

Geothermal Pilot In Review

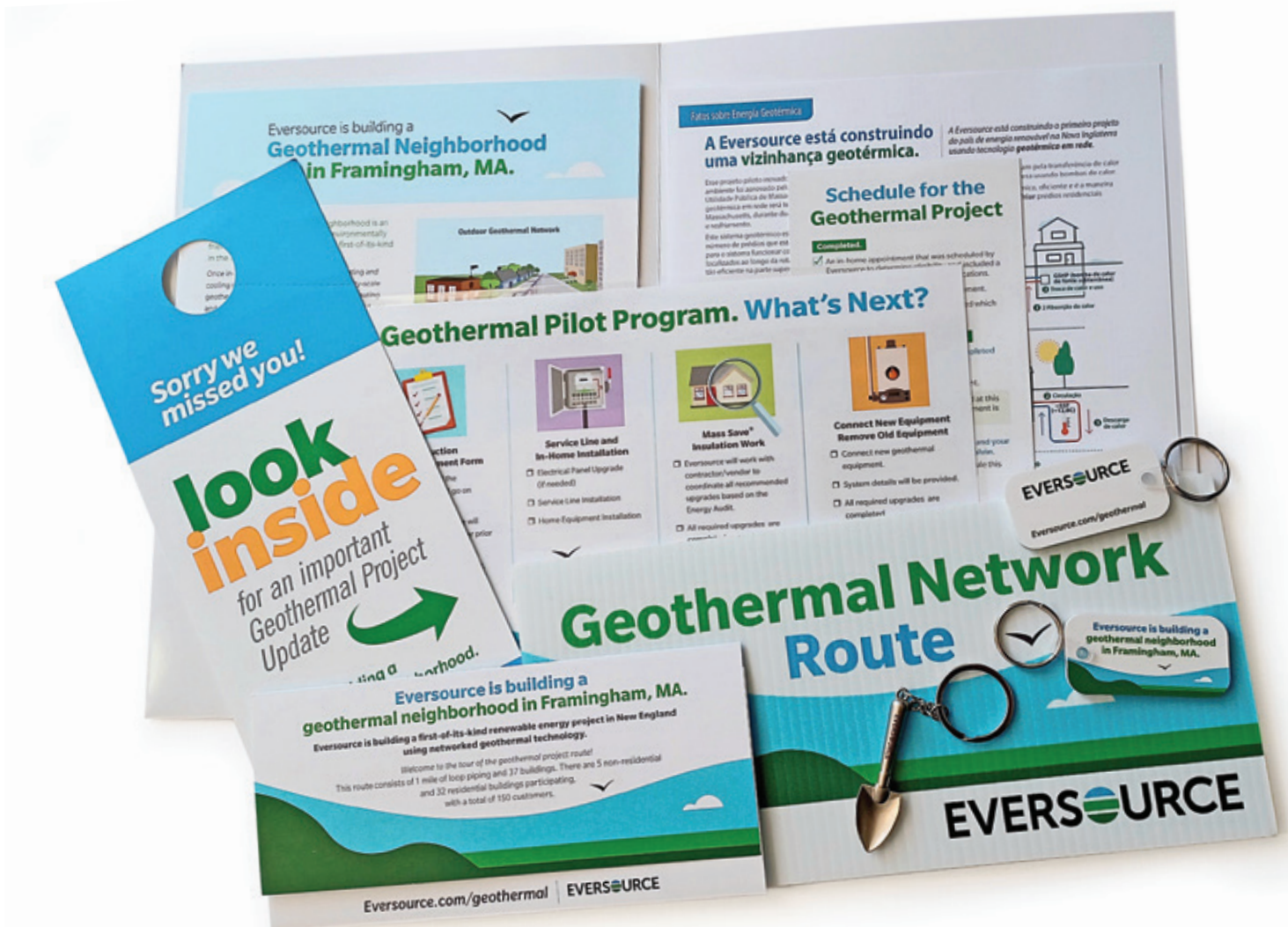
2021-2023



Geothermal
Pilot Project

EVERSOURCE

Eversource is building the first-in-the-nation, utility-scale networked geothermal project.



About the Geothermal Pilot Project

In 2021, Framingham, Massachusetts was chosen as the **Geothermal Pilot Project site based on a detailed selection process** that included all criteria approved by the Department of Public Utilities (DPU).

