

BELD *Business* POWER

Vol. 7 Issue 3

Braintree Electric Light Department

Fall 2009

Another Braintree business benefits from our Lighten Up rebate program

Dan Antoine of Elite Automotive specializes in foreign and domestic car care, not lighting. That's why, when it was time to upgrade his lighting to better serve his customers, he called Mike Ford at BELD for some help.

**The way Dan tells it...
"Mike came out and made some suggestions that I hadn't considered. We passed the suggestions along to our electrician, and we're very happy with the final outcome."**

Devlin Electrical Services was up to the task of changing out fixtures in the office

(continued on reverse)

Support sustainability and energy independence by joining BELD's BGREEN program for businesses

Braintree Electric Light Department (BELD) recently introduced our BGREEN program to residential customers, giving them the opportunity to buy into BELD's sustainable energy projects by subscribing to a renewable energy rate. **We now invite our business customers to support sustainability and energy independence by joining the BGREEN program for a monthly fee based on usage—as little as \$10 a month!**

Braintree residents support green energy, and we think they'll support Braintree businesses that do the same. Many companies are taking steps to show they are good corporate citizens, and what better way is there to demonstrate your company's commitment to the environment than investing in green projects? The public relations aspect alone can be invaluable in the business community.

But BELD's involvement doesn't stop there. **We'll promote your business and direct customers to your door by recognizing you as a BGREEN participant in mailings and advertisements and offering incentives to residents who buy at BGREEN businesses.** And participants will have the opportunity to display BELD's "Green Star" Award as evidence of their support of green initiatives!

Our commercial and industrial customers can also benefit from joining the BGREEN program. In conjunction with our Lighten Up program, we'll make available one year's worth of BGREEN payments in the form of a rebate for specific energy conservation measures that have been recommended by BELD.

(continued on reverse)

(continued from front)

space and completely redesigning the lighting in the garage area—where they removed the old eight-foot T-12 fluorescent fixtures and replaced them with four-foot T-5 fixtures.

The changes made the work space much brighter, and they'll definitely lower Elite's electric bills. "And the rebate doesn't hurt either," Dan added.

To learn more about BELD's Lighten Up rebate program, contact Mike Ford at 781.348.2370 or mford@beld.com.



Mike Ford
Key Accounts Representative

Questions about your electric or broadband service? Call Mike at 781.348.2370 or e-mail him at mford@beld.com

BELD

**Braintree Electric Light Department
and BELD Broadband
150 Potter Road
Braintree, MA 02184-1364
781.348.BELD • www.beld.com**

**Business Power
Editor/Designer: Joan Marson**

(continued from front)

When added to the rebates already available through the Lighten Up program—and of course the energy costs that will be saved in ensuing years—it's a "win-win" situation. The rebate and incentive money is available to all BELD business customers.

We hope you'll consider joining our BGREEN program and supporting green energy projects such as the solar panels installed at our Operations garage and the proposed wind turbine (see article below). We also recently added more hydro-electric energy to our portfolio—about 5% of our energy now comes from hydro-electric plants, enough to light up more than 650 Braintree homes.

Need more information about BELD's BGREEN program? Contact Mike Ford, Key Accounts Representative, at 781.348.2370 or mford@beld.com.

An update on Braintree's proposed wind turbine—what's new?

There was a flurry of activity during the first week in June at the Braintree water treatment plant on King Hill Road. With the help of Light-house Electric, Braintree Electric Light Department (BELD) was installing a 160 foot meteorological (met) tower at the location—the purpose of which is to constantly measure and record wind speeds for one year.

The installation site was chosen after a wind study determined that it was the most viable development site in Braintree for the construction of a wind turbine. Other options included the East Middle School and some land-fill locations.

A total of six sensor devices are located on the met tower—at 90 feet, 120 feet, and 150 feet. These devices measure and record the wind speeds at the various heights along the tower. **During the month of August the sensors at 90 feet measured an average wind speed of 2.8 meters/second (m/s); those at 120 feet measured 3.4 m/s; and those at 150 feet measured 3.7 m/s.**

Results will be monitored for one year, after which **BELD will determine if it makes sense to proceed with a wind turbine installation and, if so, what the appropriate size turbine would be.**

With the installation of solar panels on our Operations garage roof and now the proposed construction of a wind turbine, Braintree Electric looks forward to developing more renewable energy projects in the near future.