

# SUSTAINABILITY UPDATE

Our pathway to **Net-Zero**  
and a clean & bright future.



**2024**

# INTRODUCTION



Shrewsbury Electric & Cable Operations (SELCO) is a public power utility established in 1908 serving the Town of Shrewsbury, Massachusetts, providing reliable electric, television, phone, and internet services tailored to the community of Shrewsbury. As a community-owned organization, SELCO makes decisions in the best interest of Shrewsbury residents, reinvesting revenues directly back into the community rather than answering to distant corporations.

Recognized as a leader among Massachusetts municipal utilities, SELCO is known for its outstanding service, low rates, and high customer satisfaction. Our local focus allows us to respond quickly to community needs while maintaining the reliability and affordability our customers expect.

As the energy landscape evolves, SELCO is actively addressing key challenges, including achieving net-zero carbon emissions by 2050 and supporting the electrification of transportation and building heating and cooling. Our mission is to establish SELCO as a benchmark utility for clean energy innovation, combining cost-effective solutions with stakeholder engagement.

This report outlines SELCO's pathway to net-zero, details our power supply portfolio, and highlights the rebates, incentives, and programs we offer to help Shrewsbury residents and businesses participate in the transition to a cleaner, more sustainable energy future.

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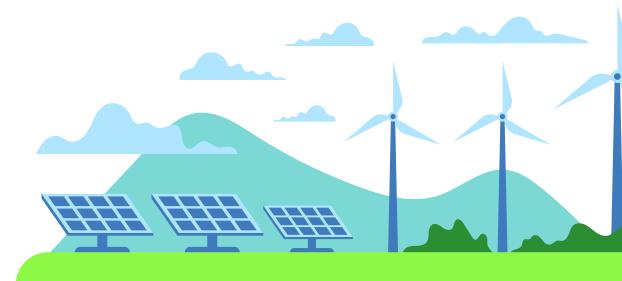
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# PATHWAY TO NET ZERO

SELCO is on a steady path toward a fully carbon-free power supply, increasing the share of non-emitting energy in our portfolio every year. This approach balances environmental responsibility with affordability by layering long-term contracts, diversifying resources, and strategically managing renewable attributes.

Alongside supply-side changes, SELCO also recognizes the importance of demand-side including efficiency, electrification, and new technologies to help reduce emissions across the community. Together, these efforts move Shrewsbury toward a cleaner, more sustainable energy future.

**63%**  
AS OF  
**2024**



**75%**  
BY  
**2027**

**100%**  
BY  
**2032**



# POWER SUPPLY 2024 SUMMARY

MWh/RECs	Percentage of Sales	Name	REC Type
1,797	0.64%	Berkshire Wind	MA Class 1
864	0.31%	Rebated Solar Systems	MA Class 1
195	0.07%	Green Light Program	MA Class 1
31,174	11.16%	First Light Hydro	ME Class 2
17,568	6.29%	Hydro Québec	Hydro Québec System Mix
15,190	5.44%	NYPA Hydro	VT Tier II
107,969	38.66%	Nuclear	EFEC / CES-E
174,757	63%	Total	
279,248		Total Shrewsbury Electric Sales	
63%		Shrewsbury Carbon-Free Electric Sales	

[SELCO.ShrewsburyMA.gov/electric/sustainability/power-supply/](http://SELCO.ShrewsburyMA.gov/electric/sustainability/power-supply/)

## 2024 kWh PURCHASES BY FUEL SOURCE

● ISO System Mix 41.27% ● Nuclear 27.13% ● Hydro 21.68% ● Null Renewables 7.28%

● Gas/ Oil 1.72% ● Wind 0.62% ● Solar 0.3%



# NEXTZERO



NextZero is the leading residential electrification, demand response, and energy conservation service for Massachusetts municipal utility customers. Managed by MMWEC, NextZero provides energy education, no-cost home energy audits and incentives on home energy improvements. It also offers rebates on ENERGY STAR® appliances, electric assets like heat pumps, electric lawn equipment, EV chargers, and smart thermostats.