- Income diverse population
- Mixed-use urban: residential (single-family and multi-family) and commercial
- Diversity of existing heating fuels

The final networked route was determined based on level of interest and eligibility of properties and includes:

- 1 mile of loop piping
 - 36 buildings (38 systems)
 - 5 commercial buildings
 - 24 residential systems
 - 9 income-based housing units (96 individual apartments)
- = 125 total customer accounts**



The crews conduct borehole test drilling in the Farley Lot (90 boreholes are planned throughout the route).

In 2023, the Massachusetts DPU approved a grant for Eversource to conduct a feasibility study to explore expansion of this pilot project.

Please visit the Eversource website at [Eversource.com/geothermal](https://www.eversource.com/geothermal) for the most up-to-date information.

Join us in our journey as we continue to explore innovative clean technologies.



Framingham Housing Authority



Framingham Public Schools



Framingham Fire Department



Gulf Gas Station



Corner Cabinet



The crew conducts borehole drilling in the Farley Lot.



The crew installs main piping on Lindbergh Road.

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Video Projects (See www.Eversource.com/geothermal)

- Animated Video—Geothermal Technology Basics
- "Sizzle" Reel for Social Media
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EVENTS AND MEETINGS

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- Community Meeting (April 13, 2022)...**6**
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ARTICLES (2023)

Gas Business and Clean Technologies Newsletter Articles:

- Geothermal Turtle Tunnel
- Geothermal Update, Highlighting Progress and Activities

Today Articles:

- Geothermal Pilot Participant Preview Event on June 24, 2023
- Geothermal Pilot Participant Update Event on November 4, 2023

Evaluating Customer Interest

Canvassing materials were developed, and the package included a pilot brochure to explain the project to the prospects along the proposed route, and included a benefits overview, question and answers, installation steps, letter of interest, and a doorhanger.

After the final project route was determined, canvassing efforts took place for two days in December of 2021; 96 homes were targeted to determine the level of interest in signing up to participate in the clean energy pilot, and 41 homeowners immediately signed Letters of Interest. Although additional rounds of canvassing were planned, canvassing ended after the initial round due to overwhelming interest in the project.

Canvassing Postcard

It is important to know if you will be participating in this project.

Designing the networked geothermal system is the next step in this process. To make the networked geothermal system as efficient as possible, we need to finalize the number of participants. Many of your neighbors have already signed up!

Your contract needs to be signed by July 1, 2022 to take advantage of the benefits associated with this program, including geothermal heating and cooling equipment installed in your home at little or no cost (\$30,000 value). This means that you will have central air conditioning at no additional cost.

Call Brett Kleinberg today at (860) 422-3333!
The Eversource Geothermal Pilot Team

EVERSOURCE | Eversource.com/geothermal

FOLLOW-UP POSTCARD 9"W X 6"H

Installation Process Handout

Networked Geothermal Systems INSTALLATION PROCESS EVERSOURCE

- Eversource team surveys each building and identifies changes needed to install networked geothermal system.
- Team prepares installation plans and permits for property owner and city review.
- Team constructs vertical ground loops and distribution mains.
- Service lines brought into customer's property with valves at the curb to isolate property from distribution mains.
- Team restores disturbed areas outside of building by leveling the work area to the existing property and placing lawn and seed.
- Team installs the system (ductwork, heat exchangers, circulators, and geothermal heat pump) inside building.
- Eversource starts up the system and confirms functionality.
- Eversource supports building owner with monitoring and maintenance of all in-home geothermal equipment.
- Property owner provides periodic feedback on in-home geothermal equipment operation.

Illustrative Example

Distribution Mains, Service Lines, Isolation Valves, Heat Pump, Ground Loops

Actual geothermal system layout is currently in progress.

STEPS FOR INSTALLATION PROCESS 11"W X 8.5"H

Introduction Brochure

Project Timeline

- Ever to Nov 2021: Eversource selected the pilot site.
- Nov to Jan 2022: Construction is finalized to begin.
- Three years: The program duration.

Community Meeting

Now that the pilot site has been selected, Eversource will hold a community meeting with residents and building owners. The next step is to understand the project and will respond to your concerns or questions. Eversource will reach out to customers with meeting details and schedule.

