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**May 1, 2010**

## **Monthly Update of North Attleborough Electric Department's Activities**

Dear Friends,

Here is some information about our current, past and future activities at NAED.

### **I. NEW ENERGY EFFICIENCY PILOT PROJECT – 50 PARTICIPANTS DESIRED!!**

**NAED is pleased to announce that effective immediately applications from customers interested in participating in NAED's new pilot program, the "Smart Energy Monitoring Program". The Smart Energy Monitoring Program is designed to promote energy efficiency and conservation.**

**The press release and information about how to apply to participate is listed below:**

Thomas Corrigan, Chairman of the North Attleborough Board of Electric Commissioners has announced that the North Attleborough Electric Department (NAED) will begin **immediately** accepting applications from NAED customers interested in participating in a year long new energy efficiency program, titled, the "Smart Energy Monitoring Program". The program is being instituted by NAED in concert with the firm GroundedPower, Inc. (Grounded Power).

The department is seeking a total of fifty (50) participants. Applications will be accepted throughout the month of May, 2010, but participants will be selected on a "rolling" or "first come" basis. The program is expected to be implemented in July, 2010. In order to participate in the "Smart Energy Monitoring Program" customers will need to fill out a survey (web site listed below), which will provide information to potential participants about the manner of technology and the physical layout in their homes that will be required in order for customers to use the Grounded Power software.

NAED is one of seven Massachusetts municipal-owned electric companies that will pilot a new technology developed by Grounded Power, a Gloucester, MA company, as part of an innovative energy efficiency initiative. The internet web-based technology developed by Grounded Power delivers real-time information on electricity consumption and engages, motivates and empowers customers to cut electricity use through goal setting, task selections, rewards, social networking and comparative results shared among the towns.

NAED is one of seven municipal light plants participating in this pilot program. The others are Braintree, Danvers, Hingham, Ipswich, Wakefield and Wellesley.

The pilot program will seek to reduce average monthly electricity use and peak demand among participants by an average of 10 percent or more. Some 300 homes and municipal buildings among the seven participant communities will be provided with GroundedPower's software linked either to the company's building monitor or to a "smart meter".

Mr. Corrigan said, "We are very excited to participate in this pilot program, which uses "smart meter" type technology. The Board of Electric Commissioners is committed to providing our community with programs and efforts which reduce energy consumption and encourage energy conservation. We are most interested in seeing the response of our customers to this program and technology. We also look forward to reviewing the information generated by the program participants. The program and its results will assist NAED in its future efforts in technology and energy efficiency."

The "Smart Energy Monitoring Program" will be in addition to NAED's current energy efficiency programs, which include audits for residential and commercial customers, incentives for installing energy efficiency home improvements and rebates to our residential customers for purchasing "Energy Star" rated appliances.

Customers interested in participating in this innovative program should fill out the survey at <http://www.surveymonkey/s/northattleborough>. There is a link to the survey will also be available on the NAED web site, [www.naelectric.com](http://www.naelectric.com). If a customer has any questions, they can contact Janine Newman at NAED: 508-643-6310 or email: [jnewman@naelectric.com](mailto:jnewman@naelectric.com).

### **III. CUSTOMER CREDIT**

Just a reminder that the "credit" that was instituted with last month's bills was for one month, only. Therefore, the May, 2010 bill will now reflect costs based on the department's rates.

The commissioners have requested that I convey to you their appreciation for the positive responses they received about the credit.

As Charles Mottinger, former Chairman of the Board of Electric Commissioners stated, "As a Board of Electric Commissioners, we have always recognized that the departments' services are predicated upon our ratepayers. As a Board, we believe that funds NAED receives are "the people's money" – and it is only right that the funds are now returned to our residents. The PPA was instituted in order to ensure that the department had sufficient financial resources to address the volatility of energy prices. It has always been the commissioners' plan to review the department's fiscal status at year end, and, if possible, return the funds to the system's true owners."

### **III. NAED TELEVISION SHOW**

A reminder that commencing May 14, 2010 the most recent edition of our television show that is designed to update local residents about NAED's activities and produced with North TV, will be shown on local cable.

The program will include an overview of the plans of the Board of Electric Commissioners by the board's new chairman, Thomas Corrigan, information about the recent national recognition awarded to NAED (Project Manager Geoff Morton), an overview of forthcoming new entrance road and improvements in the Customer Services' space (Operations Manager Gene Allen) and the "General Manager's Update" – which includes information about the Smart Energy Monitoring Program.

### **IV. NAED's CURRENT ENERGY EFFICIENCY AND REBATE PROGRAMS**

NAED has two (2) current programs which are offered to our customers. The first program is our "Appliance Rebate Program" - where NAED will provide its customers with a cash rebate for specific appliances which have an "Energy Star" energy guide label. The other program is our "Home Improvement Incentive Program" - based upon recommendations from an NAED sponsored home energy audit - NAED provides rebates on insulation upgrades and window/storm door replacements. These two programs have become particularly popular in recent years as we have all become more aware of being efficient in our use of electricity. Should you have any questions about NAED's programs please feel free to contact Janine Newman at 508-643-6310.

Please continue to remember our fellow citizens who are defending our country throughout the world. As always, should you have any questions at any time, please feel free to contact me at 508.643.6300.

Sincerely,

James C. Moynihan  
General Manager