The total value of audits, rebates, and incentives awarded to SELCO customers through the NextZero energy efficiency program in 2024 amounted to **\$1,319,592**. The rebates provided by the program helped increase efficiency and reduce energy costs for SELCO and its customers. Visit [NextZero.org/SELCO](http://NextZero.org/SELCO) for more information.

# HOME ENERGY AUDITS

Home energy audits are the best first step for homeowners and renters to get advice on measures they can take to reduce their energy use. By providing no-cost energy audits through NextZero, SELCO is committed to helping customers identify energy savings potential and helping educate customers about the rebates and incentives available to help them implement efficiency measures.

As part of the process, customers receive a **Home Energy Assessment Report** that highlights the results of the audit and lists the rebates and incentives available through the NextZero program.

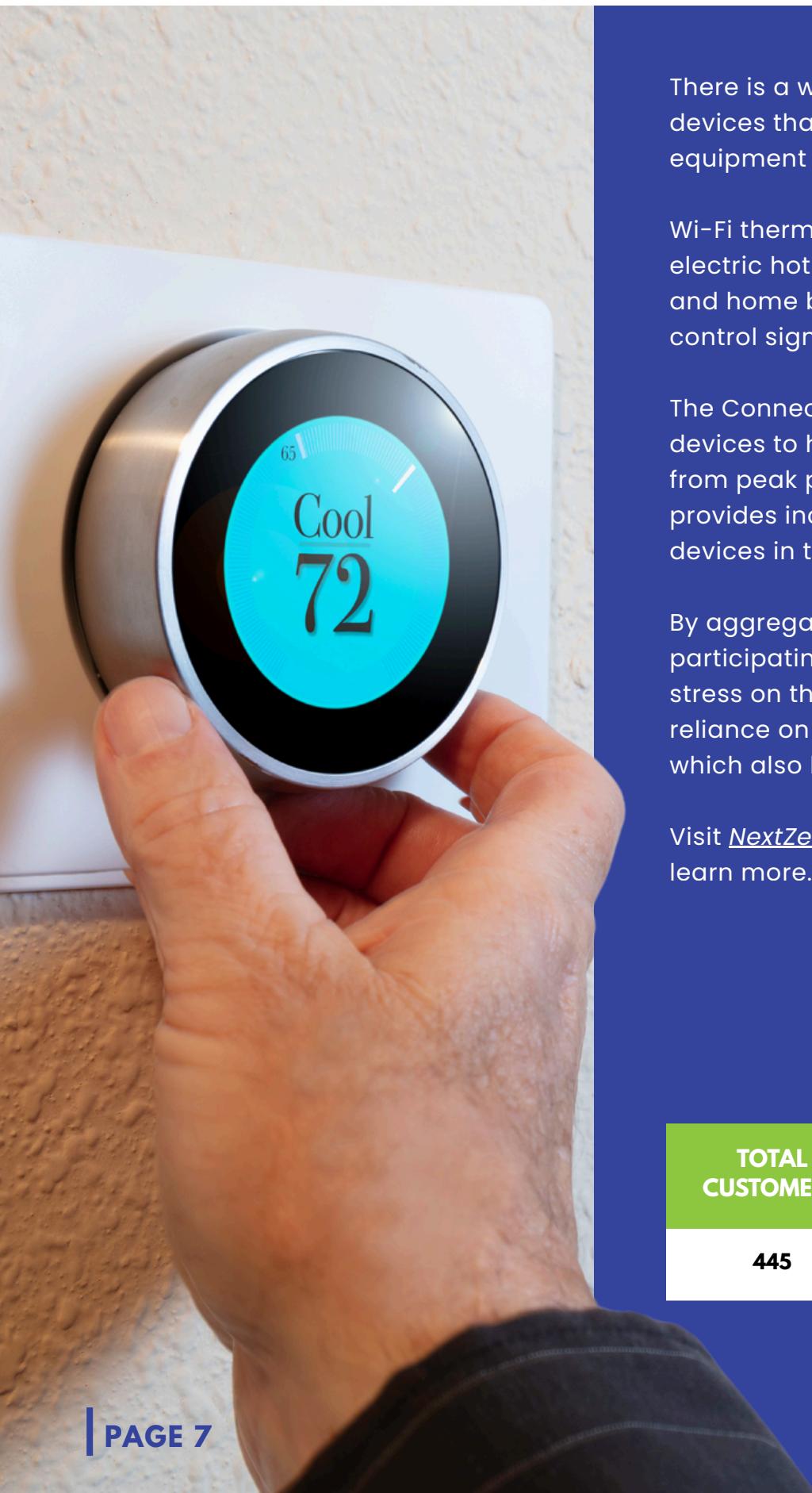
As part of the audit, if warranted, the auditor provides up to three LED light bulbs as an instant savings measure. SELCO also provides inspections of customer installations to verify that any measures receiving incentives have been properly installed.