Post-Pilot Project

After the pilot project, Eversource or the customer may decide to stop using geothermal energy. Eversource will design and install the geothermal network system. Eversource will be responsible for the networked geothermal system. Eversource will be responsible for the networked geothermal system.

EVERSOURCE Geothermal Pilot Program

As the largest utility provider in New England, Eversource is committed to using energy sources and technologies that reduce greenhouse gas emissions, are more efficient, cost-effective, and reliable, while also being environmentally sustainable with our future. Eversource is committed to providing geothermal energy to our customers. To learn more about the pilot program, visit our website.

What to Expect

Eversource's mission is to deliver reliable energy and provide exceptional customer service. We look forward to working closely with you on an energy and climate plan that meets your needs. We will work with you to understand the project and will respond to your concerns or questions. Eversource will reach out to customers with meeting details and schedule. Eversource is committed to providing geothermal energy to our customers. To learn more about the pilot program, visit our website.

Our Commitment to Communication

Eversource is committed to providing geothermal energy to our customers. We look forward to working closely with you on an energy and climate plan that meets your needs. We will work with you to understand the project and will respond to your concerns or questions. Eversource will reach out to customers with meeting details and schedule. Eversource is committed to providing geothermal energy to our customers. To learn more about the pilot program, visit our website.

How will this affect my Heating and Cooling Costs?

There are no longer using your alternate fuel (oil, propane, natural gas) to heat your home. The fact that your alternate fuel (oil, propane, natural gas) is used because the geothermal system is run with electricity, your electric bills will increase. To help offset your electric bills, Eversource will provide you with a credit for the amount of your electric bills consumed throughout the year during the winter heating and cooling season. Eversource will also provide you with a credit for the amount of your electric bills consumed throughout the year during the winter heating and cooling season. In addition, there is a nominal fee to participate in the program.

Outside the Building

Vertical ground loops and distribution mains will be installed in the right of way and an access driveway with utility easement area. Service lines will run from the distribution mains to the right of way and to the curb on the building.

How it works

A geothermal system uses the Earth as a heat source during the winter and a heat sink during the summer. The geothermal system uses the Earth's natural heat to provide a constant temperature throughout the year. The geothermal system uses the Earth's natural heat to provide a constant temperature throughout the year. The geothermal system uses the Earth's natural heat to provide a constant temperature throughout the year.

Landlords & Tenants

Buildings that are participating in the pilot program will have a geothermal system installed. The geothermal system will be installed in the building and will be used to provide heating and cooling. The geothermal system will be installed in the building and will be used to provide heating and cooling. The geothermal system will be installed in the building and will be used to provide heating and cooling.

Want More Information?
Call Matthew Burgess at (860) 465-6255.

PILOT PROGRAM BROCHURE FOR CUSTOMERS 5.5"W X 8.5"H FOLDED

Canvassing Materials

We're building a green neighborhood.

Geothermal energy? Geothermal energy is heat from inside the earth. It is renewable energy, which is not depleted by use. It is also clean energy, which does not pollute the earth and is absorbed, and from the high temperatures of the earth's interior, it is brought to the surface. While the deep earth geothermal energy being tapped under Eversource's Geothermal Pilot is the same as the geothermal energy used in power plants, it is much cleaner and produces no air pollution and cooling indoor spaces and producing hot water in conjunction with the geothermal energy.

Geothermal heat pump system? Geothermal heat pump technology uses electricity to move heat from the ground into the building to heat the ground loop to cool in the summer. The system consists of a geothermal "ground loop" consisting of a network of pipes called the "ground loop." The system moves a fluid through the pipes to circulate heat between the ground and the building. The ground loop pulls heat from the ground to warm the building in the winter and rejects heat to the ground in the summer by collecting unwanted indoor heat and discharging it into the ground. Geothermal heat pumps require electricity to drive the heat pump.

the benefits of a geothermal heat pump system

- Efficient and cost effective** - Compared to traditional heating and cooling systems, geothermal heat pumps require less maintenance to operate and they are more efficient. Geothermal energy provides a constant energy source that is available 24/7 and whether it's sunny or windy. Geothermal energy is a renewable energy source that is available 24/7 and whether it's sunny or windy. Geothermal energy is a renewable energy source that is available 24/7 and whether it's sunny or windy.
- Environmentally friendly** - Geothermal energy is a clean energy source that does not produce greenhouse gas emissions. Geothermal energy is a clean energy source that does not produce greenhouse gas emissions. Geothermal energy is a clean energy source that does not produce greenhouse gas emissions.
- Energy savings up to 40%** on heating your home.
- Full restoration of the affected areas of your lawn**, if needed, after geothermal line from the street is installed.
- System looks like a conventional heating system** and is installed where your existing system is located.
- System is quieter and long-lasting.**

Join us!

