



2023



ANNUAL  
SUSTAINABILITY  
**REPORT**

Shrewsbury Electric & Cable Operations







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# IN THIS REPORT

This Annual Sustainability Report comprises three primary sectors: Energy & Environment, Social Responsibility, and Governance & Management. It outlines SELCO's advancements towards achieving net-zero carbon emissions in accordance with our Power Supply Policy, sets benchmarks for performance across diverse domains, and lays out objectives for future enhancements. The report will be published annually to showcase SELCO's advancements and objectives concerning sustainability, decarbonization, and electrification, along with governance, transparency, and social responsibility.



## ENERGY & ENVIRONMENT

SELCO is dedicated to pioneering future-ready investments that will support the net-zero energy systems of tomorrow. This commitment encompasses funding wind and solar initiatives, implementing AMI "smart meters," enhancing plant facilities, and incentivizing electrification while also introducing demand response initiatives. Our pathway to achieving net-zero carbon emissions by 2032 not only serves as an outline for our sustainability goals but also sets the stage for Shrewsbury's decarbonization journey, steering away from fossil fuels towards electricity to power transportation, HVAC systems, and all other energy requirements.



## SOCIAL RESPONSIBILITY

SELCO's position as a community leader is founded on our dedication to collaborating simultaneously with a diverse array of stakeholder groups, all aimed at enhancing the well-being of our customers. We strive to foster a positive influence on our community's economic, social, and environmental spheres through responsible corporate practices and a strong emphasis on addressing environmental justice concerns.



## GOVERNANCE & MANAGEMENT

SELCO serves as your community-owned electric and broadband utility. As a public power provider, we recognize the importance of understanding and accountability for our performance on matters that hold utmost significance to our stakeholders. Oversight of SELCO is entrusted to a Commission comprising five members appointed by the Shrewsbury Town Manager, tasked with representing the best interests of Shrewsbury electric consumers directly. SELCO operates within the framework of the Commonwealth of Massachusetts General Laws Chapter 164.



## A NOTE FROM **SELCO**

We are honored to present our 2023 sustainability report. Over the past couple of years, we have continued to mindfully progress toward our vision of establishing SELCO as “THE role model utility” by blazing a trail to our community’s clean energy future. In 2023, SELCO achieved success in a variety of energy areas, including record-breaking participation in electrification incentive programs, playing a key role in developing the Town’s Climate Action Plan as we surpassed our power supply non-carbon goal of 50%; feats that we are proud of and exemplify our commitment to sustainability.

SELCO has long been viewed as a leader among Massachusetts municipal utilities. A history of integrity, outstanding service, low rates, and strong customer satisfaction are hallmarks of the SELCO brand. As the electric utility industry as a whole tackles new challenges such as achieving net-zero carbon emissions by 2050 and overseeing electrification of the transportation and building heating and cooling sectors, SELCO is seeking to lead the charge. We intend to do this through cost effective innovation, stakeholder engagement, and our ongoing dedication to providing affordable, reliable, resilient electric service to customers in a fiscally and environmentally responsible way.

The ongoing transformation of the energy industry coupled with shifts in consumer expectations have increased calls for improved transparency and accountability from both public and private utilities. In an effort to measure performance in all areas of sustainability, set goals, and track progress in achieving a carbon free power supply, SELCO’s Annual Sustainability Report will provide a one-stop reference and overview of the many activities and efforts underway within our organization.



*Christopher Roy*

**Christopher Roy**  
General Manager

*Becca Keane*

**Rebecca Keane**  
Director of Integrated Resources &  
Customer Experience

*Patrick A Collins*

**Patrick Collins**  
Integrated Resource Analyst



# LEADERSHIP TEAM

Throughout our 115-year history, SELCO's leadership has worked to benefit the people of Shrewsbury. Our actions are guided by what is best for the community as a whole and we strive to make our community sustainable and resilient while providing the best service at a fair price.



