

## **NStar tries for zero load growth in Massachusetts town**

April 10, 2008

Marshfield, Mass will soon become a 21st century model for energy technologies and policies, said NStar in announcing a new pilot program. Dubbed the "Marshfield Energy Challenge," the program takes a holistic approach to meeting growing energy demand by combining targeted energy efficiency efforts with small renewable generation and demand response systems.

The \$4 million initiative is co-sponsored by the Massachusetts Technology Collaborative (MTC) and aims to achieve zero load growth in the town.

"We need dynamic and innovative solutions to help meet our customers' growing energy needs in the cleanest, most efficient way possible," said NStar CEO Thomas May.

"Together with the MTC and our customers in Marshfield, we hope to pioneer a model that will both reduce energy usage and maximize the use of renewable technologies."

This is the first pilot program in the country to address energy efficiency, load response and renewable energy options simultaneously to cut power costs, said NStar.

"This is a win-win approach that will benefit everyone by making NStar's electricity distribution system as efficient as possible," said Francis Cummings, Policy Director of the MTC's Renewable Energy Trust.

NStar plans to provide energy efficiency services to 1,200 homes and 100 businesses. The project also calls for the installation of solar panels on 30 homes and businesses and the use of 500 direct-load-control thermostats to help manage peak load growth on hot summer days.

NStar will start marketing the program in Marshfield later this month to let customers know what technologies and opportunities are available to help them save energy.

Energy assessments in individual homes and businesses are slated to start soon, with installation of thermostats and other technologies following.

[\[Comments\]](#)

© 2008 GHI LLC