Visit [NextZero.org/SELCO/energy-audits](https://NextZero.org/SELCO/energy-audits) for more information.

HOME ENERGY AUDITS IN 2024		QUANTITY
AUDITS		<b>216</b>
LED BULBS		<b>648</b>
VERIFICATION VISITS		<b>36</b>



# CONNECTED HOMES



There is a wide variety of internet-connected devices that control energy-consuming equipment in homes.

Wi-Fi thermostats, electric vehicles/chargers, electric hot water heaters, mini-split controllers, and home battery systems all have the ability to control significant home electric loads.

The Connected Homes program uses these devices to help shift home energy use away from peak periods of energy use. SELCO provides incentives to residents who enroll their devices in the program.

By aggregating many small reductions across participating households, SELCO eases the stress on the power grid and decreases the reliance on expensive and inefficient sources, which also keeps rates low.

Visit [NextZero.org/SELCO/connected-homes](http://NextZero.org/SELCO/connected-homes) to learn more.

TOTAL CUSTOMERS	TOTAL DEVICES	2024 INCENTIVES
445	745	\$17,220

# HEATING AND COOLING

SELCO helps Shrewsbury customers switch to clean heating and cooling systems by offering savings while they lower their carbon footprint.

As part of SELCO's free **Heat Pump Assessment program**, a building science expert is available to answer any questions customers have about the application of heat pumps in their home. A specialist will also review equipment sizing for the space and ensure the heat pump is the correct size for the conditioned space, reducing the chance for any problems with implementation.

2024 HEAT PUMP ASSESSMENT	QUANTITY
HEAT PUMP ASSESSMENT	247

SELCO provides rebates on heat pump systems and decarbonization rebates to customers that install heat pumps as their sole heating source.

2024 HEATING AND COOLING REBATES	QTY	VALUE
AIR SOURCE HEAT PUMPS TIER 1	242	\$569,640
AIR SOURCE HEAT PUMPS TIER 2	83	\$414,460
GROUND SOURCE HEAT PUMPS	3	\$18,000
DECARBONIZATION (FOSSIL FUEL REMOVAL)	18	\$18,000
<b>TOTAL</b>	<b>346</b>	<b>\$1,020,100</b>



# HOME EFFICIENCY



Ensuring that heating and cooling systems run efficiently is only part of the solution to reducing overall energy use. Just as important is the building envelope—the insulation, air sealing, and structural components that keep conditioned air inside and outdoor temperatures out. A well-sealed, well-insulated home stays cooler in the summer and warmer in the winter, reducing strain on equipment and lowering energy costs. To support customers in making these improvements, SELCO offers a range of home efficiency and weatherization rebates, helping cover the cost of measures such as insulation upgrades, air sealing, and other improvements that boost comfort and long-term energy savings.

To learn more about the program visit [NextZero.org/SELCO/heating-cooling](https://NextZero.org/SELCO/heating-cooling).

HOME EFFICIENCY REBATES 2024	QUANTITY	VALUE
<b>AIR SEALING</b>	<b>22</b>	<b>\$11,000</b>
<b>INSULATION</b>	<b>51</b>	<b>\$25,094</b>
<b>DUCT SEALING</b>	<b>10</b>	<b>\$4,574</b>
<b>TOTAL</b>	<b>83</b>	<b>\$40,668</b>

# ELECTRIC VEHICLES

The SELCO EV Rebate program provides incentives to SELCO customers who purchase or lease new or used battery electric vehicles (BEVs). Rebates include a fixed amount, plus an additional rebate for income-qualified households.