**Christopher Roy**  
*SELCO General Manager*



**Robert Holland**  
*Chair, SELCO Commission*  
*Term Expires 6/30/2026*



**Michael Refolo**  
*Vice Chair, SELCO Commission*  
*Term Expires 6/30/2025*



**Anthony Trippi**  
*Clerk, SELCO Commission*  
*Term Expires 6/30/2025*



**Maria Lemieux**  
*SELCO Commission*  
*Term Expires 6/30/2027*



**Matthew Beaton**  
*SELCO Commission*  
*Term Expires 6/30/2026*

## DIRECTORS

**Rebecca Keane**  
*Integrated Resources &  
Communications*

**Greg Onorato**  
*Information Technology*

**Joel Malaver**  
*Broadband Technologies*

**Jim Zocco**  
*Finance & Administration*

**Ralph Iaccarino**  
*Electric Engineering &  
Operations*



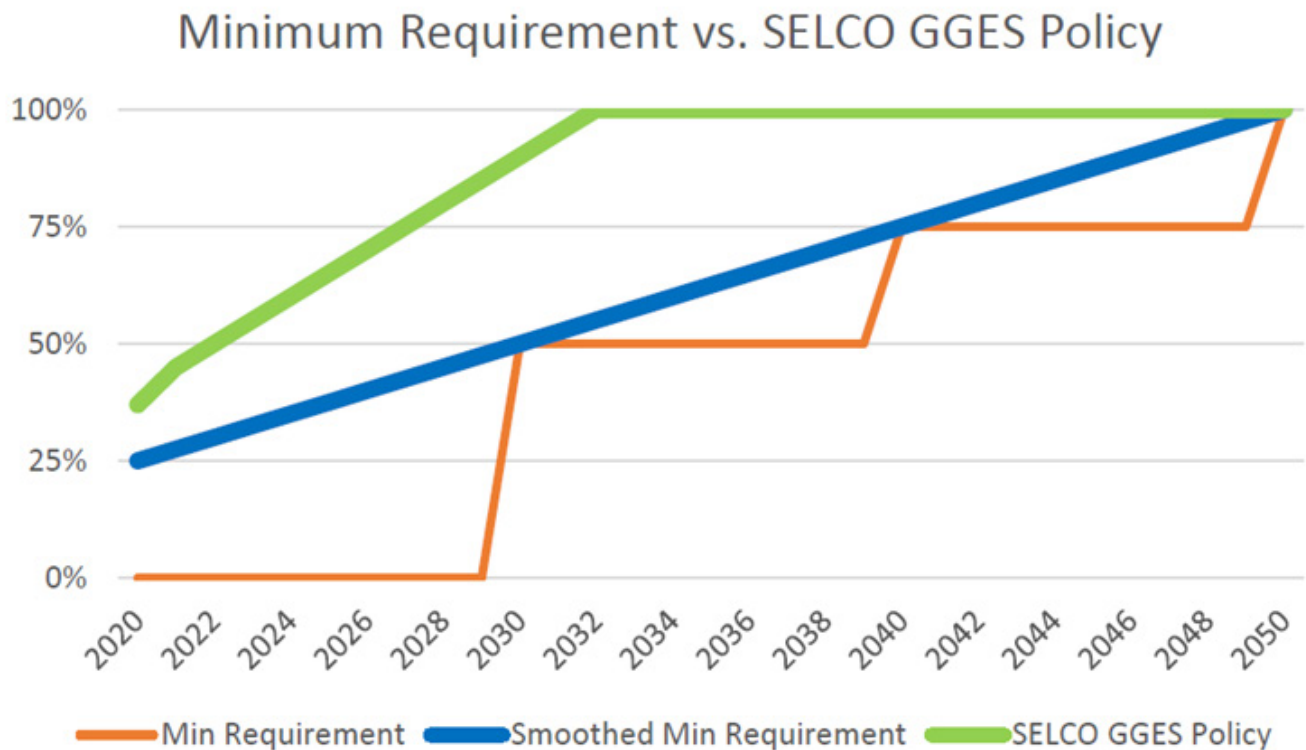
ENERGY &  
**ENVIRONMENT**

# ROADMAP TO NET ZERO

In 2021, Shrewsbury Electric & Cable Operations adopted a plan to achieve net-zero carbon emissions by 2032. The SELCO Commission voted unanimously to adopt a power supply policy that provides a roadmap to 100% carbon-free power by 2032 – well ahead of state goals. The policy establishes a greenhouse gas emissions standard (GGES) for the utility and provides a clear framework for future power supply contracts as well as acquisition and retirement of Renewable Energy Certificates (RECs) in pursuit of net-zero emissions. As of 2023 SELCO is on track with the projected plan.

The expedited net-zero timeline positions SELCO as the cornerstone for initiating a clean energy transition across all sectors within the town of Shrewsbury. SELCO's approach balances both fiscal and environmental responsibility. This accelerated schedule is in alignment with customer priorities, meets or exceeds community goals for net-zero emissions, and helps establish SELCO as an industry leader.

SELCO's power supply policy is reviewed annually by the SELCO Commission to confirm the utility is meeting benchmarks in alignment with established goals. The annual review ensures market fluctuations, industry trends, changes in regulatory requirements and/or public policy are reflected in the utility's roadmap to net-zero carbon emissions.









# POWER SUPPLY

SELCO has an established, clear roadmap to 100% non-carbon power supply by 2032, per our Power Supply Policy and Greenhouse Gas Emission Standard, adopted in 2021. This ensures that we serve as a clean foundation upon which our current fossil fueled energy system can switch to and decarbonize. In 2023, we made further incremental progress towards that goal, increasing our carbon-free position by 5%, from 50% to 55%. This was accomplished with 27% of our power supply coming from regional nuclear plants, 5% coming from NYPA hydropower, 6.4% from Hydro Quebec, 1% from Berkshire Wind, 0.3% from rebated residential solar systems in town, and 0.1% from our Green Light program.

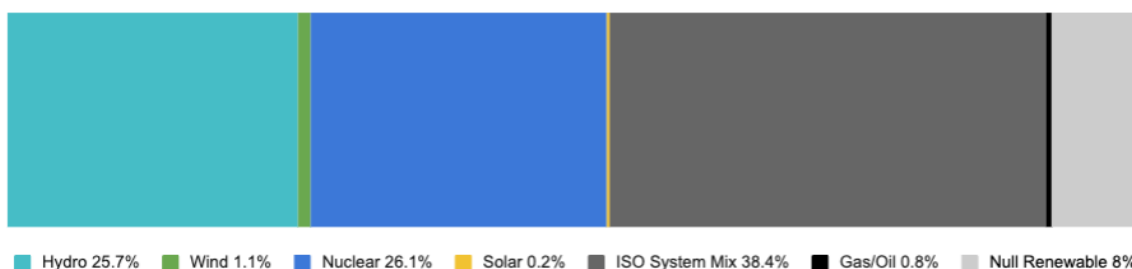
SELCO supports a variety of renewable energy generation within our territory, especially solar, as we have a large system located atop the capped landfill on Rt. 20 and we have a long standing power purchase agreement with another large system on Cherry St. SELCO has been in multiple discussions with commercial and industrial customers in town about accommodating the possibility of large-scale solar development.

In 2023, SELCO spearheaded a contract opportunity between MMWEC and FirstLight Power that will bring non-emitting hydropower from two different New England facilities to the portfolios of 15 different municipal light plants. The contract will run from January 2024 through December 2029, comes with ME Class 2 RECs that help satisfy mandates set forth by both SELCO's own Power Supply Policy and the state's GGES for MLPs, and offers pricing that compares well to conventional resources and other renewables.

## CARBON FREE SALES

MWh / RECs	Percentage of Non-Carbon Sales	Name	REC Type
13,847	5.1%	NYPA Hydro	NYPA Hydro
2,768	1%	Berkshire Wind	MA Class 1
73,996	27.1%	Millstone & Seabrook Nuclear	EFEC / CES-E
707	0.3%	Solar Rebated Systems	MA Class 1
388	0.1%	Green Light Program	ME Class 1
17,520	6.4%	Hydro Québec	Hydro Québec
41,237	15%	*Unbundled Market Purchase	NYPA Hydro
<b>150,463</b>	<b>Total Shrewsbury Electrical Sales</b>		
<b>55%</b>	<b>Shrewsbury Carbon Free Electrical Sales</b>		

## 2023 kWh PURCHASES BY FUEL SOURCE





# POWER SUPPLY

SELCO is advancing towards achieving net-zero carbon emissions by 2032. This proactive stance gives SELCO a position at the cornerstone for Shrewsbury's future in clean energy.



## SOLAR PROJECTS

The SELCO Landfill Solar Project is a collaborative effort involving SELCO, MMWEC, the Town of Shrewsbury, Wheelabrator, and others. It supplies clean power to Shrewsbury residents while creatively repurposing a capped portion of the ash monofill area. Reflecting SELCO's commitment to reliable service at competitive prices, the project delivers electricity at or below current market rates. It contributes valuable SRECs under our power supply policy, supporting broader renewable investments. This initiative not only offsets transmission costs but also underscores the enduring value of local solar investments beyond SREC revenues.

