SHREWSBURY
ELECTRIC & CABLE OPERATIONS
SELCO ELECTRIC - INTERNET - TV - PHONE

SUSTAINABILITY UPDATE

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



2025

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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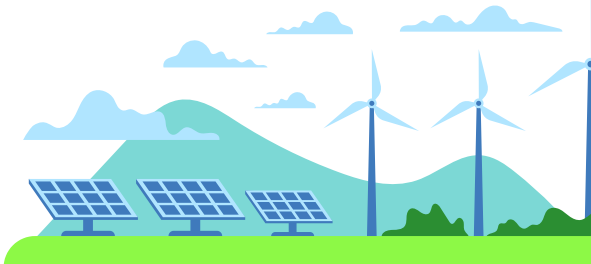
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PATHWAY TO NET ZERO

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.

65%
AS OF 2025





75%
BY 2027

100%
BY 2032

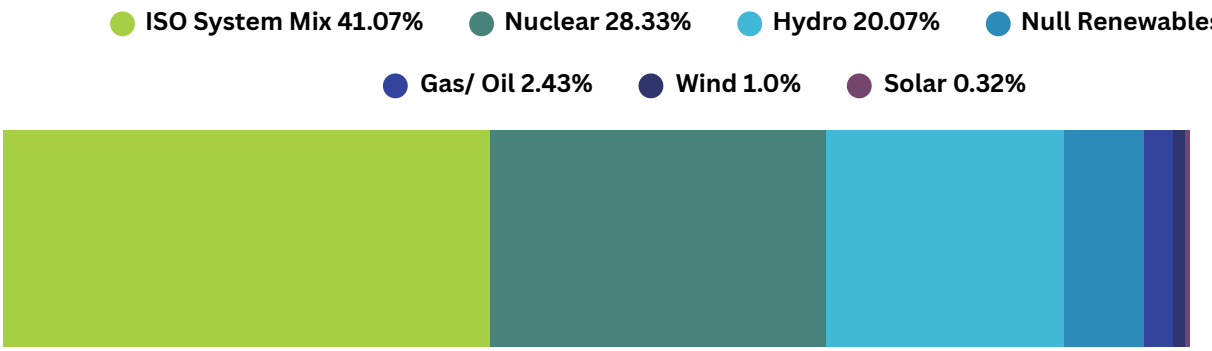


POWER SUPPLY
2025 SUMMARY

MWh/RECs	Percentage of Sales	Name	REC Type
3,007	1.07%	Berkshire Wind	MA Class 1
947	0.34%	Rebated Solar Systems	MA Class 1
200	0.07%	Green Light Program	MA Class 1
31,062	11.08%	First Light Hydro	ME Class 2
14,590	5.20%	Hydro Québec	Hydro Québec System Mix
13,933	4.97%	NYPA Hydro	VT Tier I
112,878	40.25%	Nuclear	EFEC / CES-E
5,450	1.94%	ME Class II REC Purchase	ME Class II
182,067	65%	Total	
280,409		Total Shrewsbury Electric Sales	
65%		Shrewsbury Carbon-Free Electric Sales	

SELCO.ShrewsburyMA.gov/electric/sustainability/power-supply/

2025 kWh PURCHASES BY FUEL SOURCE



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 2025 amounted to **$741,588.**

SELCO awarded **$321,296** in rebates and loans through our internally administered programs, bringing the total incentives awarded in 2025 to **$1,062,844**. The rebates provided by the program helped increase efficiency and reduce energy costs for SELCO and its customers. Visit *NextZero.org/SELCO* for more information.

MMWEC
MASSACHUSETTS MUNICIPAL WHOLESALE ELECTRIC COMPANY
Public Energy Partners

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.

