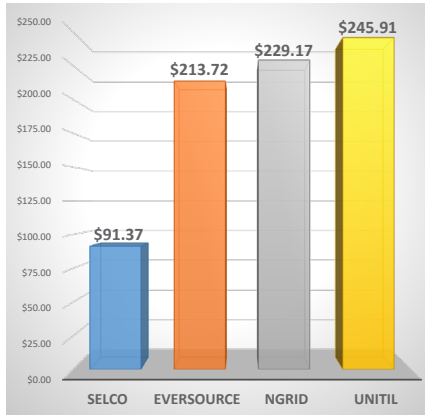


# SELCO Local Lines

MARCH 2022

## ELECTRIC RATE COMPARISON



750 kWh of Electricity cost as of 3/1/2022

## HELPS IS NOW NEXTZERO!

The new NextZero program replaces the residential, commercial and industrial energy efficiency programs previously offered by SELCO.



NextZero is an exciting new efficiency & electrification program designed to provide the most efficient, innovative, and equitable path to energy decarbonization.

The NextZero program sets the stage for a growing portfolio of new and innovative customer-facing programs. NextZero will play a pivotal role for customers as electrification, decarbonization, and environmental justice become major touchpoints for our industry. SELCO offers appliance rebates, heating and cooling incentives, home energy audits, electric vehicle charging programs, Connected Homes, and more through the NextZero program.

Learn more at [NextZero.org/SELCO](https://NextZero.org/SELCO)

## COMMERCIAL FLEET EV REBATE

SELCO is excited to announce a new commercial fleet electric vehicle rebate program. SELCO Commercial, General Service (GS), and Municipal customers can get incentives for new or used (model year 2017 and newer) Battery Electric (BEV) or Plug-in Hybrid Electric (PHEV) vehicles. The rebates include a fixed/flat amount, plus an amount based on usable battery size. Typical rebates for BEVs are \$1,300-\$1,800 and around \$450 for PHEVs.



Replacing commercial fleet vehicles with EVs can help reduce total cost of fleet ownership by cutting fuel, operating, and maintenance costs. EV fleet owners in Shrewsbury can save between \$500 to \$1,000 or more per year per vehicle on fuel costs based on current SELCO electric rates. Fleet electrification also reduces direct vehicle emissions and improves local air quality. SELCO's Commercial Fleet EV Rebate program supports a clean energy future.

Commercial customers may also be eligible to receive additional fleet EV rebates through the Massachusetts MOR-EV program ([www.mor-ev.org](http://www.mor-ev.org)) as well as potential federal tax incentives. Shrewsbury businesses can also receive rebates up to \$5,000 per location for installation of EV chargers. Details on all of SELCO's electric vehicle programs and incentives can be found online at [SELCO.ShrewsburyMA.gov/EV](https://SELCO.ShrewsburyMA.gov/EV)



## CONTACT US

### Shrewsbury Electric & Cable Operations

100 Maple Avenue  
Shrewsbury, MA 01545

[SELCO.ShrewsburyMA.gov](http://SELCO.ShrewsburyMA.gov)

## CUSTOMER SERVICE

### Customer Service:

508-841-8500

[customerservice@shrewsburyma.gov](mailto:customerservice@shrewsburyma.gov)

### Office Hours:

7:30 AM to 4:30 PM M-F

## HELPDESK

### Helpdesk:

508-841-8572

[helpdesk@shrewsburyma.gov](mailto:helpdesk@shrewsburyma.gov)

### Helpdesk Hours:

8 AM to 10 PM M-Sat.

10 AM to 10 PM Sun.

## ADVERTISE ON TV

### Prime Media

A VISUAL COMMUNICATIONS COMPANY

Advertise Your Business  
on SELCO Digital Cable

Cable advertising is the most effective and affordable way to advertise your business!

Let your local Prime Media representative help you choose from top rated networks on SELCO Digital Cable.

Let our team work for your business!

For more information contact:

Guy Ferrante, Account Executive  
Prime Media  
(508) 826 - 5567  
[gferrante@primemail.net](mailto:gferrante@primemail.net)

## COOKING WITH MAGNETS

SELCO is now offering induction cooktop lending kits through Shrewsbury Public Library's "Library of Things".

Unlike gas, propane, and electric cooktops, which use an open flame or heating element, induction cooking uses electromagnetic energy to heat pots and pans directly. Using induction for cooking can

reduce cooking carbon emissions by half and eliminates indoor air pollution that is linked to childhood asthma. It is also considered safer, because only the pan is heated. In addition, the improved efficiency can reduce cooking time by up to 50 percent. Plus, with their smooth surfaces, induction cooktops are easy to clean.

These kits allow customers to "test drive" induction cooking experience in their own home. Shifting from fossil fuels to electricity for transportation, home heating, and even cooking are important steps toward decarbonization.



## LAWN EQUIPMENT REBATES

Get ready this spring and electrify your yard. Customers purchasing new outdoor power equipment are eligible for up to \$100 rebates per qualifying item purchased.

Rechargeable Battery Lawn Equipment	Rebate
Rechargeable Battery Operated Lawn Mower	\$100
*Rechargeable Battery Operated Snow Blower	\$100
Rechargeable Battery Hedge Trimmer	\$40
Rechargeable Battery Pressure Washer	\$40
Rechargeable Battery Rototiller	\$40
Rechargeable Battery Chain or Pole Saw	\$40
Rechargeable Battery Leaf Blower	\$25
Rechargeable Battery String Trimmer	\$25



Save even more when you shop local at Papa's Hardware! Get an **additional 10%** off anything in the Greenworks line when you purchase two Greenworks yard equipment SKUs from Papa's Hardware in Shrewsbury.

Visit [NextZero.org/SELCO](http://NextZero.org/SELCO) to learn more.

\*Select Models Only. Approved Snow Blower model list on website.

UPCOMING  
CHANNEL CHANGES



REPLACES  
THE WEATHER CHANNEL  
ON CHANNEL 12/312

MARCH 1, 2022