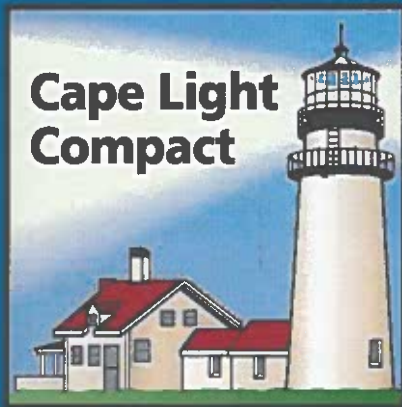


Questions for the Board



If yes, at the next Board meeting, staff will present a supplemental budget request to fund selected option(s).





**Cape Light
Compact**

*Your Trusted, Local
Energy Resource*

Cape and Vineyard Solar Loan Update



Cape & Vineyard Solar Loan

Since 12/2/24:

- **41 Applicants**
 - **2 Pending review**
 - **29 Approved**
 - 28 with CC5
 - 16 have closed
 - 1 under technical review
 - **3 Denied** (out of territory, panels installed already)
 - **1 Withdrew** when asked for proof of year-round residency
 - **6 On hold**
 - 4 for weatherization
 - 1 for historic district approval
 - 1 in process of being built—will likely not be complete by time money runs out

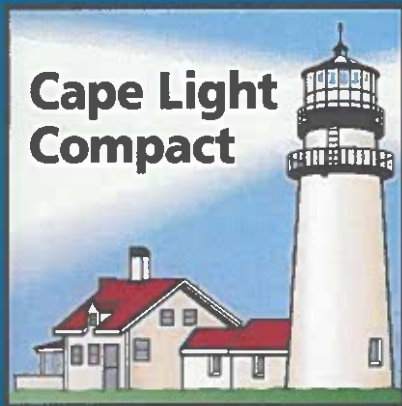


Cape & Vineyard Solar Loan

- *Approved Loan Total: **\$1,146,487***
- *On Hold Loan Total: **\$188,023***
- *Remaining Funds: **\$865,490***

- *Average System Size: **12.04 kW***
- *Average System Cost: **\$40,781.47***
- *Average Loan Amount: **\$39,354.34***
- *Average Cost per W: **\$3.38/W***





*Your Trusted, Local
Energy Resource*

Cape Light Compact Marketing and Website



CLC Marketing Strategies

Cape Light Compact's marketing efforts fall into three categories:

1. Paid Marketing

- Radio, print, digital, paid social media, direct mail, out of home marketing

2. Earned Media

- Press coverage, interviews, organic social media, website or newsletter mentions from partner organizations

3. Presentations and Events



Paid Marketing

- In addition to earned media, CLC has a significant paid marketing budget at both the statewide and local level.
- 2024 Statewide (Mass Save) Budget
 - Total: \$4,700,000
 - CLC Share: \$302,000
- 2025 CLC only Marketing Budget:
 - Energy Efficiency: \$750,000
 - Operating Budget: \$105,000

Budgets include labor and media costs

SAVING ENERGY HAS NEVER BEEN MORE EFFICIENT

GET A NO-COST ENERGY ASSESSMENT

Using less energy is better for your home, your business, your wallet, and the planet! Start with a no-cost energy assessment to find out how you can save energy and qualify for incentives on efficiency upgrades like HVAC, weatherization, and more.

Visit CapeLightCompact.org to sign up for a no-cost energy assessment.

ENERGY EFFICIENCY UPGRADES HAVE NEVER BEEN MORE ATTAINABLE

Apply for a Low-Interest Energy Saver Home Loan

Through the Energy Saver Home Loan Program, households making less than 135% of the Area Median Income may qualify for a low-interest loan for approved energy efficiency upgrades. These include heat pumps, solar panels, water heaters, and more! Single-family homes and units in 2-4 unit multi-family buildings are eligible for the program. Condos are not eligible.

Visit CapeLightCompact.org/energysaver for full list of qualified upgrades and eligibility requirements.