SELCO will lead the Police Station solar project and will oversee operation and maintenance of the facility. The project is the first step in a more broad collaborative effort between SELCO and town staff to bring solar to municipal buildings. This system is expected to be operational in late 2024.

## WIND PROJECTS

As a member of the Berkshire Wind Power Cooperative, SELCO participates in the second largest wind farm in Massachusetts. The Berkshire Wind project, located on Brodie Mountain in Hancock, MA, consists of 12 turbines generating 19.6MW of clean energy. Operational since May 28, 2011, it is owned and operated by 16 MLPs within MMWEC. This facility produces enough electricity to power nearly 8,000 homes and has offset approximately 800,000 metric tons of CO<sub>2</sub> emissions, equivalent to the use of 1.45 million barrels of oil. With average wind speeds of 18.3 mph at this prime inland location, the project has generated 3.3 GWh of clean energy to date.



# CARBON BASED INCENTIVES

Carbon-based incentives are financial incentives that encourage individuals to make choices that are beneficial for climate action.

With support from the American Public Power Association's (APPA) Demonstration of Energy; Efficiency Developments (DEED) Program, Center for Echo Technology, SELCO and the Massachusetts Municipal Wholesale Electric Company (MMWEC) built a model to aid MMWEC's public utility members with setting energy efficiency and electrification incentives at levels that are fully aligned with Massachusetts' decarbonization objectives. The model uses carbon as the metric for deriving incentive levels and for comparing carbon benefits from a range of measure types, including efficiency, electrification, renewable energy, demand response, and storage. In addition to the carbon analysis, the model also calculates economic impacts of installed measures for the customer and utility. By adopting this approach to setting incentives, utilities will help climate-conscious (and wallet-conscious) customers prioritize measures and will optimize their programs for decarbonization. SELCO used the key conclusions from this model to reshuffle funding to high impact areas including heat pumps, EVs and demand response.



# NET-ZERO EMISSIONS

Net-Zero refers to the balance between the amount of greenhouse gas that's produced and the amount that's removed from the atmosphere. It can be achieved through a combination of emission reduction and emission removal.

## SHEEP AT SELCO'S SOLAR ARRAY AT WHEELABRATOR LANDFILL



In 2023, SELCO took another leap forward to curb carbon emissions by partnering with Solar Shepard LLC, which provides and cares for approximately 35 sheep that now live at the solar array. These sheep are able to completely care for the 11.5 acres of vegetation on the site. The vegetation under solar arrays is traditionally maintained by using mowers and weed whackers. This typically would take a week to complete. Operating (1) weed whacker for 1 hour produces the same amount of carbon emissions as driving a Toyota Camry 1,100 miles. In addition to reducing carbon emissions, the sheep also enhance the landscape by the soil and providing for deeper root systems. The cost of this service is also a fraction of the cost that it is to maintain the landscape with traditional mowing. The cost for six months of 35 sheep grazing, is equivalent to one mowing at the solar array, which was typically mowed three times a year.



## CARBON SEQUESTRATION

An essential component of achieving net-zero emissions is capturing or sequestering carbon, because a small amount of emissions is inevitable even in 2050. Offsetting these emissions with afforestation is a great mechanism to do this. Trees absorb CO<sub>2</sub> (carbon dioxide) and release O<sub>2</sub> (oxygen). SELCO has given away more than 12,000 free tree seedlings to customers since 2005, which has sequestered an estimated 1,000 metric tons of CO<sub>2</sub>. The shade that trees provide during the summer can reduce the need for air conditioning energy use and improve overall home energy efficiency. Customers can save up to 20% on their energy bills by strategically planting trees.





# EMERGING TECHNOLOGIES

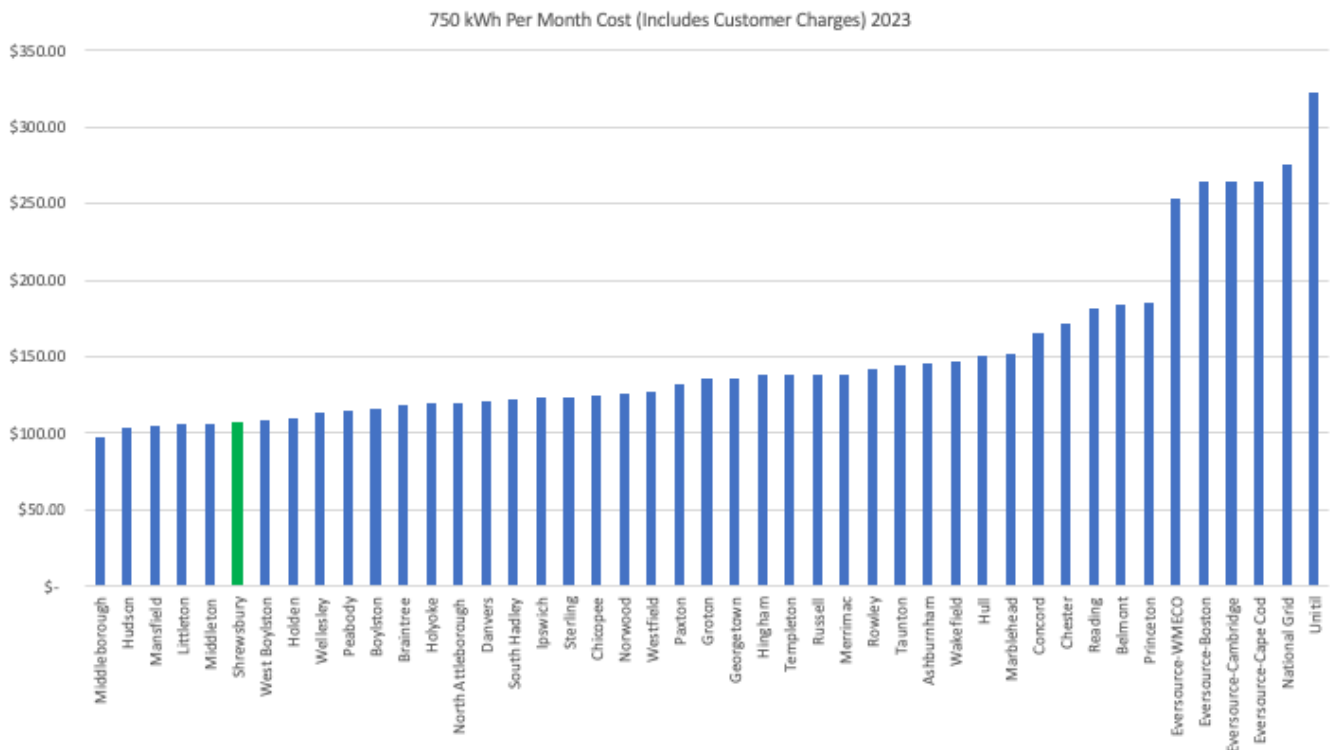
Like many industries, the utility industry is currently undergoing rapid change and technological disruption. The development of affordable, effective home solar generation technology as well as the proliferation of “smart home” connected devices and electric vehicles are changing what consumers expect from their utility. Battery storage, smart meters, distributed generation, demand response, electrification and other next generation technologies are driving SELCO’s efforts to modernize our infrastructure and explore innovative new technologies to support the utility of the future.