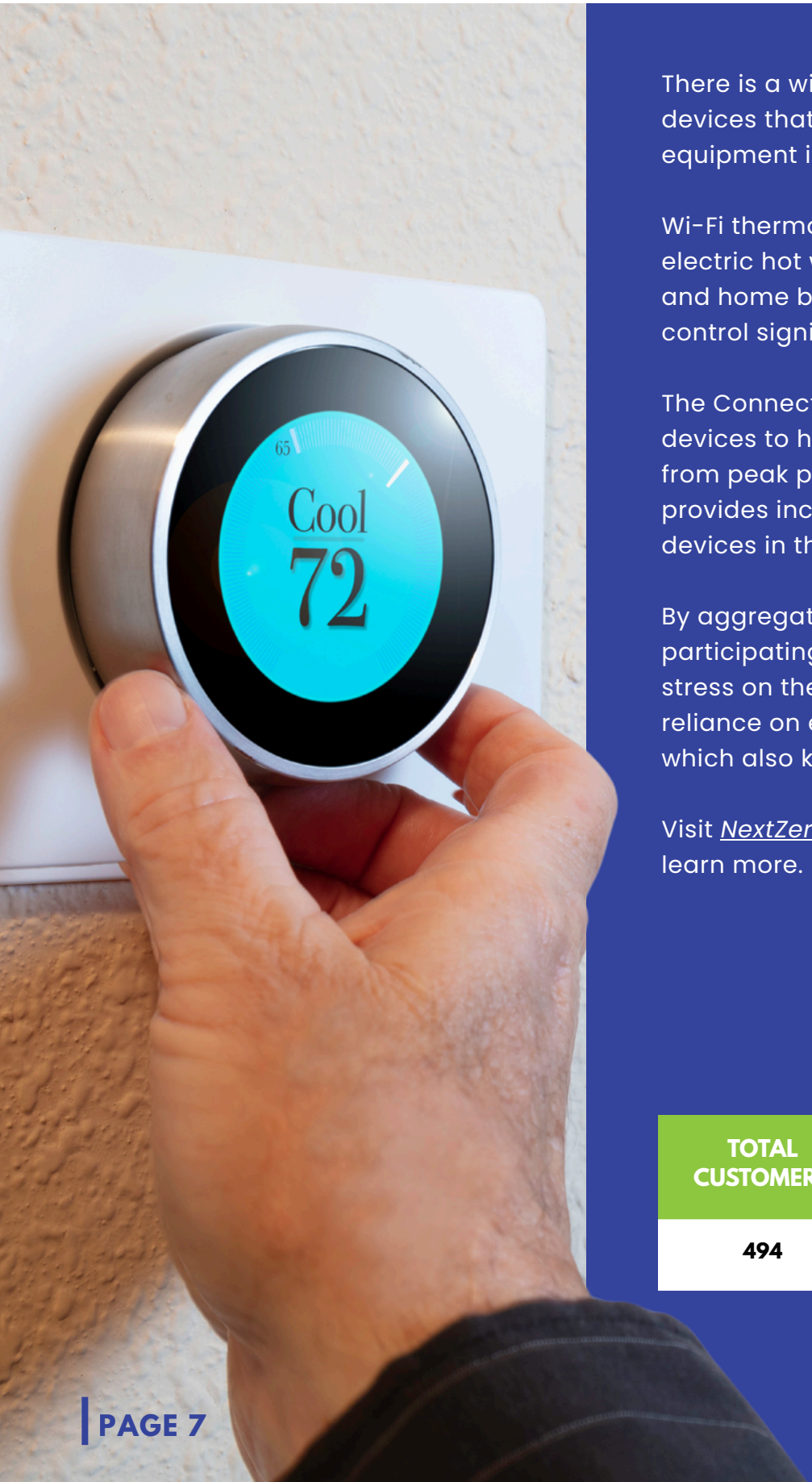
As part of the audit, if warranted, the auditor provides up to three LED light bulbs as an instant savings measure. SELCO also provides inspections of customer installations to verify that any measures receiving incentives have been properly installed.

Visit *NextZero.org/SELCO/energy-audits* for more information.

HOME ENERGY AUDITS IN 2025	QUANTITY
AUDITS	178
LED BULBS	534
VERIFICATION VISITS	51



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* to learn more.

TOTAL CUSTOMERS	TOTAL DEVICES	2025 INCENTIVES
494	856	$27,800

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.