LET'S GET EFFICIENT.

mass save

NEW LAWN EQUIPMENT

MONEY BACK LOWER EMISSIONS

IT'S THE PERFECT SEASON FOR HOME APPLIANCE REBATES



Presentations and Events

21 events and 36 presentations in 2024

- Event Highlights: The Back to Business Bash, Council on Aging Resource Days, Big Blue Conference Vendor Fair
- A majority of presentations this year focused on a general overview of Cape Light Compact and our Energy Efficiency Programs. Here are some highlights:
 - Dan's presentation about heat pumps at the Hyannis Rotary Home and Garden Show
 - Maggie's presentation at the 2024 Net Zero Conference



CLC Press Releases

Sent to all daily and weekly papers on the Cape and Vineyard, as well as online only publications, radio station, and community organizations and chambers as appropriate.

- June and December 2024 - Power Supply Rate Announcement Press Releases
- April 2024 – Energy Education Presentation press release, sent twice
- April 2024 – E-Bike press release
- February 2025 – Cape & Vineyard Solar Loan
 - Coincides with the press conference at the end of the month
 - RSVPs from State Representatives Flanagan, Viera, and Moakley, and Mass DOER Energy Efficiency Division Director JoAnne Bodemer
- Upcoming –Energy Saver Home Loan, website launch

capelightcompact.org/category/press-releases/



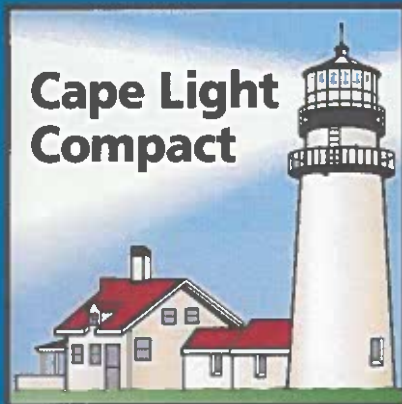
Statewide Press Releases

Mass Save Statewide press releases are also sent to papers on the Cape and Vineyard. These cover the larger announcement for our Energy Efficiency programs

- January 2025 – Mass Save Climate Leaders event
- October 2024 – Three-year plan received unanimous EEAC support
- October 2024 – Mass Save announced 2024 Climate Leaders
- September 2024 – Sponsors submitted updated draft of the 3-year Plan
- August 2024 – Sponsors submitted updated draft of the 3-year Plan
- July 2024 – Recap of statewide Main Streets efforts
- July 2024 – Supplier Diversity Summit
- April 2024 - Sponsors submitted first draft of the 3-year Plan
- March 2024 – Mass Save sponsors earned 2024 Energy Star Partner of the year award.
- February 2024 – Mass Save sponsors announced record number of heat pump installations.

masssave.com/about/news-and-events





*Your Trusted, Local
Energy Resource*

Website



Website Redesign Overview

- June 2024 – The Compact issues an RFP searching for a vendor to complete a total website redesign
- September 2024 – The Compact selects Tomo360
- October 2024 – Kick-off meeting with Tomo360 and CLC staff
- December 2024 – Development begins on new site
- Spring 2025 – Final testing and launch

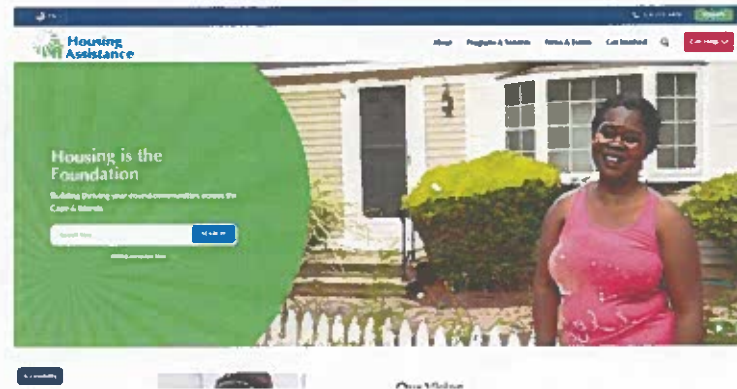


About Tomo360

Tomo360 are a digital marketing and web development company based in Lowell, MA.

