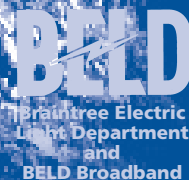




BRIGHT IDEAS



Monthly newsletter for BELD & BELD Broadband customers, published January 2010

Braintree Electric Light Department invites you to "BGREEN@home" and lower your energy costs

We're looking for residents who want to lower their energy costs by trimming their usage in 2010 and reducing their impact on the environment. BGREEN@home, the newest offering from BELD's BGREEN renewable energy program, will give customers the tools to monitor their energy consumption and win prizes for their efforts.

BELD is one of six Massachusetts municipal electric departments to pilot GroundedPower, a web-based technology that delivers real-time information to customers and empowers them to cut electricity use through goal setting, social networking and rewards. As a result, the towns reduce their energy usage and corresponding environmental impacts.

We want to sign up 50 homes to test the program's hardware and software beginning next month. Participants will receive detailed real-time information on how much electricity they are using and what it costs. They can then select from some 150 actions to see how much each will contribute to their energy savings.

Share your experiences

Customers can also participate in a web-enabled network to share their experiences with residents of Danvers, Hingham, North Attleboro, Wakefield and Wellesley and help achieve individual and collective savings goals. Depending on customer interest, we expect to run the BGREEN@home pilot program for at least a year.

"I applaud these municipal light companies for providing customers with smart meter technology and other services that will help them understand the amount of energy they use, how they are using it, and ways to reduce their consumption—and electric

bills—through energy efficiency," said Department of Energy Resources Commissioner Philip Giudice. "Pilot projects such as this are helping the Commonwealth emerge as a national leader in energy innovation and efficiency."

If you'd like to be a part of BGREEN@home, call 781.348.BELD (2353) or email Energy Advisor Ruth Slater at rslater@beld.com, and we'll give you all the details. **BELD.net High-Speed Internet service is required.** If you are not currently a BELD Broadband subscriber, contact us for current offers (or see the related article on the reverse side of this newsletter).

Please "Give the Gift of Warmth" by donating to the Good Neighbor Energy Fund

BELD has partnered with the Salvation Army and other Massachusetts energy companies to bring assistance to any Massachusetts resident who—due to temporary financial difficulty—cannot meet a month's energy expense and is not eligible for state or federal energy assistance.

We hope you'll consider giving the "Gift of Warmth" by sending a contribution in the enclosed green donation envelope. Your tax-deductible donation, made payable to the "Good Neighbor Energy Fund," goes straight to the Fund, and the Salvation Army sees that your contribution helps a family in need of energy assistance.

For more information about donating to this year's Good Neighbor Energy Fund, call BELD at 781.348.BELD (2353) or the Salvation Army at 617.542.5420.

We're pleased to announce another reduction in our Power Cost Adjustment—starting February 1

Braintree Electric Light Department announces a reduction in our Power Cost Adjustment (PCA) of \$.005/KWh, as of February 1, 2010.

Moderating energy prices coupled with a successful hedging plan have positioned BELD to pass these savings on to our customers.

The decrease will reduce our electric rate by approximately 3.45%—saving our average residential customer close to \$3.25/month.

Cold and blustery outside? Stay inside and play... with BELD Broadband

You can bundle up with some great BELD Broadband packages this winter and—whichever one you choose—you'll enjoy the benefits of our reliable cable and fiber optic network and award-winning customer service. And no contract to sign!

Triple Play Complete customers can enjoy 15 Mbps High-Speed Internet, unlimited local and long-distance phone service and all the cable programming BELD Broadband offers—235 channels—for just \$154.20 a month for 12 months. What's more, all Triple Play Complete customers can plan to attend BELD Broadband's Olympic kickoff party celebration of NBC Universal's 2010 Vancouver Olympic Games coverage on February 11 at F1 Boston. Watch your mailbox for your exclusive invitation!

Our **Digital Triple Play** is still our most requested package, and with good reason: you get the Internet and phone service above plus 164 television channels—including nearly 100 digital channels and Video On Demand (VOD)—for \$114 a month for 12 months. Looking to save some money? Try our newly launched **Basic Triple Play**, with 1 Mbps Internet, unlimited local phone calls, and 66 popular TV channels for just \$79 a month for 12 months.

