

2021 Main Streets Recap – West Tisbury

- What is Main Streets?
 - Worked with RISE Engineering and NRM (refrigeration vendor), went door-to-door (9/14-9/16) to targeted small businesses to install energy efficiency measures on-site, and identify additional energy efficiency opportunities.
 - Direct mail flyers and letters were sent out to the targeted customers in advance of the Main Street effort in the applicable town
- Partnered with the Town and MV Chamber to promote effort
- CLC and Mass Save posted on Facebook about the effort
- Incentives up to 100% for all Small Businesses who have measures installed through an energy assessment.

** Please note that this activity is only related to the Main Streets targeted effort and not a full representation of the full year activity in the town.*



The flyer features a photograph of a building facade with a red, white, and blue 'OPEN' sign. A blue banner at the top reads 'Save the Date!'. To the right, it says 'In partnership with:' followed by the logo for 'MARTHA'S VINEYARD Chamber of Commerce'. Below that, it states 'Cape Light Compact will be in West Tisbury September 14th-16th to meet with businesses about ways to save energy and install energy-efficiency measures.' At the bottom, there are logos for 'Cape Light Compact' and 'mass save', along with the website 'CapeLightCompact.org/MainStreets'.

West Tisbury Numbers at a Glance*:

- Target # of customers: 45
- Sites contacted: 6
- Assessments performed: 2
- Signed proposals: 2
- Total est. annual savings:
 - 16,202 kWh
 - 6.12 MMbtu
- Total incentives: \$26,692

Total Results – Cape & Vineyard

RISE Engineering Totals from Spring and Fall as of 12/31/21

List Target Count	Sites Visited/Contacted	Participants – audit scheduled/performed	Signed - Installed	kWh Savings (Annual)	kW	mmbtu saved	Incentives
3,091	1,205	526	434	2,144,609	866	675	\$2,231,957.91

NRM Totals from Spring and Fall as of 12/31/21

Participants – audit scheduled/performed	Signed - Installed	kWh Savings (Annual)	Incentives
135	84	1,037,110	\$698,535.47

- **Total Incentives:** \$2,930,493.38
- **Total annual savings:** 3,181,719 kWh
- **Total Signed/Installed:** 518 customers

- These numbers may fluctuate slightly as both RISE and NRM are following up with customers who participated but have not moved forward with recommendations
- Visited all 21 towns

