

# Clean Energy and Sustainability Committee

## *Minutes of Public Meeting*

Filed with Town Clerk:

**DATE:** Wednesday, January 8, 2025      **TIME:** 5:30 PM  
**PLACE:** Town Offices      **ADDRESS:** 50 Billerica Road      **ROOM:** 200

### MINUTES

*Prepared by Sean McGuigan, Clerk*

**MEMBERS PRESENT:** Badhri Uppiliappan (Chair, in person), Sean McGuigan (Clerk, virtual), Peter Spawn (in person), Bern Kosicki (in person), Jack Bergstrom (virtual), Nicolas Mercier (in person)

**MEMBERS ABSENT:** Jim Walton

**OTHERS PRESENT:** Pat Wojtas, Chelmsford Select Board, Chris Haley, Chelmsford Sustainability Manager, Abby Kessler, Homeworks

#### **Public Input**

No public input

#### **MassSave Programs**

##### **Main Street Small Business**

The final numbers on the 2024 Main Streets Small Business program are: ~400 business were informed of the program, 42 complete audits, 28 proposals and 18 completed projects. does not have any future update since the program is over. Nicholas will be meeting to discuss how the 2025 outreach can be improved, can we learn who the 400 companies are that were engaged, can we find out what the 18 completed projects are, and we might have an opportunity to piggyback with Billerica next year.

The Community First Application grant joint application with Billerica was approved. There will be an Energy Advocate on-boarding meeting on February 6<sup>th</sup>.

Senator Barrett will speak at the library during the last week of February. Topics will be reviewing the recent climate bills and sustainability in general.

#### **Discussion with Abby Kessler, Homeworks**

See attachment

#### **January 2025 Meeting Date**

We have scheduled our next meeting for February 4, 2025 at 5:30 PM.

The meeting was adjourned at 7:10.



**HomeWorks**  
Energy

# HomeWorks Energy

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Energy Efficiency, Simplified

# Our Roots

- Founded in 2012, six regional offices across MA, with more than 500 employees
- Now the largest Mass Save partner and home performance contractor in the state
- In 2022, performed more than:
  - 31,500 home energy assessments per year
  - 11,800 weatherization jobs per year
  - 1,500 HVAC installs per year



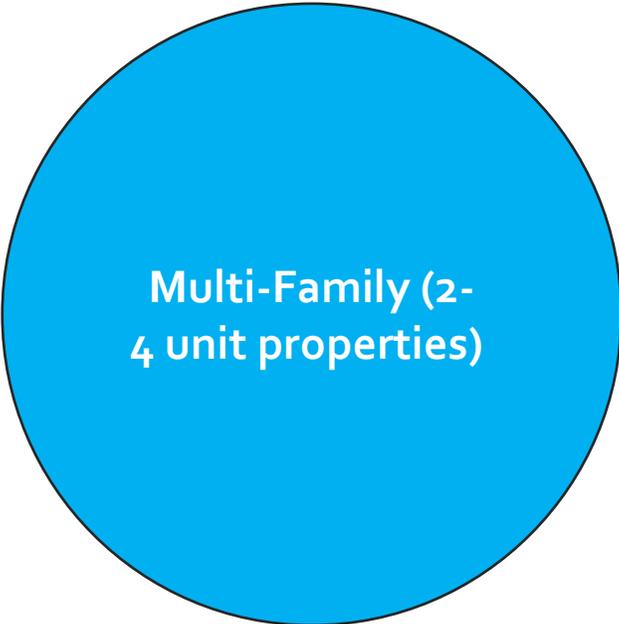
# Mass Save Energy Efficiency Programs

There are several programs under the Mass Save umbrella:

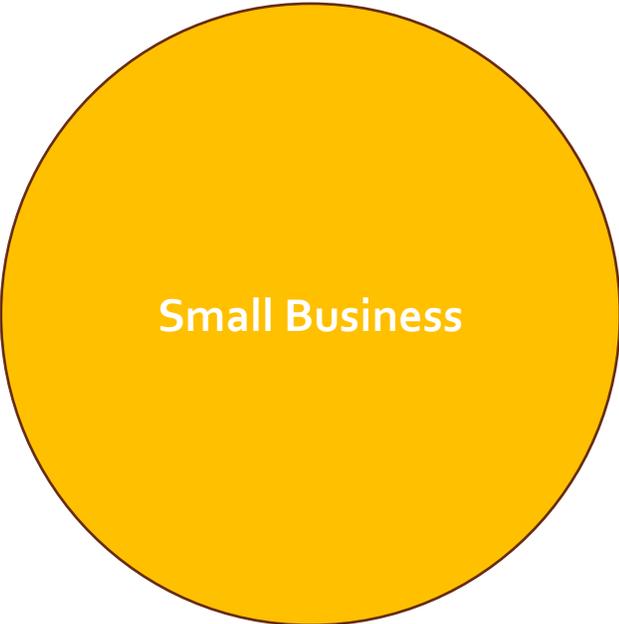


Home (14 family properties)

