



# Next Step Living's Partnership Program

*Helping your organization's community to participate in the Mass Save residential program*

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# About Next Step Living

Next Step Living (NSL) is a Boston-based energy efficiency company dedicated to partnering with organizations to drive greater energy efficiencies. NSL provides services within the federally mandated Energy STAR and statewide sponsored Mass Save programs.

Next Step Living is a “Triple Bottom-Line” Company:



- People

- We're working with corporations, associations, cities and towns to create customizable green program to benefit the partners' needs. The success of these programs allow us to grow and create exciting green career paths.



- Planet

- In tackling energy consumption, Next Step Living is addressing a major contributor to greenhouse gas emissions that has historically been served ineffectively.



- Profit

- Next Step Living incorporated as a for profit company in order to scale quickly and maximize our impact

# NSL has relationships with many of the largest institutions and cities in MA

## City & Regional Partners



Boston



Brookline



Worcester



MA state grant for work in Greenfield & Franklin County



New Bedford

## Institutional Partners



PURSuing  
EXCELLENCE



Harvard Real Estate Services



CERA



# Why you should consider engaging with NSL

## **Reputation**

- NSL is a proven Boston company chosen by Mayor Menino to provide the massive Renew Boston outreach and service effort
- Free energy efficiency retrofits for >11,000 City of Boston middle income residents, creating >150 City jobs in the next 18 months
- Other partners include Mass Audubon, Harvard University, Boston University, EMC, Raytheon, Genzyme, Akamai, Staples, IRS and Department of Transportation

## **Low Cost / Turnkey Solution / National Reach**

- Free to institutional partner, Free outreach effort, Free onsite educational sessions
- All call-to-action to NSL
- Provider of statewide Mass Save and nationwide Energy STAR programs

## **Morale / PR**

- Real and immediate benefit to employees/members in energy reduction and savings
- Powerful green PR piece which aggregates employee/member participation and summarizes carbon avoidance and estimated savings

## **Leadership**

*Send a clear message of seeking innovative pathways to continue the charge as a progressive leader within your industry sector*

# Sample: Your organization's aggregated results

...in 2011, if 100 employees/members participate in the Green Homes Program:

- ~ **\$100,000** in annual energy cost savings
- ~ **120 tons** of CO reduction
- ~ **115 cars** removed from the road

Through a NSL partnership, employers/members have NEVER had it this easy to impact and reduce such enormous quantities of energy consumption within their community as they do today!





It's with great pleasure that Next Step Living (referred to as "NSL") can share with you this report which quantifies the positive environmental and economic impact Harvard's community has obtained this past year by participating in the NSL home energy efficiency program.

The objective of this program is to make it as easy as possible for the individuals of Harvard's community to learn about the environmental and economic advantages of making their homes more energy efficiency, and providing a clear path to acting and enjoying the benefits of a more energy efficient home.

This report aggregates all the members of Harvard's community that have been "tagged" as such in NSL's database, through our customized sign-up sheet or self-identified through a phone conversation with an NSL representative.

The 2011 results for Harvard are as follows

Next Step Living's mission is to provide customers the ability to achieve home efficiency and sustainability easily, affordably, and professionally. We believe that helping customers set and meet these goals will aid in social change and spur more people to do the same and improve our planet as a whole. Knowing this will take time, we pledge a good experience, teaching customers what they can do, and making it easy and enjoyable, to provide the springboard for adoption of this work.



## Activity

Count	Attribute
2	Email outreach messages to your community
2	Onsite exhibit for student community
35,000	Community members "touched" at least once

## Action

Count	%	Attribute
1,400	100%	Inquiries into the NSL home energy efficiency program
1,100	79%	Completed or scheduled free home energy assessment
600	43%	Completed or scheduled deeper weatherization work

## Impact

Count	Attribute
\$ 900,000	Estimated annual \$ saved
600	CO2 MTCDE reduced
36,500	Mature trees spared
575	Equivalent to SUVs no longer emitting CO2 in perpetuity

Energy Assessments

Heating Systems

Solar

Green Remodeling

High Efficiency  
New Construction

# 2011 Mass Save Program: Key components

## **No Cost**

Home energy assessment, home diagnostics and comprehensive air sealing (if program eligible opportunity exists)

**75% off  
up to  
\$2,000**

Comprehensive insulation improvements

**Fuel  
neutral**

All home heating fuel types are program eligible  
(e.g., gas, oil, wood pellets)

**Eligibility**

NSTAR, National Grid & WMECO customers living in residential dwellings of 1 to 4 units



# 2011: Huge bang for the buck

The 2011 program will succeed in helping significantly more Massachusetts residents complete deeper work on their homes

***For example**, a \$600 investment today will save \$3,000 over the next 5 years!*

Service	Value	Resident Cost	Savings	Reduction	Benefit
Home Energy Assessment	Up to \$500	No cost	\$150	~5%	<ul style="list-style-type: none"><li>• Diagnostic, potentially including blower door and infrared camera</li><li>• Assessment of opportunity for savings including IDing pre-weatherization conditions</li><li>• Install FREE CFLs and hot water savings measures</li></ul>
Implementation Visit	\$2,400	\$600 Out of Pocket	\$450	~ 20%	<ul style="list-style-type: none"><li>• FREE air sealing (~ \$700 value)</li><li>• 75% up to \$2,000 instantly subsidized for insulation</li><li>• This example: attic &amp; kneewall insulation (~ \$2,000)</li></ul>
<b>TOTAL</b>	<b>\$2,900</b>	<b>\$600</b>	<b>\$600</b>	<b>~ 25%</b>	<b>BIG IMPACT!!</b>

ONLY out of pocket cost to individual homeowner or renter



# A-Z Program Process



## Organization outreach

sends NSL produced and Organization reviewed Mass Save email message to target community



## Call to action

- To NSL via embedded customized link
- To NSL via toll free number



## NSL process

- NSL schedule free home energy audit
- NSL conducts free home energy audit
- NSL conducts deeper weatherization if sought by homeowner/renter

## NSL deliverables

- World class weatherization service to organization's community
- Individualized savings and ROI reports for each customer
- Annual report which aggregates community's GHG avoidance and energy savings



# 2011 Program: Eligibility

## 1.9 Million

### Massachusetts Homes are eligible!

#### Eligible

- **Renters and Homeowners**
- NSTAR, National Grid or WMECO customers
- 1 to 4 unit structures
- All heating fuel types  
(Gas, Oil, Propane, Electric, Wood)

#### Ineligible

- Non-MA residents
- > 4 unit complexes
- Municipal electric



# Your organization has the opportunity to empower its employees/members to take action

Our employer and community programs are examples of group action that leads to individual savings and social collective action



- **Unprecedented opportunity for savings**

- Access to free home assessments, free home sealing, and 75% off insulation
- ~\$1,000 annual energy expense savings (est. 30% reduction of \$3,000 in avg. annual costs)
- Less than one year payback; plan for improvements all the way to solar



- **Improve the family's health and comfort**

- Air sealing reduces exposure to pollen and allergens - main cause of allergies
- Identify asthma health risks from moisture and mold
- Get rid of drafts and cold areas that make their families susceptible to illness



- **Lowers the community's carbon footprint**

- The average American home emits 10 tons of carbon per year
- The program can reduce the homes energy consumption by up to 50%



- **0% Interest 7-Year loans for improvements to homes**



# Contact Information

For more information please  
contact

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