Shrewsbury residents can also take advantage of other programs that work alongside SELCO's rebate. The Shrewsbury Federal Credit Union offers discounted loan rates for customers participating in the EV Rebate Program, and additional savings are available through state programs. The Massachusetts MOR-EV program provides additional state-level incentives.

SELCO also offers an EV Charger Rebate to customers who have enrolled in the Connected Homes program.

These efforts help make electric vehicles more affordable, sustainable, and convenient for Shrewsbury residents.

Visit [SELCO.ShrewsburyMA.gov/EV](http://SELCO.ShrewsburyMA.gov/EV) to learn more.

2024 REBATES	QUANTITY	VALUE
EV REBATE	183	\$164,916
EV CHARGER	88	50,192



# APPLIANCE REBATES



SELCO's Appliance rebate program offers rebates for ENERGY STAR appliances developed by the US Environmental Protection Agency to identify and promote the most energy efficient products.

SELCO pays rebates to customers who purchase specific efficient ENERGY STAR appliances for their homes through the NextZero program.

*\*income qualified eligibility rebate only*

Visit [NextZero.Org/SELCO/Appliances](http://NextZero.Org/SELCO/Appliances) for more.

2024 APPLIANCE REBATES	QTY	REBATES GIVEN
CLOTHES WASHERS*	13	\$650
CLOTHES DRYERS*	8	\$400
HEAT PUMP DRYERS	3	\$1,500
ALL-IN-ONE WASHER & HEAT PUMP DRYERS	4	\$2,000
DEHUMIDIFIERS*	6	\$180
HEAT PUMP WATER HEATERS	26	\$21,400
INDUCTION RANGES	18	\$2,550
REFRIGERATORS*	3	\$150
WI-FI THERMOSTATS	58	\$6,104
<b>TOTAL</b>	<b>139</b>	<b>\$34,934</b>