Serve National Grid, Eversource, and Cape Light Compact



Multi-Family (2-4 unit properties)



Small Business

# What We Do

Home Energy Assessments (1- 4 unit properties, and piloting ALR 50 building program) & Income Eligible

Weatherization

HVAC



# Ductless Mini Splits and Heat Pumps

- Popular technology used for cooling and heating
- Alternative to ducted systems and window A/C units
- Can be installed in specific rooms, or to cover an entire home
- HomeWorks uses Samsung, Gree, Bryant, Haier, Ecoer, AO. Smith, and Bradford White



# Income-Eligible Program

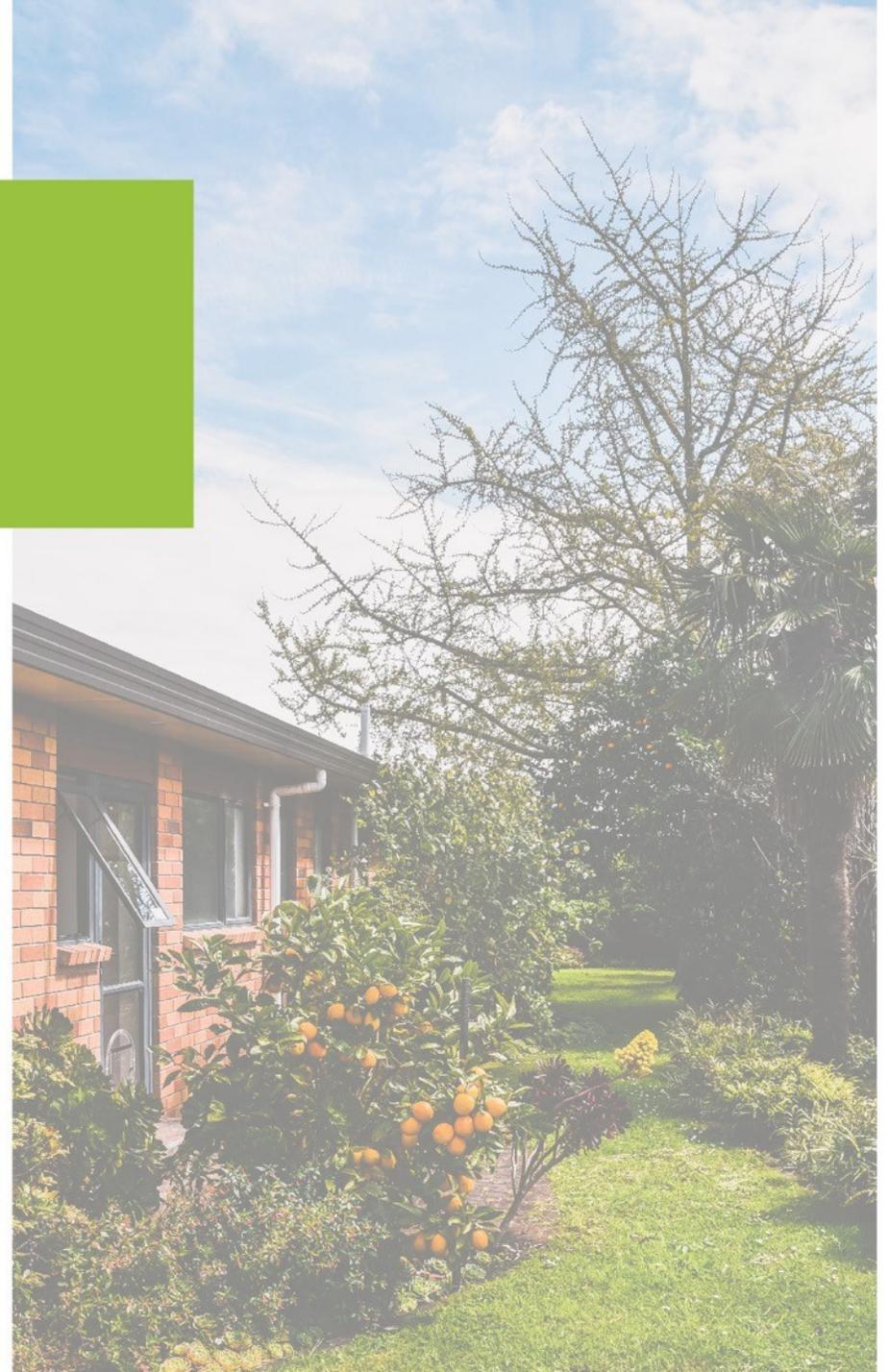
- HomeWorks provides no-cost energy assessments for residents who are on fuel assistance (R-2, R-4 rate codes)
- HomeWorks does NOT screen people who may be eligible for discounted rates. That needs to be done between the resident and local CAP agency.
- Eligible IE residents receive no-cost insulation, pre-weatherization barrier remediation, appliance, and HVAC upgrades. HomeWorks installs all of these for IE residents.