## BATTERY STORAGE

Battery Energy Storage Systems (BESS) can serve a variety of purposes including backup power, peak mitigation and load balancing for renewable generation like solar. SELCO participated in a joint bid for utility scale behind the meter (BTM) BESS for peak shaving where LightShift (formerly Delorean) will share the transmission and capacity savings with member utilities like SELCO. Staff is engaged with multiple retail customers who are installing their own battery storage facilities and are interested in partnering with SELCO on shared financial and/or peak savings opportunities.

# MASSACHUSETTS UTILITY BENCHMARKING

## Average Cost 750 kWh Residential



## COMMERCIAL PROGRAMS

2023 was our first year shifting the focus on our programs from efficiency to decarbonization, awarding rebates based on modeled tons of carbon reduced, instead of modeled kWhs reduced. SELCO awarded a total of \$5,500 to four commercial customers that upgraded their buildings with efficient LED lighting, HVAC and weatherization. With electrification, overall kWhs one customer may use will increase, yet emissions will be reduced with avoided fossil fuel use. We hope to grow participation in our commercial programs.

SELCO provided the Public Buildings Dept. assistance in applying for MassSave Commercial Heat Pump rebates exceeding \$80,000. This new VRF (Variable Refrigerant Flow) system replaced a natural gas heating system and will result in ongoing cost savings and emissions savings.



SELCO also has multiple internally administered commercial programs including the EV Charging Station Rebate Program that provides a rebate for businesses that install chargers. SELCO awarded \$2,000 to two customers. We also offer rebates for the purchase of EVs for commercial fleets and awarded \$1,650 to one customer.





# NEXTZERO

NextZero is a residential and commercial/industrial efficiency and electrification program for customers of municipal utilities, designed to provide the most efficient, innovative, and equitable path to energy decarbonization. NextZero supports SELCO's carbon emissions reduction goal of net zero by 2032. NextZero means resident's next appliance, heating/cooling system, and vehicle should be all-electric. Together, we can achieve a carbon-free future.



## REBATES & OFFERS

- ELECTRIC YARD EQUIPMENT
- APPLIANCE REBATES
- AIR SOURCE HEAT PUMP PROGRAM
- ELECTRIC VEHICLE REBATE
- HOME ENERGY AUDITS
- BATTERY PROGRAM
- SELCO E-BIKE REBATE

[NEXTZERO.ORG/SELCO](https://nextzero.org/selco)

	Total Participants	Rebates Earned
Electric Yard Equipment	245	\$14,482
Appliance Rebate	83	\$12,199
Air Source Heat Pump Program	164	\$505,690
Electric Vehicle Rebate	231	\$332,396
Home Energy Audit	290	\$100,690
Thermostat Rebate	55	\$4,566
Weatherization Rebate	37	\$17,596

# DEMAND RESPONSE

Demand Response, or “DR” for short, is an essential component of a clean and sustainable energy system. All SELCO customers have a role to play in reducing energy use, especially at critical peak times. These peak periods, often during the hottest days of the year, cause stress on grid infrastructure and results in extremely high prices for electricity, which impacts costs for all SELCO ratepayers. Reducing consumption during these times will save money, reduce emissions from fossil fuel peaker plants, and reduce grid stress.

## ■ CONNECTED HOMES PROGRAM

SELCO customers are eligible to earn a monthly incentives for participating in our Connected Homes program. Customers enroll their eligible smart / wifi-enabled electric devices like thermostats, EV chargers, batteries, heat pump hot water heaters, and mini-split controllers to make brief, limited adjustments to their devices during peaks. For example, increasing the temperature setting by a few degrees on AC thermostats and temporarily reducing the charging rate of an electric vehicle during peak hours. Customers can opt out of these adjustments if they choose, but they won’t receive an incentive for that month. Customers can expect only a handful of “dispatches” per month.

## ■ ELECTRIFICATION AND EFFICIENCY LOAN PROGRAM

SELCO’s 0% interest loan program was a hit in 2023, refocusing on electrification more so than energy efficiency. Since 2022, the program now includes heat pumps, service upgrades, weatherization and more. Repayments are a line item added to the customer’s bill, with terms up to 60 months, and 84 months for income qualified customers. This loan, combined with our rebates and state/federal tax credits can cover 100% of total project costs for some customers.

## ■ 2023 CONNECTED HOMES BY THE NUMBERS



- 108 TOTAL DEVICES

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- 62 TOTAL HOMES

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- 34 PEAK EVENTS

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- \$1,950.00 TOTAL INCENTIVES REWARDED