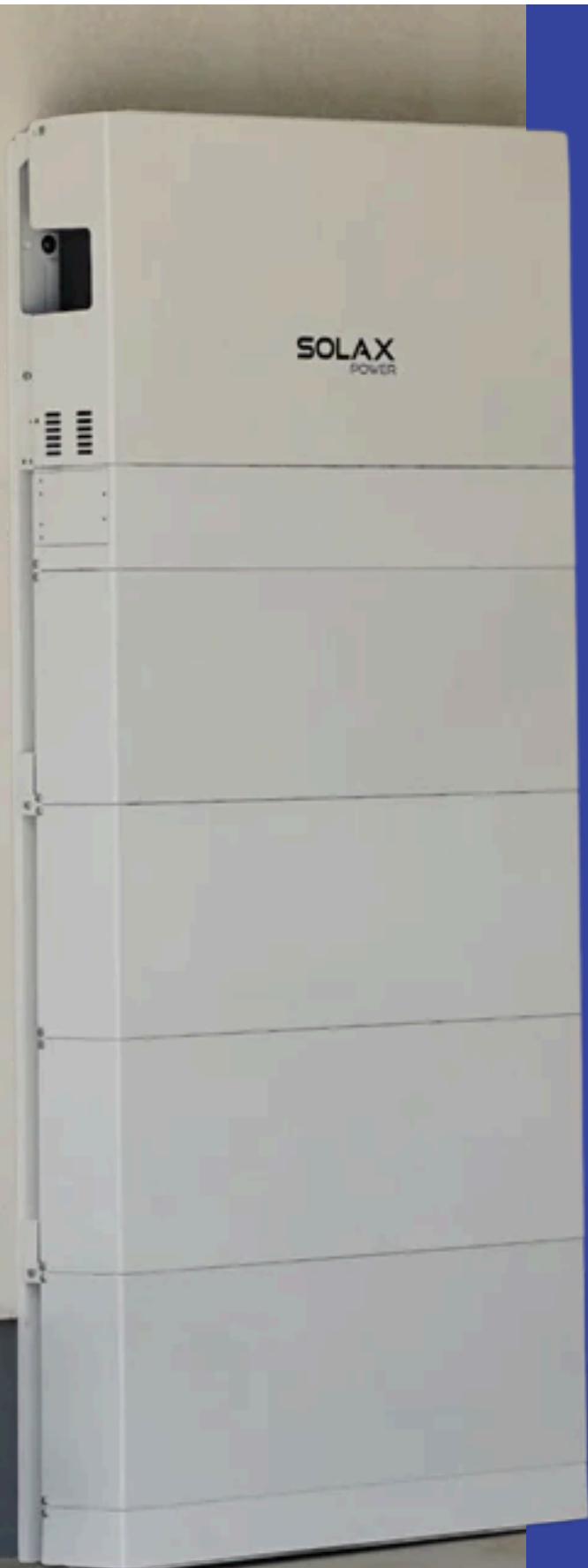
# ELECTRIC YARD EQUIPMENT

SELCO, through NextZero, offers a rechargeable electric yard equipment rebate program, offering residential customers rebates on a wide range of equipment. Rechargeable electric yard equipment not only reduces greenhouse gas emissions by eliminating direct combustion of fossil fuels, but also improves local air quality and reduces noise pollution in the community. Battery-operated equipment is also easier to start, lighter, and easier to operate than traditional gas-powered lawn equipment. These rebates are available to all residential and commercial SELCO customers. Visit [NextZERO.org/SELCO/electric-yard-equipment/](https://NextZERO.org/SELCO/electric-yard-equipment/) to learn more.

2024 ELECTRIC YARD EQUIPMENT REBATES	QTY	REBATES GIVEN
LAWNMOWERS	91	\$9,078
HEDGE TRIMMERS	28	\$1,120
PRESSURE WASHERS	5	\$195
ROTOTILLERS	2	\$80
CHAIN AND POLE SAWS	31	\$1,224
LEAF BLOWERS	67	\$1,680
STRING TRIMMERS	50	\$1,250
SNOWBLOWERS	35	\$3,320
SNOW THROWERS/SHOVELS	2	\$80
<b>TOTAL</b>	<b>311</b>	<b>\$18,027</b>



# BATTERY REBATES



SELCO offers rebates on residential lithium-ion battery systems. To qualify, batteries must be Duracell or Emporia brands and have a minimum storage capacity of 7.5 kilowatt-hours (kWh). Eligibility for the rebate requires enrollment in the Connected Homes program where additional incentives up to \$30/month for participation in peak events are available.

The rebates and incentives for the program are intended to make the purchase of battery systems easier for residents in exchange for sharing the battery capacity to help keep electric costs lower for all SELCO customers.

Residential batteries can be paired with solar panels to store excess energy generated by the panels during the day for later use after sunset. Residential batteries can also provide back up for critical loads in the home, like refrigerators and Wi-Fi, in case of a power outage. Residents should consult with their installer to get the most out of their battery installation.

Visit [NextZERO.org/SELCO/battery-program](https://NextZERO.org/SELCO/battery-program) for more information.

## 2024 BATTERY REBATES

**SELCO ISSUED NO REBATES THROUGH THIS PROGRAM IN 2024**

# COMMERCIAL PROGRAMS

In 2024, SELCO offered four commercial and industrial rebate programs through NextZero —**Prescriptive Lighting, Prescriptive HVAC, Custom Retrofit, and New Construction/Major Renovation**. These programs supported fast-track lighting and HVAC upgrades, provided customized retrofit planning, and offered tailored incentives for new construction projects.

## Looking Ahead

Following a review of its commercial offerings, SELCO realigned its programs for 2025 and discontinued these four incentives. Moving forward, SELCO is focusing on new priority areas and will offer commercial rebates for commercial EV fleets, EV charging stations, electric lawn equipment, and heat pumps.

For more information visit:  
[SELCO.ShrewsburyMA.gov/commericalrebates](http://SELCO.ShrewsburyMA.gov/commericalrebates)

COMMERCIAL INCENTIVE	TOTAL	2024 INCENTIVES
PRESCRIPTIVE LIGHTING & HVAC	6	\$5,727
EV CHARGER	1	\$1,000



# ELECTRIFICATION & EFFICIENCY LOANS

SELCO offers 0% interest electrification and efficiency loans up to \$10,000 for owner-occupied homes or condominiums. These loans are available for the installation of HVAC heat pumps (air or ground), service upgrades, energy-efficient replacement windows, solar, and doors or additional insulation.