# 3 Visits in 1

1. AMP (Appliance)
2. WX
3. HVAC

# Audit Layout

- Intro
- Start AMP (for fridge or freezer)
- CST (combustion safety test)
- WX Spec (insulation)
- AMP Spec
- Paperwork



# Qualifying Appliances

- Refrigerators/ freezers
- Dehumidifiers
- AC window units
- Washers

\*Depending on age/ efficiency ratings, they may qualify for replacement



# Energy Efficiency Upgrades in Chelmsford



- In 2023 & 2024, HomeWorks performed 781 energy assessments in Chelmsford, which resulted in:
  - 257 thermostats installed
  - 1,319 power strips
  - 448 aerators
  - 256 showerheads
  - 363 light bulbs
  - 281 insulation installs
  - 18 heat pumps

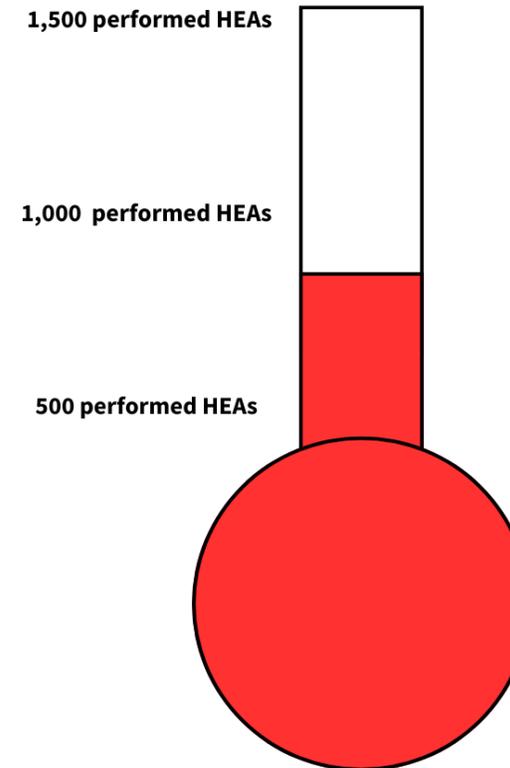
# Environmental Impact from Chelmsford homes

- 7,655 metric tons of CO<sub>2</sub> saved
- The equivalent of 1,645 cars off of the road
- Or 3,727,552 gallons of gasoline saved per year



**HomeWorks performed 461 HEAs in 2024 and will need to complete 719 Energy Assessments in 2025 to reach it's 1,500 HEA goal.**

***Goal Complete!!***



# Marketing Channel Breakdown

Marketing Channel	Performed HEAs 2023 & 2024	Projected HEAs Performed 2025
Field Marketing	452	374
Direct Mail	140	162
Partnerships	129	73
Digital	38	43
Auditor Referral	22	67
<b>Total</b>	<b>781*</b>	<b>719</b>

- 741 from the beginning of July 2023 through 2024

# Marketing Efforts in 2025

- Increase the number of pop-up locations & frequency of Brand Ambassadors in Chelmsford
- Increase frequency of letters; 3-4 per year
- School fundraiser \$25 dollars per performed energy assessment
- Canvassing (planning to give it a break at the beginning of the year and increasing throughout the year)
- Social Media



## Lower Your Year-Round Energy Costs



Chelmsford has launched a new initiative to encourage home energy efficiency and expand access to the incentives offered by the Mass Save® Sponsors.