Have previously worked with other Cape based organizations including Barnstable County and Housing Assistance Corporation.

Best combination of cost, design quality, and local knowledge.



Redevelopment Goals

1. Modernize the look and feel of the website and optimize for mobile
2. Ensure website is ADA compliant
3. Redesign program pages to present content more clearly
4. Simplify user journey on the website and best direct customers toward programs that are the best fit for them
5. Add tools to help users find the content that they are looking for
 - Get started form
 - Increased search functionality
6. Reduce redundancies
7. Increase the number of translated website pages

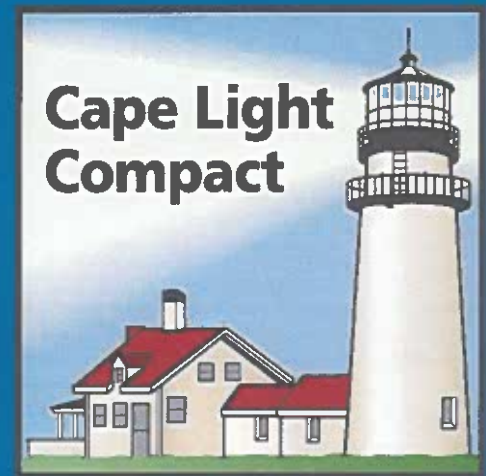


What's Next?

- CLC staff are currently reviewing program pages – updating content and editing to fit in the new website page structure
 - Some pages will have to wait until after the three-year plan approval at the end of February
- Tomo360 creating website pages as the CLC staff approves the content
- Once the program pages are created, CLC staff will complete a round of reviews and revisions
- Core program pages will be translated
- Website launches in spring 2025



Questions?



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Energy Resource*



CURRENT CAPE LIGHT COMPACT JPE PARTICIPATION AND ADVOCACY IN DPU DOCKETS

February 2025

CURRENT COMPACT PARTICIPATION AND ADVOCACY IN DPU DOCKETS

- ▶ **D.P.U. 21-80 (Eversource Grid Modernization Plan for 2022 -2025)**
- ▶ **D.P.U. 23-50 (Basic Service Investigation)**
- ▶ **D.P.U. 23-67 (Municipal Aggregation Guidelines; Low Income Community Shared Solar)**
- ▶ **D.P.U. 23-84 (Eversource Electric Vehicle Time of Use Rates)**
- ▶ **D.P.U. 24-10 (Eversource Electric Sector Modernization Plan)**

CURRENT COMPACT PARTICIPATION AND ADVOCACY IN DPU DOCKETS

- ▶ **D.P.U. 24-15 (Energy Burden Investigation)**
- ▶ **D.P.U. 24-104 (Eversource Community Solar Access Program)**
- ▶ **D.P.U. 24-195 (Eversource Mid-Term Modifications of Phase II Electric Vehicle Infrastructure Program)**
- ▶ **D.P.U. 25-10 (Inquiry by DPU and DTC on double poles and related considerations)**

RECYCLE YOUR OLD REFRIGERATOR OR FREEZER

Get a \$75 rebate and no-cost pickup and removal!

Do you have an old working refrigerator or freezer wasting energy? Residential electric customers who recycle their old and inefficient working refrigerators or freezers through the Mass Save® appliance recycling program will be offered no-cost pickup and removal - plus, a \$75 rebate.

Here is how it works:

- ① You must be a valid residential Eversource electric account holder
- ② Order must be placed between January 1, 2025 – Dec 31, 2025
- ③ Refrigerators and freezers must have an inside measurement between 10 and 30 cubic feet, which is the standard size for most units. Per state laws, all doors must be removed from the refrigerator/freezer before placing outside for pickup to avoid paying fines.
- ④ A maximum of two units per electric account per calendar year will be accepted.