## ■ ADVANCED METER INFRASTRUCTURE

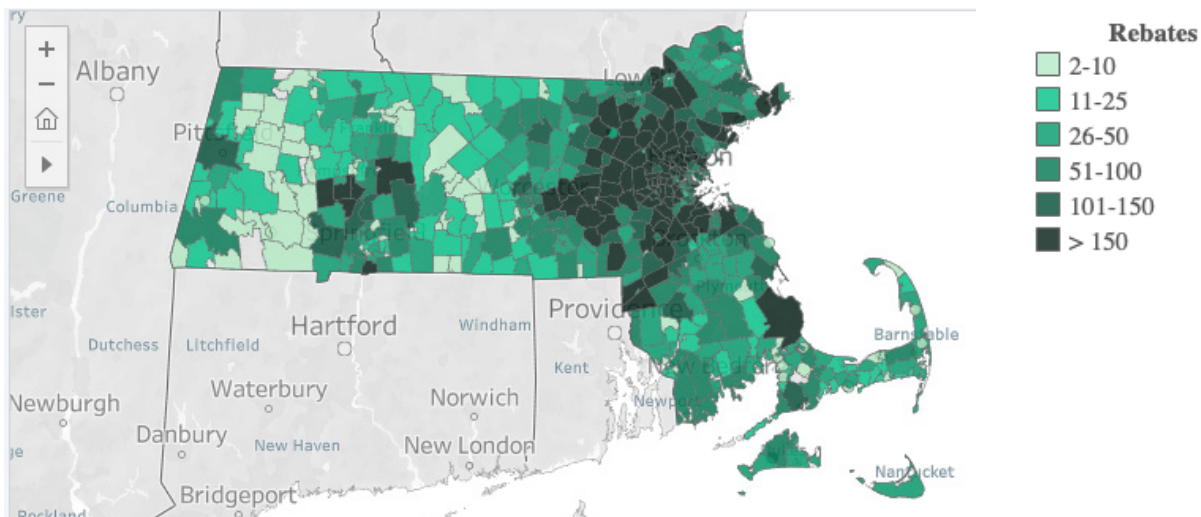
SELCO began the implementation of new AMI smart meters in 2023 that has allowed implementation of time-of-use rates. Time-of-use rates enable customers to manage their energy bill based on when they choose to use electricity. Electricity will cost less during non-peak hours and more during on-peak hours. At the end of 2023 SELCO had installed about 2500 of the new AMI smart meters and are projected to have all new meters installed by the end of 2024. This is another mechanism of demand response.



# ELECTRIC VEHICLES

In the United States, the transportation sector currently stands as the primary emitter of greenhouse gases (GHGs) and various air pollutants, with over 90 percent of its fuel derived from petroleum. This presents a significant challenge, contributing notably to climate change and public health concerns such as asthma, bronchitis, and specific forms of cancer. Transitioning from conventional fossil-fuel vehicles to electric vehicles (EVs) eliminates direct emissions and taps into the clean, renewable energy available from the grid. However, public adoption of EVs lags behind state and federal targets. Electrifying the transportation sector faces numerous hurdles, including insufficient public charging infrastructure, higher initial costs for EVs, consumer misunderstandings and low awareness, as well as fragmented policies and an aging grid. Utilities like SELCO are pivotal in overcoming these challenges by reducing barriers, promoting adoption, and managing grid capacity amidst the anticipated rise in demand. SELCO's EV Programs are actively tackling these issues and supporting community-wide transition efforts. Additionally, SELCO engages in extensive outreach and educational initiatives to inform customers about the advantages of EVs and serve as a reliable source of information and assistance. They provide comprehensive resources through a dedicated EV webpage, offering program details, applications, links, and additional guidance to facilitate informed decision-making among stakeholders.

## MOR-EV PARTICIPATION



## SELCO EV REBATE PROGRAM

One of our most popular programs remains the EV Rebate Program. Since the program began in 2021, the Shrewsbury zip code has the most MOR-EV state rebate recipients in the state! Shrewsbury is at a total of 557 MOR-EV rebates, with significant growth seen in 2023. This is evidence that our programs can drive adoption. Participation numbers doubled from 2022. 231 customers received EV rebates. 217 for full Battery EVs (BEVs), 14 Plug-In Hybrid EVs (PHEVs) and 2 electric bikes. These EVs are estimated to offset over 6000 tons of CO<sub>2</sub> throughout their useful life.



## EV CHARGING

As part of SELCO's commitment to maintaining low cost, reliable electric service for our customers while fostering clean energy usage, we are always looking for new and innovative ways to help manage our electricity supply while simultaneously supporting electrification. One such way to achieve these objectives is to manage the impacts of new EV charging load through scheduled EV charging and peak curtailments. SELCO offers residential customers a free or discounted Wi-Fi equipped Level 2 Electric Vehicle (EV) home charger capable of 7.7KW maximum output (a \$650 value) in exchange for participation in our scheduled charging program. Scheduled EV charging during non-peak hours helps with our DR and EV adoption. Customers can charge at the full Level 2 rate (7.7kW) during all hours except between 5PM-9PM on weekdays and during peak events when the charging rate will drop down to ~1.25kW. Since the program began in 2017, a total of 66 free or discounted chargers have been given to Shrewsbury residents. Now in 2023, Rebates replaced the previous free/discount charging program. In 2023, 70 EV Charger Rebates were issued, evidence of growing EV adoption.

## SELCO EV CHARGING PROJECT

In 2023, SELCO was approved for MassEVIP grant funding for three new locations for Level 2 chargers. Parker Road, Oak Middle School and Paton Elementary School will all have four charging ports installed in 2024. SELCO will also acquire management and ownership of 12 new Level 2 ports installed on the west side of the Town Hall campus, as part of the new Police Station project. These stations will be operational in early 2024. We continue to apply for grant funding for a DCFC (fast charging) located at our Worthington parcel.



## WORKPLACE CHARGING POLICY

In January of 2023, the Integrated Resources dept. developed a workplace charging policy to provide discounted Level 2 charging at SELCO owned public charging stations, such as the Town Hall. This was unanimously approved by the SELCO Commission. The discounted rate is around our annual "energy-only" electricity cost, which is \$0.07/kWh in 2023. There are multiple benefits to workplace charging, including that it provides a very convenient opportunity to charge, eases range anxiety, aligns charging time with solar production and supports EV adoption.





# PUBLIC POWER RECOGNITION

## SMART ENERGY PROVIDER

Shrewsbury Electric & Cable Operations received an American Public Power Association E.F. Scattergood System Achievement Award during the American Public Power Association's (APPA) National Conference in 2023. The award honors APPA member systems that have enhanced the prestige of public power utilities through sustained achievement and customer service.

SELCO stands out among Massachusetts municipal light plants as a leader in decarbonization, electrification, and energy efficiency. SELCO offers no-interest loans for weatherization and decarbonization projects, with longer-term loans for income-qualified customers. We are the only public power utility in Massachusetts currently offering rebates on used electric vehicles, with increased incentives for income-qualified customers. SELCO also offers uniquely high rebates for heat pumps, lawn equipment, commercial EV chargers, and induction stoves, as well as incentives for rooftop solar. SELCO recently used an APPA DEED grant to fund a partnership with NextZero's decarbonization and energy efficiency partner, the Center for EcoTechnology, to develop a model to help public power utilities align carbon-based incentives with decarbonization incentives. SELCO's rates are among the lowest in Massachusetts and are less than half of the state's investor-owned utility's rates. SELCO is deeply involved in community events, participating in the local farmers market, Earth Day activities, and Drive Electric Week. SELCO offers educational programs about energy and climate change in local schools and partners with Shrewsbury Youth and Family Services and local churches for the "Share the Warmth" program, which involves collecting donations year-round to help needy families and senior citizens pay their electric bills.