This project focuses on energy efficiency measures such as weatherization and heat pump technology to help you save money and feel more comfortable at home year-round, all while reducing our community's carbon footprint.

The town has partnered with HomeWorks Energy, a longtime Mass Save partner, to help residents make their homes more efficient, starting with a no-cost assessment.

During your assessment, a Home Energy Specialist will review your home's energy performance and show you how to save money and energy year-round.

Benefits of an assessment include a no-cost custom home energy report, 100% off sealing air leaks in your home, 75-100% off new insulation, up to \$10,000 in heat pump rebates, 0% financing, and no-cost energy-saving items such as programmable thermostats and water-saving devices.

Join us to start saving now and make your community more sustainable for generations to come!

Schedule Your Assessment Online

Or Call Us at (978) 350-0293

# Marketing Efforts in 2025 Cont.

## We need your help!

- Town highlights effort on its website, sends out a newsletter to residents, email, text message, press release (if possible)
- Event locations
  - Any spots where we should be sending a Brand Ambassador?
- Newspaper article (Local newspaper?)
- Radio (Any local stations?)
- TV (any local stations?)

# Canvassing

- Canvassing: 358 performed energy assessments in 2023 & 2024
- Canvassing expectation is .8 lead per hour and a 60% conversion rate
- HomeWorks plans to take a break canvassing at the beginning of 2025, but ramp up again later in the year.



# Events/ Tabling

- Events team generated 94 performed energy assessments from tabling in 2023 & 2024
- Current tabling locations: Home Depot Tewksbury, Chelmsford Public Library, Stop & Shop Chelmsford (we can go once a month), Restore Lowell, Westford Ace Hardware
- Prospecting tabling locations: The Wish Project, Whole Foods Westford, thrift stores, Summer Street Grocer
  - This is where we could use the help of the town, what are some stores/plazas that have high foot traffic? Should we be attending other events that are not on our list?
- Events attended: Chelmsford Fall Festival, Chelmsford Farmer's Market



# Direct Mail



Office of the Town Manager  
50 Billerica Rd  
Chelmsford, MA, 01824



## CHELMSFORD ENERGY CHALLENGE UPDATE

Performed Energy Assessments:



Homes Insulated:



|||||  
 \*\*\*\*\*AUTO\*\*SCH 5-DIGIT 53005 1 1  
 FName Last Name  
 100 Address Ct

### CHELMSFORD ENERGY CHALLENGE UPDATE

*Chelmsford Takes Action to Mitigate Climate Change and Reduce Energy Costs*

We are all feeling the effects of global warming in many ways, and this has motivated many Chelmsford residents and businesses to take action. Over 650 of your neighbors have already started saving energy and money by completing no-cost Home Energy Assessments, and 214 saved 75-100% on weatherization projects in the last year. Together, we are working towards a net-zero carbon future for Chelmsford and the state of Massachusetts.

**Currently, Chelmsford is 43% of the way to its goal of completing 1,500 energy assessments by July 2025.**

We encourage you to act today to help Chelmsford reach its energy efficiency goals, reduce your own energy usage, and start saving money on your energy bills year-round!

Visit [HomeWorksEnergy.com/Chelmsford](http://HomeWorksEnergy.com/Chelmsford) or call 978-350-0293 to schedule your no-cost Home Energy Assessment provided by HomeWorks Energy, Chelmsford's trusted energy efficiency partner.

**Paul Cohen**  
Chelmsford Town Manager



Some restrictions apply and offers are subject to change or cancellation. Visit [MassSave.com/HEA](http://MassSave.com/HEA) for more information.

- We've sent out 3 mailers in Chelmsford so far:
  - Introduction letter: 80 responses, 1.38% response rates
  - A/B testing letter:
    - IRA letter: 22 responses, .48% response rate
    - Non IRA: 31 responses, .68% response rate
  - Postcard: 28 responses, .31% response rate

## 2025 Mail Proposal

- Letter updating town with progress and highlighting push though end of year
- Bill stuffer
- Year-end letter

# Any Questions?

- Reach out!
  - [Abby.Kessler@HomeWorksEnergy.com](mailto:Abby.Kessler@HomeWorksEnergy.com)
  - (603) 715-4984