Scan Me!

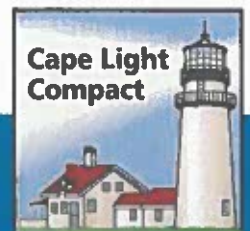


Apply Online

Apply online at
capelightcompact.org/appliance-rebates
or contact the Compact
for assistance.

info@capelightcompact.org

1-800-797-6699



2025 Operating Budget Expense Report Thru 2.14.2025

ORG	OBJECT	ACCOUNT DESCRIPTION	ORIGINAL APPROP	REVISED BUDGET	YTD EXPENDED	AVAILABLE BUDGET	% USED
01001	5110	OP-SALARIES	\$ 150,150.00	\$ 150,150.00	\$ 26,021.85	\$ 124,128.15	17.30
01001	5119	OP-SALARY RESERVE	\$ 15,400.00	\$ 15,400.00	\$ -	\$ 15,400.00	0.00
01001	5171	OP-RETIREMENT	\$ 26,000.00	\$ 26,000.00	\$ -	\$ 26,000.00	0.00
01001	5173	OP-GROUP INSURANCE	\$ 22,000.00	\$ 22,000.00	\$ -	\$ 22,000.00	0.00
01001	5174	OP-MEDICARE/OTHER TAXES	\$ 2,100.00	\$ 2,100.00	\$ 387.22	\$ 1,712.78	18.40
01001	5175	STATE UNEMPLOYMENT INSURANCE	\$ 300.00	\$ 300.00	\$ 101.43	\$ 198.57	33.80
01001	5179	OP-MISC FRINGES	\$ 150.00	\$ 150.00	\$ -	\$ 150.00	0.00
01001	5181	OP-OPEB LIABILITY	\$ 8,300.00	\$ 8,300.00	\$ -	\$ 8,300.00	0.00
01001	5210	OP-UTILITIES	\$ 150.00	\$ 150.00	\$ -	\$ 150.00	0.00
01001	5270	OP-MISC RENTALS	\$ 850.00	\$ 850.00	\$ 75.86	\$ 774.14	8.90
01001	5272	OP-RENT	\$ 6,210.00	\$ 6,210.00	\$ 603.75	\$ 5,606.25	9.70
01001	5290	OP-CUSTODIAL SERVICES	\$ 2,450.00	\$ 2,450.00	\$ 147.00	\$ 2,303.00	6.00
01001	5301	OP-ADVERTISING	\$ 45,000.00	\$ 45,000.00	\$ 828.00	\$ 44,172.00	1.80
01001	5302	OP-PUBLIC MARKETING SUPPORT	\$ 25,000.00	\$ 25,000.00	\$ -	\$ 25,000.00	0.00
01001	5309	OP-IT SERVICES	\$ 3,500.00	\$ 3,500.00	\$ 196.93	\$ 3,303.07	5.60
01001	5313	OP-STAFF PROFESSIONAL DEVELOP	\$ 5,000.00	\$ 5,000.00	\$ 713.00	\$ 4,287.00	14.30
01001	5314	OP-PAYROLL SERVICES	\$ 275.00	\$ 275.00	\$ 42.01	\$ 232.99	15.30
01001	5315	OP-LEGAL SERVICES	\$ 361,000.00	\$ 361,000.00	\$ 27,276.46	\$ 333,723.54	7.60
01001	5316	OP-AUDIT FEES	\$ 15,000.00	\$ 15,000.00	\$ 10.08	\$ 14,989.92	0.10
01001	5318	OP-TREASURY SERVICES	\$ 8,500.00	\$ 8,500.00	\$ 679.56	\$ 7,820.44	8.00
01001	5319	OP-CONTRACTUAL	\$ 45,000.00	\$ 45,000.00	\$ 407.00	\$ 44,593.00	0.90
01001	5320	OP-OUTREACH/MARKETING CONTRACT	\$ 35,000.00	\$ 35,000.00	\$ -	\$ 35,000.00	0.00
01001	5341	OP-POSTAGE	\$ 8,000.00	\$ 8,000.00	\$ 689.13	\$ 7,310.87	8.60
01001	5343	OP-TELEPHONES	\$ 1,800.00	\$ 1,800.00	\$ 43.86	\$ 1,756.14	2.40
01001	5344	OP-INTERNET	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 2,000.00	0.00
01001	5345	OP-PRINTING	\$ 13,000.00	\$ 13,000.00	\$ 1,103.31	\$ 11,896.69	8.50
01001	5400	OP-SUPPLIES	\$ 1,000.00	\$ 1,000.00	\$ -	\$ 1,000.00	0.00
01001	5430	BUILDING RENOVATIONS	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 1,500.00	0.00
01001	5490	OP-FOOD SUPPLIES	\$ 6,500.00	\$ 6,500.00	\$ 1,124.71	\$ 5,375.29	17.30
01001	5710	OP-TRAVEL IN STATE	\$ 9,500.00	\$ 9,500.00	\$ -	\$ 9,500.00	0.00
01001	5720	OP-TRAVEL OUT STATE	\$ 10,000.00	\$ 10,000.00	\$ 594.00	\$ 9,406.00	5.90
01001	5730	OP-SPONSORSHIPS	\$ 65,000.00	\$ 65,000.00	\$ 14,422.38	\$ 50,577.62	22.20
01001	5731	OP-SUBSCRIPTIONS	\$ 35,000.00	\$ 35,000.00	\$ 12,762.50	\$ 22,237.50	36.50
01001	5732	OP-SOFTWARE LICENSES	\$ 4,000.00	\$ 4,000.00	\$ 168.06	\$ 3,831.94	4.20
01001	5741	OP-INSURANCE	\$ 6,000.00	\$ 6,000.00	\$ -	\$ 6,000.00	0.00
01001	5789	OP-UNPAID BILLS	\$ 500.00	\$ 500.00	\$ -	\$ 500.00	0.00
01001	5850	OP-MISC EQUIPMENT	\$ 1,200.00	\$ 1,200.00	\$ 186.97	\$ 1,013.03	15.60
01001	5854	OP-FINANCIAL SOFTWARE SYSTEM	\$ 3,900.00	\$ 3,900.00	\$ -	\$ 3,900.00	0.00
		Grand Total	\$ 946,235.00	\$ 946,235.00	\$ 88,585.07	\$ 857,649.93	9.40