## RELIABLE ELECTRIC SERVICE

In May of 2023, SELCO received national recognition for achieving exceptional electric reliability in 2023. The recognition comes from the American Public Power Association (APPA), a trade group that represents more than 2,000 not-for-profit, community-owned electric utilities.

Nationwide, the average public power customer has their lights out for less than half the amount of time that customers of other investor-owned utilities do. Specifically, SELCO achieved an average outage time of approximately 10 minutes per year, compared to the national average of 148 minutes per year for all U.S. electric utilities (excluding major events).



RECOGNIZED FOR  
EXCELLENCE IN  
RELIABILITY  
**2023**  
AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION  
80 Years of Powering Strong Communities

**WE ARE  
COMMUNITY  
POWERED**  
#KeepingYourLightsOn

**AVERAGE CUSTOMER  
OUTAGE TIME PER YEAR  
WITHOUT MAJOR EVENT DAYS**

**10 MINUTES**

**148 MINUTES**

**SHREWSBURY  
ELECTRIC & CABLE OPERATIONS**

**ALL U.S.  
ELECTRIC UTILITIES**

**SHREWSBURY**  
ELECTRIC & CABLE OPERATIONS  
ELECTRIC - INTERNET - TV - PHONE  
SELCO [SELCO.ShrewsburyMA.gov](http://SELCO.ShrewsburyMA.gov)

**POWERING THE  
FUTURE**



**SMART  
ENERGY  
PROVIDER**

American Public Power Association

SOCIAL  
**RESPONSIBILITY**



# COMMUNITY ENGAGEMENT

SELCO is community owned and community focused. We support local events and organizations. Our commitment to our community can also be seen in community outreach, educational, and school programs we engage in each year.

## SELCO COMMUNITY OPEN HOUSE

On October 4th 2023, SELCO hosted our first Community Open House. This event was well attended despite the rain and received positive feedback. Staff was eager to engage with community members about all aspects of our organization. Employees were able to showcase information on our electrification programs and rebates, electric vehicles, SELCO Stream demonstrations, engineering activities, and our fiber splicing trailer. Free popcorn, giveaways, safety vests, hard hats, bounce houses, and touch-a-truck activities were also available. The sheep from our solar farm were available for the children to pet, and Shrewsbury Media Connection was present for green screen fun. The Helpdesk also set up a mobile help desk so customers could see what goes on behind the scenes in real-time.



## SHARE THE WARMTH

Each year SELCO asks the community to support Share the Warmth, a program that assists Shrewsbury residents in need with funding to maintain electric service for heat, light and hot water through the cold winter months. Each year the community responds kindly.

SELCO has partnered with local social service agencies to ensure Share the Warmth applications are available at a variety of locations, including Shrewsbury Youth and Family Services, St. Anne's Community Services, and at the Shrewsbury Council on Aging Senior Center.

120 SELCO customers received \$75 each in Share the Warmth funding in 2023. This assistance was distributed as a credit on each customer's electric bill in March to offset current, future, or past-due electric costs.

# COMMUNITY PARTNERSHIPS

SELCO participated in and sponsored a number of community events and programs in 2023 including: :

- Shrewsbury Town Center Association Membership
- Lakeway Business District Membership
- Outdoor Movie Night Sponsor
- Shrewsbury Farmers Market Sponsor
- SELCO & NESN Scholarship
- Electric Box Art Wrap Project w/ Cultural Council
- Shrewsbury Garden Club
- Yuletide Market
  - Participant (Share the Warmth Fundraiser)
  - Provided Power to Event
  - Provided Wi-Fi to the event
  - Marketing Support
- Spirit of Shrewsbury
  - Participant
  - Hanging Banners
  - Provided Grand Marshal Parade Vehicle (SELCO EV)
- Banners
  - Memorial Day
  - Seasonal
  - The Spirit of Shrewsbury

During 2023, municipal ownership of the electric system provided the following estimated benefits:

<b>\$859,419</b>	Direct cash payment in lieu of taxes (although SELCO is tax exempt, the Light Commission votes annually to make a payment to the Town.)
+	
<b>\$20,502</b>	Estimated interest income from operating cash.
+	
<b>\$1,594,332.77</b>	Reduced electric rates for all Town buildings when compared to rates of neighboring investor-owned electric companies.
+	
<b>\$5,073</b>	SELCO labor used to assist other town departments.

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**\$2,479,327**

**Value of SELCO Electric to the Town for 2023**

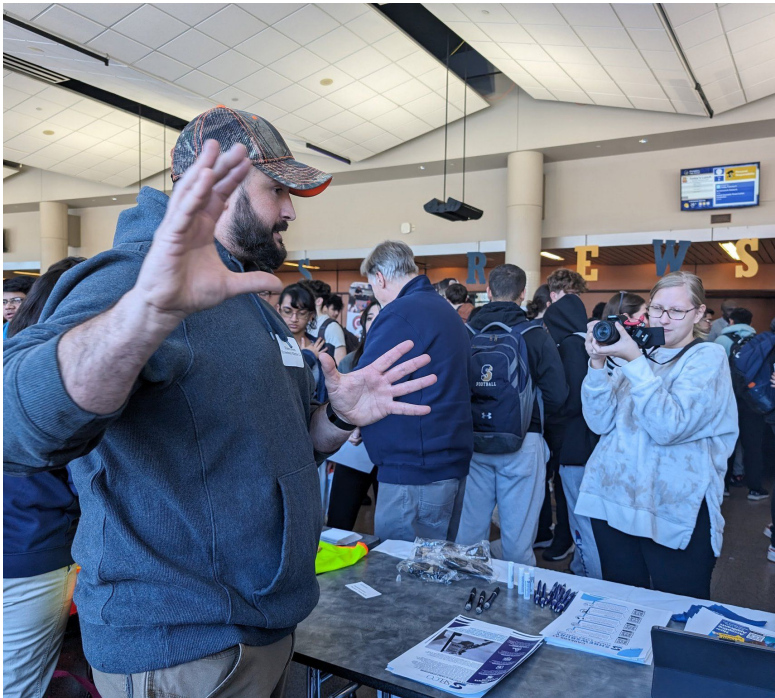




# EDUCATIONAL PROGRAMS

## 4TH GRADE SAFETY

In 2023, SELCO partnered with electric safety expert Ray Gouley, who brings 30 years of experience, to conduct safety presentations for 4th-grade students at Al-Hamra Academy, Paton, Coolidge, Floral, Spring, and Beal schools. The program focused on teaching students essential power-line safety, along with other fundamental safety tips such as bicycle and swimming safety. By engaging students with practical and age-appropriate safety lessons, the program aimed to instill lifelong habits that will help protect them in various situations. Each student received a bag containing a t-shirt, water bottle, electric safety book, and a rebate brochure to share with their parents, further extending the educational impact of the visit to families at home.