2025 HEAT PUMP ASSESSMENT	QUANTITY
HEAT PUMP ASSESSMENT	230

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

2025 HEATING AND COOLING REBATES	QTY	VALUE
AIR SOURCE HEAT PUMPS	188	$452,677
GROUND SOURCE HEAT PUMPS	1	$9,000
DECARBONIZATION (FOSSIL FUEL REMOVAL)	24	24,000
TOTAL	213	$485,678



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*

HOME EFFICIENCY REBATES 2025	QUANTITY	VALUE
AIR SEALING	19	$8,675
INSULATION	40	$19,938
DUCT SEALING	8	$3,366
TOTAL	67	$31,978

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* to learn more.

2025 REBATES	QUANTITY	VALUE
EV CHARGER	48	$18,986
SELCO EV REBATE	133	$103,291
TOTAL	181	$122,277



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 for more.*

2025 APPLIANCE REBATES	QTY	REBATES GIVEN
AIR PURIFIERS	1	$40
CLOTHES WASHER/DRYERS*	6	$300
HEAT PUMP DRYERS	6	$3,000
ALL-IN-ONE WASHER & HEAT PUMP DRYERS	10	$5,000
DEHUMIDIFIERS*	6	$180
HEAT PUMP WATER HEATERS	32	$17,750
INDUCTION RANGES	21	$4,650
REFRIGERATORS*	5	$250
WI-FI THERMOSTATS	61	$4.975
TOTAL	142	$35,965

