

BELD *Business* POWER

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Braintree Electric Light Department

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Thinking about going green? Let the buyer beware.

Green energy is getting a lot of attention these days, and more and more Braintree companies are asking us about installing alternative energy sources such as wind turbines or solar panels.

BELD works with our customers to ensure that other energy-saving measures have been addressed (including lighting upgrades and insulation), and then we look at proper applications of renewable or green energy systems—even rebating when appropriate.

It has come to our attention that some Braintree businesses have been approached by sales representatives who are attempting to sell products or services that will have an impact on their electric service. Before you commit to any such transaction, you need to know what is feasible—or even allowable by law.

Solar panels

One of these offers is to install solar panels for no charge—providing the business agrees to buy the power generated by these panels (at a significant cost). **This is illegal. Your business is in a jurisdiction run by a municipal electric utility, and you are required to purchase your electricity from BELD.** (It would be possible for such companies to sell to BELD, but we buy power at lower rates than would be profitable for them.) BELD's electric rates have long been among the lowest in Massachusetts.

Demand response

Another company is promoting demand response or demand side management—a great program for eligible customers who actually receive payment for participating (see related article in this issue of *Business Power*). While

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Our Lighten Up program has another satisfied customer

WALORZ TRUCKING INC is the latest BELD customer to take advantage of our Lighten Up program—and the lighting upgrades in their garage and office area look great!

Owner Jim Walorz said, "We were a little nervous about the type of lights that were suggested for the garage, but BELD spoke to our electrician and convinced him—and they were right. It's better than I expected!"

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



**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

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the company promoting this program in Braintree is doing nothing wrong, we recommend that our customers contact us whenever a sales representative is speaking to them about their electric service.

In this instance, BELD has been able to negotiate higher capacity payments to our customers through another company, DemandDirect. BELD makes no profit from this program but instead passes these payments on to you.

Braintree Electric Light Department wants you to know that if a sales representative approaches you about energy-saving or conservation measures you should be taking, **you have an expert resource in BELD—and we hope you'll take advantage of it!**

BELD's Demand Response program is good for business(es)

Braintree Electric Light Department's Demand Response program compensates large electricity users for reducing consumption when demand is high and system reliability is at risk. Compensation comes from the regional Independent System Operator, ISO New England, who called for an "event" (test) in August so they could audit the program.

More than \$50,000 in payments

Three of BELD's largest customers are currently enrolled in the program, and all three performed very well during the test—one actually exceeded expectations. **These program participants are on pace to receive more than \$50,000 in total capacity and energy payments from ISO New England.**

Contributes to lower energy prices

Braintree companies who can voluntarily reduce their electricity demand by a minimum of 100kW are eligible and are encouraged to participate in BELD's Demand Response program. But even if your company is too small to qualify, you are still reaping some of the rewards, because the economic benefits to the region impact us all. **The program reduces spot market spikes, price volatility, and risk—thus contributing to lower energy prices.**

To find out if you qualify for the program or to get more information about Demand Response, please contact Mike Ford at 781.348.2370 or mford@beld.com.