



# BELD *Business* POWER

Vol. 7 Issue 4

Braintree Electric Light Department

Winter 2009



## **BELD works hard to help Braintree businesses succeed**

**When a large national retailer left the South Shore Plaza, the Plaza management talked to Jane Dooley of Country Marketplace in Kingston about filling the space.**

**Jane was excited about the prospect of opening another store—until she saw what the previous tenant had been paying**

*(continued on reverse)*

## **New business moving to town? BELD's Engineering Department works behind the scenes to make the move a smooth one**

**W**hether it's new construction, renovations to a building, or simply a move into an existing footprint, Braintree Electric Light Department (BELD) is there to assist new Braintree businesses throughout the entire process. Representatives from BELD's Engineering Department meet with the new owners to discuss all of their electrical needs—including signing in as a new customer, deposits, invoices, payments, projected loads, equipment specifications, electric rates, and meters.

### **New construction—**

When the move involves new construction, BELD's Engineering Department works closely with other town departments to design the layout of all utilities so as to ensure there is no overlap of the required equipment. Typically for new construction, all new electric infrastructure is placed underground—improving reliability as well as aesthetics. BELD uses construction drawings to determine the best locations for our equipment, including transformers, switchgear, conduit, and meters.

**Renovations to existing buildings—**BELD is present during the renovation of existing buildings to assist with all electrical issues, such as service upgrades or changes, meter changes, and transformer changes. We look very closely at projected loads and determine the best options for BELD as well as the customer.

*(continued on reverse)*

**We're pleased to announce another reduction in our Power Cost Adjustment (PCA). The reduction of \$.005/KWh will begin February 1, 2010.**

**Moderating energy prices and a successful hedging plan have positioned BELD to pass these savings along to our customers. The decrease reduces our electric rate by approximately 3.45%.**

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**for electricity! "The electric bills were a deal breaker," said Jane.**

**Enter Mike Ford, BELD's Key Accounts Representative, who met with Jane at the location, walked the space, and talked with her about her electrical usage. It soon became clear that Country Marketplace would use much less electricity than the last tenant had—and the deal was saved.**

**The store is now up and running and doing well. "If Mike had not worked with us to determine what our electrical usage was actually going to be, we would not be here today," Jane said.**

**Supporting business is a top priority at BELD. Visit Jane Dooley at Country Marketplace in the South Shore Plaza—and tell her Mike sent you!**



**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](mailto:mford@beld.com)**

**BELD**

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**Business Power  
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Incorrectly-sized electrical equipment can cause losses on our system and increase costs to the customer.

Recently BELD's Engineering Department worked with representatives of the South Shore Plaza to help in the design and construction of the new Plaza expansion. In addition to planning the locations of our new underground conduit and equipment, we added another automatic switchgear device to improve the reliability of the electrical system. The South Shore Plaza now has two dedicated feeders, a backup feeder, and several automatic switchgear devices—the combination of which will provide high reliability to the area.

When new businesses move to the Town of Braintree, they can be assured that BELD will be there working on their behalf to make the move a successful one.

## **Here's an innovative way for non-traditional TV advertisers to partner with the Braintree community**

**C**ommunity Partners is a new television advertising campaign that promotes local awareness for important issues. Recently launched by BELD Broadband and Prime Media Productions, Inc., the campaign features a series of custom cable commercials and offers businesses that might not be traditional cable TV advertisers a way to support meaningful local initiatives while staying in front of Braintree customers.

There are four distinct promotions available for sponsorship: **Green is Universal**, **Arrive Alive**, **Shop Local** and **Get Involved**. The **Green is Universal** campaign stresses the importance of making small changes in your everyday life to "green your routine." The **Arrive Alive** campaign raises awareness about the dangers of drinking and driving, text messaging and other behind-the-wheel distractions. The **Shop Local** campaign encourages Braintree residents to purchase their goods and services from local businesses and to reinvest their dollars back into their town. And finally, the **Get Involved** campaign encourages citizens to become active in their community through volunteerism.

"The people of Braintree have a strong sense of community," says BELD Broadband Division Manager Jack Orpen. "So these four promotions are the perfect opportunity for all types of businesses to show their support for the town."

Brand your business as a community partner for just \$250 a month! Call 757.365.0151 or email [adsales@beld.com](mailto:adsales@beld.com) for more information about this innovative program.