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**May 6, 2010**

### **NAED Institutes a 50-Home Energy Efficiency Pilot Program Designed to Reduce Energy Consumption - Participants Sought**

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 on line 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.

Customers interested in participating in this innovative program should fill out the survey at <http://www.surveymonkey.com/s/northattleborough>. There is a link to the survey that will also soon be available on the NAED web site, [www.naelectric.com](http://www.naelectric.com).

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.

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).

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