

Supporting & Defending Your Business & Customer Base





Political Climate in MA

- 2008 Global Warming Solutions Act
- 2008 Green Communities Act
- Baker Executive Order September 2016

Resulting in:

- Comprehensive Energy Plan 2018
- Energy Efficiency Advisory Council 3-Year Plan
- Sweeping Changes to Mass Save Program

Industry Challenges Ahead

“High Electrification” and “Aggressive Conservation & Fuel Switching”

MA Comprehensive Energy Plan

“Biofuels – Assist in the Transition to Cleaner Heating”

MA Comprehensive Energy Plan

“Fuel Switching – Priority” for Utilities Using MassSave Program

2019 EEAC 3-Year Plan

Where do we
go from here?

**“You need an ambitious plan
of your own before you are
electrified out of business.”**

**Patrick Woodcock, Energy &
Environmental Affairs, Commonwealth of
MA**

Further Challenges on Beacon Hill

- Senate 1817 – Combat Climate Change
- House 2370 – Reduce Carbon Emissions
- Senate 975, House 1861 and House 2835 – Heating Oil Releases & Insurance
- Senate 157 – Gas Fitting





Columbia Gas Incident -- Game Changing Event



Impact of Biodiesel Media Coverage

- Created negative impression of industry, BIOHEAT & the APS Program
- Modifications to delivery tickets is forthcoming
- Stepped-up enforcement by MA Division of Standards

Draft Delivery Ticket Language

- For retail heating oil companies that do not participate in the MA APS program:

“Under ASTM specification D396, heating oil grades #1 and #2 may contain up to 5% biodiesel in every gallon.”

For retail heating oil companies participating in the MA APS program:

“To comply with the requirements of Massachusetts regulation 225 CMR 16:00 – Alternative Portfolio Standard, heating oil may contain a maximum blend of _____% eligible liquid biofuel in every gallon.”



2019 Programs

- 10 Year Reauthorization
- 25% Escrow of Funds
- Industry Training, Technician Outreach & Recruitment
- Realtors vs. Home Inspectors
- Advertising Campaign



- MEMA's rebate program continues to be the largest and most impactful effort among the 22 NORA states.
- The strategy adopted by MEMA has borne fruit since the program's launch:



Rebates By the Numbers

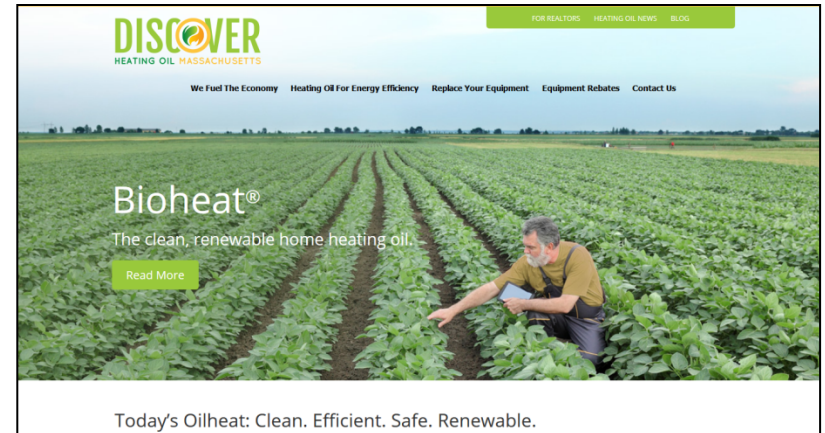
- **2,730 rebates** provided since 2017
- **1,414 tank rebates**
- **1,316 equipment rebates**
- **110 dealers** have submitted for a rebate
- **56 dealers** have submitted for at least 10 rebates





Customer Engagement By the Numbers

- **28,000+ visitors** to DiscoverHeatingOilMass.com in the last year
- **45,000+ visitors** since the website's launch in 2017
- **7,700+ followers**
on the "Love my Oilheat
Massachusetts" Facebook Page





2019 Program

- Program will launch April 1st
- Rebate amounts will be reset to 2017 levels of \$200 for a tank and \$300 for a system, for a maximum of \$500 per household
- Website and customer communications will continue at the same level
- Rebate application process will remain the same



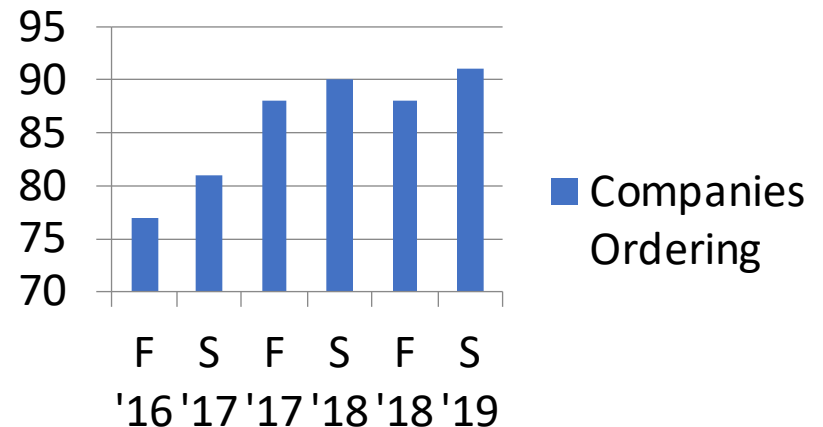
Efficiency Matters By the Numbers

- **203,500 copies distributed**
- **91 companies participating**

Quantities have
increased from
184k to 203k.

Next issue set for
September 2019 release.

Companies Ordering



Thank you for the support.
Questions?



M|E|M|A