## Customer Qualifications

The SELCO customer of record must be the property owner for the location where eligible improvements are to be made. The applicant must be a SELCO customer in good standing for a minimum of 12 months with no history of late payments. Income-qualified customers may be eligible for an extended loan term of up to 7 years (84 months) for all improvements.

Residents must contact NextZero for a free home energy audit and/or Heat Pump Assessment (1-888-333-7525) and submit a loan application for pre-approval before the start of any work.

For more information, visit:  
[SELCO.ShrewsburyMA.gov/loans](http://SELCO.ShrewsburyMA.gov/loans)

2024 LOANS	TOTAL
34	\$322,043

# GREEN-LIGHT RENEWABLE POWER

SELCO customers can take an active role in reducing their carbon footprints by participating in SELCO's Green-Light Renewable Power program.

Green-Light Renewable Power allows SELCO customers to pay an optional rate on their electric bills for their energy to be 100% carbon-free.

SELCO customers can contribute \$5 monthly for the equivalent to receiving approximately 1,500 kWh of green power each year, \$10 monthly for the equivalent to receiving 3,000 kWh of green power each year, or a custom monthly contribution.

The revenue collected under this program is used to purchase and retire Massachusetts Class 1 Renewable Energy Certificates (RECs).

To join the program visit:  
[SELCO.ShrewsburyMA.gov/greenlight](http://SELCO.ShrewsburyMA.gov/greenlight)

# CUSTOMERS	TOTAL CONTRIBU- TION S	MA CLASS 1 RECS PURCHASED
72	\$7,653.75	195



# NEW IN 2025 MULTI- FAMILY AUDITS



For multi-family units with 5+ apartments, auditors will conduct audits of shared communal spaces and shared heating systems and also perform individual unit audits. The audits will provide landlords and residents the opportunity to learn what measures they can take to increase efficiency and decarbonize.

A report will be compiled with the data from the audit and suggestions. Suggested measures may include large changes such as upgrading to an efficient heat pump system or smaller changes such as weatherization measures.

Visit [NextZERO.org/SELCO/energy-audits](https://NextZERO.org/SELCO/energy-audits) to learn more.

# NEW IN 2025 UNDERGROUND SERVICE

SELCO's Underground Service Rebate Program encourages customers to convert existing overhead electric services to more resilient underground service. Eligible customers can receive a post-purchase rebate of \$35 per undergrounded foot, up to \$3,500. Because undergrounding can be a significant investment, this rebate is designed as an incentive rather than a full cost offset. Customers upgrading their service at the same time may also access SELCO's 0% interest Loan Program for up to \$3,500 in financing. To support future-ready infrastructure, contractors must install at least two compliant conduits—one for electric service and one for SELCO telecommunications.

This program supports SELCO's commitment to delivering affordable, reliable, and resilient energy services. Underground service is inherently more dependable than aerial lines, reducing exposure to common outage causes such as falling tree limbs, animal interference, severe weather, and motor vehicle accidents. By incentivizing the transition to underground infrastructure, SELCO advances its vision of being a role-model utility in powering a modern, sustainable community. Only customers with existing overhead service are eligible.

Visit [SELCO.ShrewsburyMA.gov/underground](http://SELCO.ShrewsburyMA.gov/underground) for more information



# MOVING FORWARD

While SELCO has made many strides in decarbonizing its power portfolio and offering new ways for its customers to increase energy efficiency in their homes and vehicles, we recognize that the path to electrification and decarbonization will be a challenging one. We all must work together to see real results. For more information on our sustainability efforts, visit [SELCO.ShrewsburyMA.gov/sustainability](http://SELCO.ShrewsburyMA.gov/sustainability)

Looking ahead, SELCO remains dedicated to leading by example—advancing innovative solutions, investing in resilient infrastructure, and striving to meet or exceed the Commonwealth's greenhouse gas reduction goals. By working together, SELCO and its customers can accelerate the transition to a cleaner, more sustainable energy future for Shrewsbury.