January 2025 Mil Adder Revenue: \$89,248



First Congregational Parish of Truro

3 First Parish Lane | PO Box 149 | Truro, MA 02666
firstparishtruro.org

February 13, 2025

Ms. Maggie Downey
Chief Administrative Officer
Cape Light Compact
261 Whites Path, Unit 4
South Yarmouth, MA 02664

Dear Ms. Downey,

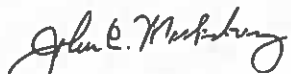
On behalf of the members of the First Congregational Parish of Truro, I wish to express our deepest thanks to the Cape Light Compact for the award and installation of a state-of-the-art HVAC system at our historic home, the Truro Meeting House, built in 1827.

Our organization would have never been able to afford this state-of-the-art energy efficiency improvement without the Compact's Non-profit Enhanced Incentive Program. Your application process was streamlined and expeditious and did not impose an undue burden on our volunteer-run church in meeting its requirements.

After receiving the award, the installation went extremely smoothly. We would be remiss if we did not single out for praise Alexander Dwyer, who managed the work at Rise Engineering and coordinated with other contractors. He was exceptionally responsive to our queries and was always courteous, conscientious and professional in executing his duties under a tight timeframe to complete the install before our building contractor needed the interior space for a separate improvement project. All was completed in time to start our summer services.

Our appreciation is tardy in being expressed here, but please know this should not reflect on what has been in our hearts and stated many times to all who attend our services, and other programs held in the Meeting House over the past several months.

Gratefully yours,


John C. Marksbury
Moderator