If you don't need every service BELD Broadband provides, you might like one of our new **Double Plays**. Take either 15 Mbps Internet and digital cable or 15 Mbps Internet and unlimited local and long-distance phone for just \$64.99 a month for 6 months.

All packages with BELD Broadband's digital cable service come with **41 High-Definition channels FREE**—with more to come this year. And now, while supplies last, add an extra **Hi-Def/Digital Video Recorder (DVR)** to your home for just \$4.99 a month! Don't wait! Winter won't last forever and **these offers expire Feb. 28**. Call 781.348.BELD (2353) or email cservice@beld.com to sign up today!

Offers expire 2/28/10 and are for new residential customers in wired and serviceable areas only. Applicable fees for equipment, installation, taxes and franchise fees are additional. May not be combined with other offers. If any service is canceled or downgraded during the promotional period, BELD Broadband's regular rates apply for any remaining services. After the promotional period, BELD Broadband's regular rates apply unless service is canceled. Other restrictions may apply. High-Speed Internet: Actual speeds vary and are not guaranteed. A cable modem is required. Digital cable TV: A cable box and remote control are required for digital service. Additional programming may be purchased at regular service rates. \$4.99 HD/DVR offer is for an additional HD/DVR box (component outlet single tuner) only. If any existing box is returned BELD Broadband's regular rate applies. Phone: Phone adapter from BELD Broadband is required.

COMMUNITY BULLETIN BOARD

AARP meeting on February 16

Braintree AARP Chapter #4042 will meet **Tuesday, February 16**, 1:30 p.m., at the D.A.V. Hall on Liberty Street. The featured speaker will be Linda Fitzgerald, newly elected President of the Massachusetts AARP. AARP will prepare and serve lunch at Fr. Bill's Place on Friday, February 19.

Braintree Autism Network meetings

Braintree Autism Network for our Daughters and Sons, BANDS Together, will meet on the following Mondays this year: **January 11, April 12, June 14, and October 11**. Meetings will be held at 7:30 p.m. at Emmanuel Parish, Washington Street, Braintree and are open to all parents or guardians of children who live in Braintree and have an autism spectrum disorder (ASD) or live elsewhere but attend school in Braintree and

have an ASD. There is no cost or obligation, and membership is confidential. For more information, call Natasha Chomas at 781.356.4740.

Braintree Women's Club scholarships

The Braintree Women's Club is sponsoring 10 General Federation of Women's Clubs of Massachusetts scholarships—ranging from \$500 to \$3,000—for graduate study, undergraduate study, and Massachusetts high school seniors. Fields of study are voice, art, education, library science, engineering, music, speech therapy, political science, public health, Women's Italian Club, and women returning to school. **Deadlines are February 1 and March 1**. Please contact Anne Flaherty at 781.843.0539 for scholarship applications and more information.

The Community Bulletin Board section of this newsletter provides free listings for events sponsored by local non-profit organizations. Information must be submitted by the 5th of the month before the newsletter is mailed—for example, the listing of an event scheduled for June 15 would appear in the May issue, the deadline for which is April 5. Need more details? Call 781.348.2332.

BELD

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PAYMENT LOCATIONS

150 Potter Road

Our office is open from 7:30 a.m. to 4:30 p.m., Monday through Friday. Customer Service is open until 7 p.m. on Thursday.

Drop boxes

Top of Potter Road
Beside Town Hall

Braintree Cooperative Bank

1010 Washington St.
372 Washington St.
505 Quincy Avenue

Direct Payment

Call BELD at 781.348.2353.

Online payments

www.beld.com

BROADBAND HELP DESK

Mon-Fri: 8 a.m.-8 p.m.
Sat-Sun: 8 a.m.-4 p.m.

COMMISSION MEETINGS

Public meetings are usually held monthly. Call 781.348.2353 or check www.beld.com to confirm time and date.

COMMISSIONERS

Anthony Agnitti, Chair
James Regan, Vice Chair
Thomas Reynolds, Secretary

HOLIDAY CLOSINGS

Friday, January 1
New Year's Day
Monday, January 18
Martin Luther King, Jr. Day
Monday, February 15
President's Day



Always ask for IDENTIFICATION!

All Braintree Electric Light Department personnel carry photo identification cards. Never let anyone claiming to represent your utility company enter your home without first showing his or her I.D. If you have a question about a BELD I.D., call our office at 781.348.BELD (2353).