## HIGH SCHOOL JOB FAIR

SELCO was excited to join the Career Fair at Shrewsbury High School to connect with seniors about the diverse career opportunities available in public power! From marketing and integrated resources to engineering and IT, SELCO representatives were on hand to share insights and answer questions about building a future with a community-focused organization. What made this experience even more special? Some of our team members are SHS alumni themselves! It was incredibly rewarding to come full circle and share where we are now, all thanks to our roots at Shrewsbury High School. From engineering to information technology, lineworker to cable/fiber tech, and integrated resources, our team showcased the myriad of career paths available. Whether it's shaping infrastructure or navigating the digital landscape, we're proud to represent diverse fields and inspire the next generation.

# BRIDGE TO BROADBAND






## ENSURING EVERY STUDENT HAS A CONNECTION

The COVID-19 pandemic changed the impact that access to reliable, high speed internet at home has on students' ability to perform and learn in a safe and consistent environment. As schools turned to broadband for remote learning, they faced the problem that some students lack broadband connections at home. School districts are obtaining funding from various sources to support these students, but they need the help of local broadband providers to identify which students lack connectivity and to provide the service.

SELCO, with ACA Connects and EducationSuperHighway, has partnered with Shrewsbury Public Schools to meet their students' broadband needs. The K-12 Bridge to Broadband Initiative is aimed at fostering these partnerships. Learn more about the DigitalBridgeK-12 at [www.digitalbridgek12.org](http://www.digitalbridgek12.org).

SELCO is committed to ensuring Shrewsbury K-12 students have the tools needed to further their education. Program eligibility and need is determined by the Shrewsbury Public Schools.

As a K-12 Bridge to Broadband participant, SELCO has committed to the follow these core principles:

				
<b>Sponsored Service</b>	<b>Identify Student Need</b>	<b>Standardize Eligibility</b>	<b>Facilitate Enrollment</b>	<b>Protect Privacy</b>
Companies will create a "sponsored" service offering for school districts or other entities.	Companies will work together with school districts to identify which students need service.	Companies will agree to a baseline set of eligibility standards.	Companies will minimize the amount of information necessary to sign up families.	Companies should not use school-supplied information for targeted marketing to families covered by the program.







GOVERNANCE &  
**MANAGEMENT**

# LOCAL CONTROL

Local control is the bedrock of public power. SELCO's Commission is appointed at the local level to serve community interests. That means customers get a higher standard of service and accountability. The voice of ratepayers is heard through their local representatives overseeing the public utility. Instead of profits going to remote shareholders, SELCO reinvests funds back into the Shrewsbury community through infrastructure improvements, PILOT payments to the town, in-kind contribution and economic development.

Because SELCO is accountable to the Shrewsbury community, we focus on providing the best service at a fair price. That means lower rates and higher customer satisfaction when compared to investor owned utilities. We are especially attuned to the interests of our customers and promote innovation and efficiency to improve service, reduce customer costs, and help the environment.

SELCO relies on community feedback through customer surveys and public meetings to help guide strategy. Local control ensures that Shrewsbury is served by a utility that reflects customer needs and interests. Overall, public power utilities are far ahead of investor owned utilities in the percentage of carbon-free power in our portfolios. Local control also enables us to take on unique and innovative projects that will help drive the future of power generation and storage.

## PUBLIC POWER'S VALUE

- Create and keep local jobs
- Keep revenue local – reinvesting dollars into the community year after year
- Promote economic development through reliability, responsiveness to business needs, and attractive rates
- Care for the environment – doing what is best for our community's health and well-being
- Help the town save by sharing expenses for a variety of business and community services and achieving operational efficiencies
- Keep rates low to increase net income for local residents, businesses, and the town
- Ensure reliable electric service, which means fewer lost opportunities for our citizens

## DID YOU KNOW?

In 2022, approximately 40% of electricity public power generated was from non-carbon emitting sources, with 20% of electricity generated from hydropower. Outside of its owned capacity, public power purchased at least 23,000 MW of wind, solar, hydro, and other renewable sources in 2023.



## PUBLIC POWER MEANS

- *Local Control*
- *Fiscal & Environmental Responsibility*
- *Reliability*
- *Accountability*



# TRANSPARENCY & ACCOUNTABILITY

All SELCO Commission meetings are open to the public, broadcasted live, replayed on Shrewsbury Media Connection's government access channel, and posted for online streaming the following day through Shrewsbury Media Connection. Up-to-date agendas and minutes are available for public viewing at the Town Hall and online at [ShrewsburyMA.gov/SELCOCommission](http://ShrewsburyMA.gov/SELCOCommission).

## LOCALLY CONTROLLED



Public power is distinctly different from the investor-owned utility sector because it is directly accountable to its customers. Public power is about serving the local community. Local control affords public power communities five distinct advantages: accountability and transparency in governance; financial support for the local government; more efficient municipal operations; the ability to tailor utility policies, programs and practices to serve the priorities of the local community; and the value of ownership.

## COMMUNITY-OWNED



Public power utilities provide affordable, reliable electricity to the customers they serve. These community-owned utilities are not beholden to any shareholders and are driven only by the mission to serve customers and the community.

## NOT FOR PROFIT



In addition to providing affordable electricity, public power utilities provide a direct benefit to their communities in the form of payments and contributions to state and local government. These contributions come in many forms — payments in lieu of taxes, in-kind contributions, and free or reduced cost services provided to local government entities.