Be a part of this innovative, community-minded, environmentally friendly pilot project that is happening in your neighborhood. As the largest utility provider in New England, Eversource has the responsibility to provide energy using the best methods possible for customers and the environment.

Eversource is working with the Massachusetts Department of Public Utilities to build a geothermal pilot project that is the first of its kind in New England using networked geothermal technology. You'll be a part of a group sharing a geothermal network in your community.

Learn more about this three-year pilot that uses geothermal technology, which works by transferring heat to and from the ground using networked geothermal technology. Geothermal energy is a clean energy source that does not produce greenhouse gas emissions. Geothermal energy is a clean energy source that does not produce greenhouse gas emissions. Geothermal energy is a clean energy source that does not produce greenhouse gas emissions.

Benefits to Those Who Participate in the Program

- Geothermal heating and cooling equipment installed in your home that will provide both heating and central air conditioning (\$30,000 value).
- New ductwork installed, if needed, in your home (\$15,000 value).
- Energy-efficiency measures such as insulation and air sealing for your home (up to a \$4,000 value in addition to existing Mass Save Incentives).
- Energy savings up to 40% on heating your home.
- Full restoration of the affected areas of your lawn, if needed, after geothermal line from the street is installed.
- System looks like a conventional heating system and is installed where your existing system is located.
- System is quieter and long-lasting.

How will this affect my heating and cooling costs?

- Your alternate fuel (oil, propane, natural gas) bill will increase because you are no longer using this fuel to heat your home.
- Since the system is run with electricity, your electric bills will increase.
- Monthly budget billing will make your electric bills consistent throughout the year during the winter heating and cooling season.
- Run to keep in mind: If you're currently cooling your home with air conditioning, that will be offset by the energy savings from the geothermal system.
- Nominal fee to participate in this program.

Reduce your carbon emissions.

Because geothermal heat pumps don't require combustion of fossil fuels or gas, installing geothermal is the single biggest way to reduce your home's carbon footprint. According to the U.S. Environmental Protection Agency (EPA), geothermal heat pumps are the most energy efficient, environmentally friendly, and cost-effective systems for heating and cooling buildings.

Comfort now, Value later.

With this system, you'll have consistent heating and cooling, regardless of the season. A geothermal system is a long-term investment that will pay for itself over time. Geothermal heat pumps are efficient because they don't create heat - they just transfer it, making it the most energy-efficient heating and cooling system on Earth. And energy efficiency measures implemented with this program may increase the value of your home.

Can't wait to hear more?
Contact Matthew Burgess at 860-665-6255. Call today!

EVERSOURCE

EVERSOURCE 4 Technology Drive, Westborough, MA 01581

LETTER OF INTEREST (in support of Geothermal Pilot Project)

Eversource is constructing an environmentally friendly geothermal network in your neighborhood. This 3-year pilot project uses geothermal technology, which works by transferring the earth's temperature from underground wells into your home to efficiently heat and cool your home or business. The entire system will be provided by Eversource.

Eversource is considering several different routes for the geothermal energy network in your neighborhood. The exact route will depend on the level of interest in this project from individual homeowners and businesses.

This letter of interest confirms your interest to participate in the Eversource geothermal pilot program for the following location owned by you. By signing this letter, you confirm your non-binding interest to use this geothermal service for your property. This letter will help us determine where the highest level of interest is located so we can select the final location for the geothermal energy network. Please provide the information below, and sign and date the letter at the bottom.

Customer Name: _____ Are You Property Owner? _____
 Customer Email: _____
 Service Location Street Address: _____
 Home Phone: _____
 Service City: _____
 Property Owner: _____ Owner Phone: _____

Eversource's installation of infrastructure necessary to provide geothermal services is dependent on a sufficient number of new geothermal customers obtaining service from Eversource within the same general neighborhood for this pilot project and the appropriate space and location within your premises.