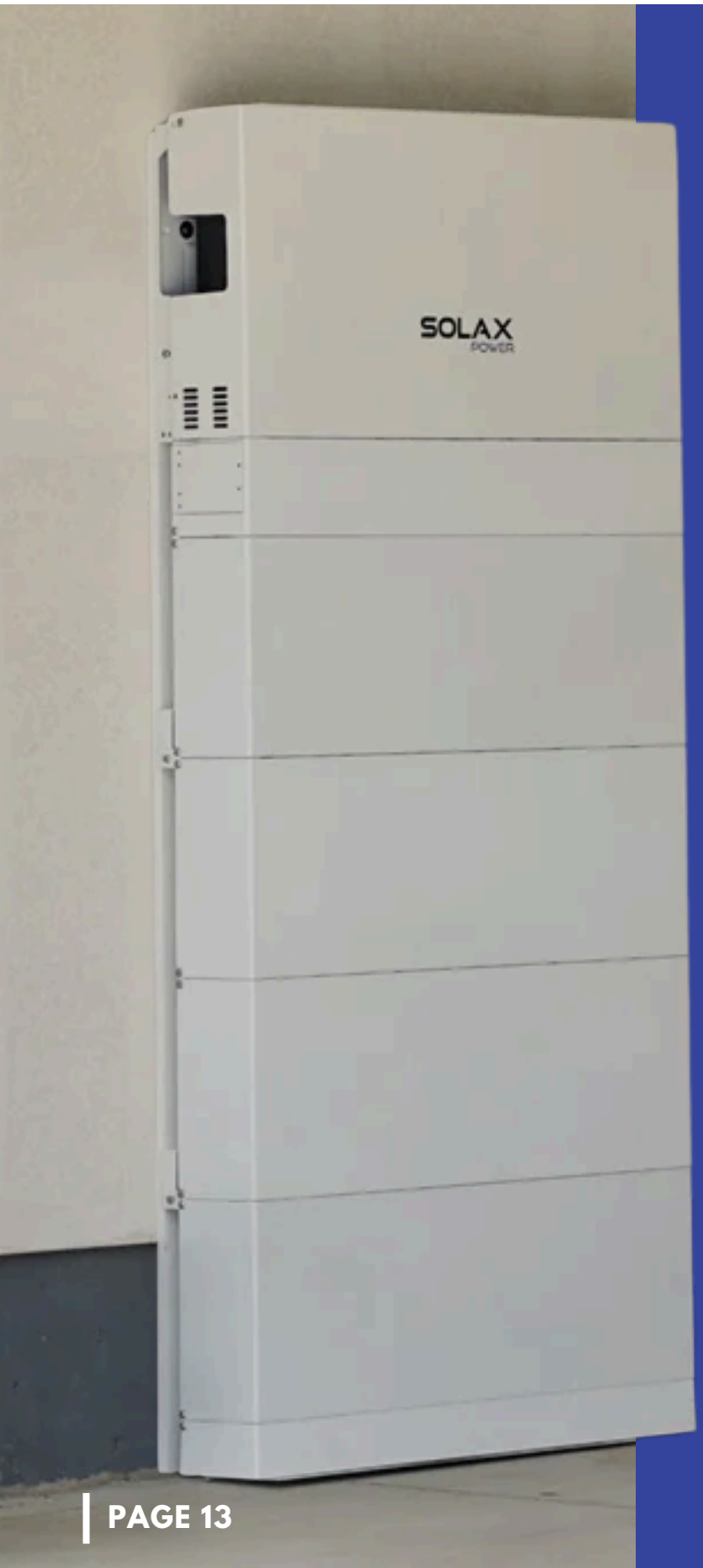
ELECTRIC YARD EQUIPMENT

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/* to learn more.

2025 ELECTRIC YARD EQUIPMENT REBATES	QTY	REBATES GIVEN
LAWN MOWERS	97	$9,700
HEDGE TRIMMERS	34	$1,339
PRESSURE WASHERS	5	$200
ROTOTILLERS	2	$80
CHAIN AND POLE SAWS	31	$1,200
DETHATCHERS	1	$40
LEAF BLOWERS	67	$1,675
STRING TRIMMERS	47	$1,175
SNOW BLOWERS	25	$2,500
SNOW THROWERS/SHOVELS	10	$400
TOTAL	76	$18,329



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* for more information.

2025 BATTERY REBATES

SELCO ISSUED NO REBATES THROUGH THIS PROGRAM IN 2025



ELECTRIFICATION & EFFICIENCY LOANS

SELCO offers 0% interest electrification and efficiency loans up to $10,000 for owner-occupied homes or condominiums. In 2025, these loans were available for the installation of HVAC heat pumps (air or ground), service upgrades, energy-efficient replacement windows, solar, and doors or additional insulation. In 2026, with the launch of the DOER MLP Z Loan, which offers zero percent financing for upgrades including heat pumps, heat pump water heaters, insulation, and barrier removal including old wiring and vermiculite, SELCO adjusted our loan program to not overlap. The current eligible upgrades for SELCO's Loan Program include solar, battery storage, EV chargers, service upgrades, and replacement windows and doors.

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.

For more information, visit:
SELCO.ShrewsburyMA.gov/loans

2025 LOANS	QUANTITY	VALUE
ELECTRIFICATION & EFFICIENCY LOANS	25	$214,880

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



UNDERGROUND REBATE PROGRAM



The SELCO Underground Service Rebate Program provides SELCO Residential & Commercial customers with an incentive for the conversion of aerial/overhead services to underground services. Underground service is more reliable and resilient compared to aerial service, as it is not exposed to the most common causes of outages: tree limbs, animals, lightning/weather events, wind, and motor vehicle accidents.

See more details at our webpage: https://selco.shrewsburyma.gov/rebates-and-incentives/underground-rebate/

COMMERCIAL PROGRAMS

SELCO offers incentives to our Commercial/Industrial customers for a variety of building upgrades including rebates for EV chargers, commercial lawn equipment, commercial heat pumps, and fleet EVs. In 2025, SELCO awarded **$3,125** in rebates to commercial customers installing EV chargers and heat pumps.

These programs provide up to $3,000 per year for commercial lawn equipment and up to $20,000 per project for heat pump installations ($750/ton). Local business and municipal customers can also take advantage of incentives for fleet electrification and charger infrastructure to lower operating costs and support sustainability goals.

See more details at our webpage: https://selco.shrewsburyma.gov/commercial-rebates-incentives/





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.

There is no deadline, donations are accepted year-round!

100% of funds donated to Share the Warmth go directly to assist Shrewsbury families and seniors that are having difficulty affording heat and electricity during the winter months.

If you are in need of assistance this year, Share the Warmth applications are available at Shrewsbury Youth and Family Services, St. Anne's Community Services, and at the Shrewsbury Council on Aging Senior Center.

All Share the Warmth applications must be received at the SELCO office by March 1.

DONATE

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*

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.

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