## FINANCIALS

SELCO's finances are discussed openly at Commission meetings. The Commission approves SELCO's annual budget, sets rates, and establishes policies for the organization. Five years' of audited financial statements are available for viewing on the SELCO website at [SELCO.ShrewsburyMA.gov/financials](http://SELCO.ShrewsburyMA.gov/financials). SELCO also submits a report to the Department of Public Utilities annually which can be viewed at [mass.gov/info-details/find-an-mlp-annual-return](http://mass.gov/info-details/find-an-mlp-annual-return)

## PUBLIC RECORDS

As a Municipal Light Plant, SELCO is subject to the Massachusetts Public Records law and follows all guidelines for responding to public records requests. A guide to the Massachusetts Public Records law can be found at [www.sec.state.ma.us/pre/prepdf/guide.pdf](http://www.sec.state.ma.us/pre/prepdf/guide.pdf)



# INTERNAL OPERATIONS

## ■ EMPLOYEE WORKPLACE CHARGING

The electrification of transportation is crucial for reducing emissions and achieving sustainability goals, and workplace charging is a key driver of EV adoption. The SELCO Commission voted in 2023 to offer free Level 1 or discounted Level 2 EV charging at its facilities to encourage employees to switch to electric vehicles. This initiative not only supports grid load balancing and environmental leadership, but also helps attract and retain talent by offering workplace charging as a valuable benefit. By investing in this infrastructure, SELCO leads by example and advances decarbonization efforts in the community.

## ■ RECYCLING PROGRAM

SELCO utilizes single-stream recycling at the Service Area. Other SELCO facilities utilize recycling options provided through Public Buildings at each location. Hazardous materials, batteries, metering, and cable equipment is responsibly recycled through an electronic waste contractor. Precious metals from wires, conductors, and other various metal equipment are sold for scrap/recycling.

## ■ NISC - COMPANY WIDE SYSTEM IMPLEMENTATION

In 2023, SELCO's integration of NISC's iVUE software and the SmartHub customer portal marked a significant step towards sustainability by eliminating traditional paper processes and enhancing operational efficiency. This real-time, fully integrated system streamlines billing, payments, and customer provisioning, reducing the need for physical documentation and manual interventions. By embracing this technology, SELCO not only advances its sustainability goals but also improves service delivery, laying the groundwork for future innovations.

## ■ NEWSLETTER

In May of 2023, the Local Lines Newsletter was switched to an online-only format. This transition significantly reduced paper consumption and the associated environmental impacts of printing and distribution.

## ■ TOWN OF SHREWSBURY MUNICIPAL CLIMATE ACTION RESILIENCY PLAN

In 2023, The Town published its first Climate Action and Resiliency Plan that comprehensively outlines goals and actions to reduce and eventually eliminate Green House Gas emissions from municipal operations. SELCO's role as an advisor for energy topics will be ongoing and our close relationship with the town and community at large is uniquely strong. Strategic electrification is the primary solution to the climate crisis, and electric utilities like SELCO serves as the foundation for a clean energy system transformation.

## ■ SOLAR FARM SHEEP

SELCO is proud to partner in a unique and sustainable approach to land management at our solar farm on Rt. 20, where a flock of sheep is helping to maintain the grounds. These eco-friendly grazers naturally manage vegetation around the solar panels, reducing the need for mechanical mowing and supporting our commitment to environmental stewardship. By integrating sheep into our solar farm, we're not only promoting renewable energy but also enhancing biodiversity and sustainability in our community.



# CONCLUSION & **KEY TAKEAWAYS**



## 1830 BRICK SCHOOLHOUSE ENERGY UPGRADE

The 1830 Brick Schoolhouse project, spearheaded by SELCO and funded through Shrewsbury's Community Preservation Act (CPA), represents a significant step toward sustainability and energy efficiency in our community. This initiative will involve installing modern heat pump systems and weatherization in the historic Shrewsbury Historical Society headquarters in 2024. By integrating these energy-efficient systems, the project has successfully reduced the building's carbon footprint while preserving its historical integrity.



## INTERNET ASSISTANCE PLAN

SELCO recognizes the essential role that affordable and reliable internet plays in keeping our community connected. As we look ahead to 2024, we're proud to launch an Internet Discount Plan, ensuring that everyone in Shrewsbury has access to this critical service. With the future of the federal Affordable Connectivity Program (ACP) uncertain, SELCO is committed to bridging the digital divide by offering affordable internet options to those who need it most.



## HEAT PUMP FORUM

In 2024, SELCO is excited to offer a Heat Pump Forum for Shrewsbury residents, providing an opportunity to explore the benefits of energy-efficient heating and cooling solutions. At this event, attendees can ask questions, engage directly with contractors, energy auditors, and SELCO representatives, and learn more about available rebates and incentives.



# APPENDIX & **REFERENCES**



# APPENDIX

## REFERENCES

American Public Power Association ([www.publicpower.org](http://www.publicpower.org))  
 Berkshire Wind Power Cooperative ([www.berkshirewindcoop.org](http://www.berkshirewindcoop.org))  
 Digital Bridge K-12 ([www.digitalbridgek12.org](http://www.digitalbridgek12.org))  
 Lakeway Business District Association ([www.thelakeway.org](http://www.thelakeway.org))  
 Mass Executive Office of Energy and Environmental Affairs Residential Conservation Services ([www.mass.gov/service-details/residential-conservation-services-rcs](http://www.mass.gov/service-details/residential-conservation-services-rcs))  
 Massachusetts Climate Bill ([www.malegislature.gov/bills/192/S9](http://www.malegislature.gov/bills/192/S9))  
 Massachusetts Environmental Justice Policy ([www.mass.gov/service-details/environmental-justice-policy](http://www.mass.gov/service-details/environmental-justice-policy))  
 Massachusetts Municipal Wholesale Electric Company ([www.mmwec.org](http://www.mmwec.org))  
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 NextZero ([www.nextzero.org](http://www.nextzero.org))  
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 SELCO Financials ([selco.shrewsburyma.gov/financials](http://selco.shrewsburyma.gov/financials))  
 SELCO Great Blue Survey Results ([SELCO.ShrewsburyMA.gov/sustainability](http://SELCO.ShrewsburyMA.gov/sustainability))  
 Shrewsbury Town Center Association ([www.shrewsburytca.com](http://www.shrewsburytca.com))  
 Town of Shrewsbury Annual Report Archives ([shrewsburyma.gov/Archive](http://shrewsburyma.gov/Archive))

## CONTACTS

Like what you see? Have questions about SELCO's 2023 Annual Sustainability Report?  
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