Geothermal service will be provided by Eversource only after execution of a geothermal pilot service agreement ("Agreement"), using Eversource's standard contract. This letter does not, and is not intended to, contractually bind the parties in any way. It is only an expression of interest. If Eversource selects your property to install geothermal network equipment and you still want to be part of the pilot, we would need a signed binding Agreement at that time.

This letter does not guarantee that Eversource will be installing geothermal infrastructure to serve you. This letter does not require either you or Eversource to proceed with a binding Agreement. The parties will not be contractually bound unless and until they sign the Agreement. Neither party may rely on this letter as creating any legal obligation of any kind.

Please Note: Do not remove any equipment or purchase appliances or do any work in anticipation of receiving geothermal energy service from Eversource. You should only take that action in coordination with Eversource after an Agreement is signed and Eversource has completed the installation of the geothermal network equipment to serve you.

Customer: _____ NSTAR Gas Company d/b/a Eversource Energy:
 Name _____ Name _____
 Signature _____ Title _____
 Date _____ Signature _____
 (Signing under the authority of and on behalf of NSTAR Gas Company of Massachusetts)
 Date _____

LETTER OF INTEREST

CITY OF FRAMINGHAM
CAPITAL PROJECTS & FACILITIES MANAGEMENT DEPARTMENT

James J. Paolini, Director | 508-532-5485 | facilities@framingham.gov | www.framingham.gov | 10 Nicholas Road, Framingham, MA 01701

December 2021

Dear Framingham Resident:

We are pleased to share that Eversource is evaluating your neighborhood for the site of their Geothermal Pilot Program. In addition to the City of Framingham, Eversource is working closely with the Massachusetts Department of Public Utilities on this community-minded and environmentally friendly project.

We encourage you to take advantage of this opportunity to learn about how you could participate in the pilot. By participating, you would be involved in a project that is the first of its kind in New England and that will utilize networked geothermal technology to share the benefits of clean heating and cooling across your neighborhood. Some of the benefits available as part of the pilot could include, at no direct cost to you, the installation of geothermal heating and cooling equipment in your home as well as the installation of energy-saving measures to make your home more energy efficient.

The City of Framingham recognizes that clean energy technologies, such as the technology proposed in this pilot, have the capacity to significantly reduce local greenhouse gas emissions, lower long-term energy costs, and provide benefits to residents. We believe that exciting solutions like the pilot Eversource is evaluating in your neighborhood will be critical to help advance local sustainability and resiliency.

With an eagerness to explore partnerships that reduce our community's carbon footprint, the Framingham City Council voted unanimously on September 2, 2021 to support such a geothermal pilot in Framingham. We are happy to support this effort and encourage you to review the materials included in this package for more information about geothermal technology and this innovative pilot program. To stay up to date with the latest information on the pilot, you can visit framinghamma.gov/geothermalpilot.

Sincerely,

James Paolini, Director | Capital Projects & Facilities Management | Shawn Luz, Sustainability Coordinator | Capital Projects & Facilities Management

LETTER TO RESIDENTS FROM CITY OF FRAMINGHAM

Customer Meetings/Presentations

Ongoing communication to customers on the project route included several in-person informational customer meetings, direct mail, doorhangers, and project updates (printed and digital).

We're building a green neighborhood.

Join us!
Be a part of this innovative, community-minded, environmentally friendly pilot project that is happening in your neighborhood. Eversource is working with the Massachusetts Department of Public Utilities to build a geothermal project that is the first of its kind in New England using networked geothermal technology. You'll be part of a group sharing a geothermal network in your neighborhood.

Learn more about this three-year pilot that uses geothermal technology, which works by transferring heat to and from underground wells into your home using heat pumps. A geothermal system is very efficient, cost-effective, and is the most environmentally friendly way to heat and cool your home.

Can't wait to hear more?
Contact Marisol Burgos at 860-665-6255. Call today!

EVERSOURCE
Eversource.com
See benefits on back

Benefits to Those Who Participate in the Program

- Geothermal heating and cooling equipment installed in your home that will provide both heating and central air conditioning (\$30,000 value)
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- System is quieter and long-lasting

EVERSOURCE
Eversource.com

DOORHANGER "JOIN US!" 5"W X 12"H

We're building a green neighborhood.

Area Being Considered for the Geothermal Pilot Project

EVERSOURCE P.O. Box 270
Hartford, CT 06141-0270

Join us!
You are invited to our customer meeting because your home or business is along a route being considered.

Come learn more about this innovative, community-minded, environmentally friendly pilot project in Framingham.

Date: Wednesday, April 13, 2022
Place: Fuller Middle School
31 Flagg Drive, Framingham
Time: 7 p.m.

We are exploring geothermal technology as an environmentally friendly option to heat and cool your home or business.

For more information about this pilot or geothermal technology, visit our website at www.Eversource.com/geothermal.

POSTCARD INVITATION 9"W X 6"H



Customer Meeting at the Fuller Middle School in Framingham on April 13, 2022.

"These events are so valuable because it's very important to keep residents informed."

Joel Rayberg

~ Manager, Customer Thermal Solutions ~



The customer team held a Pilot Participant Preview on June 24, 2023, in the Framingham Housing Authority Community Room.



The customer team updates the Pilot Participants at a meeting held at the Framingham Housing Authority after a summer of construction on November 4, 2023.

Eversource is building a geothermal neighborhood in Framingham, MA.

Join Us!
You're invited to a special preview program and tour for pilot participants only.

Date: Saturday, June 24, 2023
Time: 10:00 A.M.
Location: Community Room at the Framingham Housing Authority, 1 John J. Brady Dr., Framingham

We want to recognize the residents and businesses along the route who have decided to join us on this journey of building a first-of-its-kind renewable energy project in New England using networked geothermal technology.

See a short program about the Project and hear about next steps, enjoy some light refreshments and meet with our team to answer any questions.

We hope you can join us. Call 1-855-645-2427 Monday-Friday, 8:00 a.m. - 4:30 p.m. and ask for Morgan Rutkiewicz to let us know if you plan to attend. We hope to see you there!

INVITATION LETTERS TO RESIDENTS 8.5"W X 11"H

Eversource is building a geothermal neighborhood in Framingham, MA.

Join Us!
You're invited to a project update for pilot participants only.

Date: Saturday, November 4, 2023
Time: 10:00 A.M.
Location: Community Room at the Framingham Housing Authority, 1 John J. Brady Dr., Framingham

See a short program about the project, watch a virtual tour of the project route, and view a construction photo show. Hear about next steps, enjoy some light refreshments, and meet with our team to answer any questions.

We hope you can join us. Call 1-855-645-2427 Monday-Friday, 8:00 a.m. - 4:30 p.m. and ask for Morgan Rutkiewicz to let us know if you plan to attend. We hope to see you there!

Community Involvement

The geothermal team participated in community events to showcase the project.



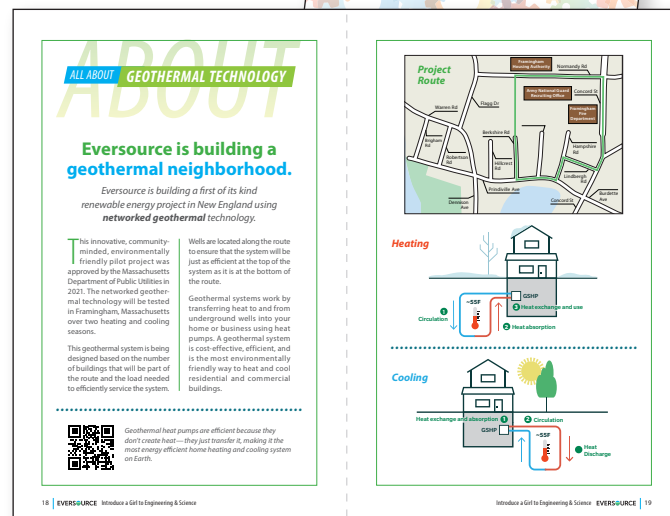
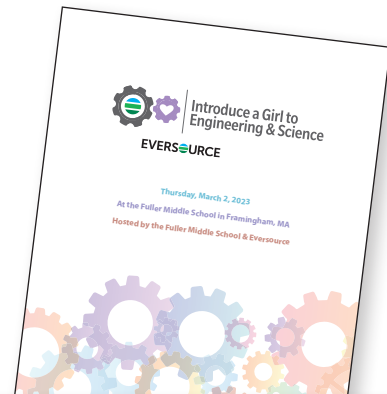
Westborough, MA Energy Fair



Framingham, MA Earth Day

Introduce A Girl To Engineering and Science Workshop

On March 2, 2023, Eversource partnered with Fuller Middle School to host a group of eighth-grade students in a STEM workshop that challenged them to apply math and science concepts in a heat transfer experiment.



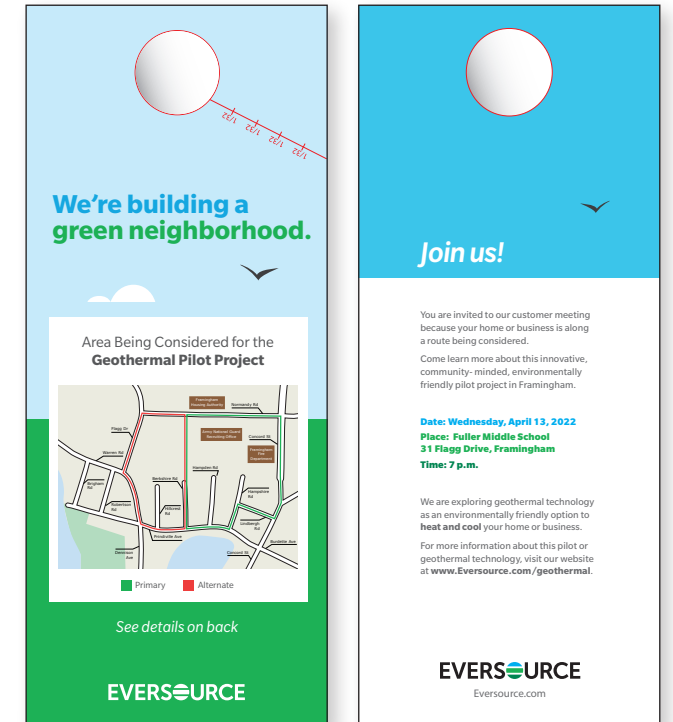
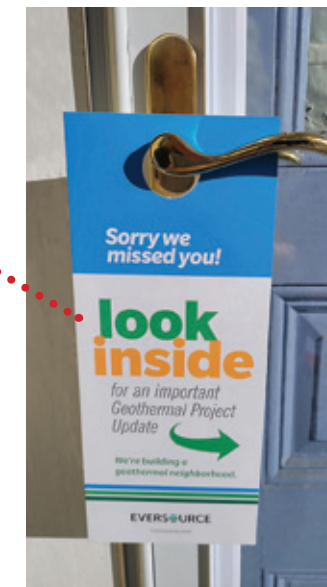
Mentors from Eversource's engineering team guide the students through an experiment testing the concept of heat transfer—a main element of geothermal technology.

Customer Outreach



DOORHANGER WITH POCKET
5"W X 12"H

"Sorry we missed you! Look inside for an important Geothermal Project Update."



DOORHANGER MEETING INVITATION 5"W X 12"H
APRIL 13, 2022



YARD SIGN 24"W X 18"H

Project Updates

Regular updates (both printed and electronic) were sent to customers along the project route to keep them informed of the project's progress and of any construction updates that might impact their properties.

Project Update
Week of June 26, 2023

Construction Has Started!

- Groundbreaking ceremony was held on June 12th with Mayor Sisitsky as guest speaker.
- MassBay Community College parking lot work to begin once school vacation begins.
- A Pilot Participant Preview Event was held on June 24th at the Framingham Housing Authority's Community Room.
- We consulted further with the Framingham Conservation Commission who decided to approve the relocation of the silt fencing along Gleason Pond on Prindville Ave, while leaving the compost filter tubing ("turtle tunnel") in place.
 - If sediment over-tops the compost filter tube or otherwise surpasses the erosion controls, we will need to reassess the situation.

Schedule Updates

- Main installation will begin in the side streets this month.
 - Lindbergh Road and Concord Street
- Borehole drilling is expected to start in mid-July.

In-Home Work

An initial visit will be held to discuss details prior to in-home work starting later in the summer.

See map and more information on reverse

Geothermal Pilot Project

Watch this Project Update for the weekly location of the Geothermal Information Tent. Cindy Galvin, your Eversource Geothermal Community Partner, will be at the tent on Wednesdays, beginning on July 12th (weather permitting) from 3 p.m. to 6 p.m.

Thank you for your patience during construction. If you have any questions or concerns, please call us at 855-645-2427 Mondays-Fridays, 8 am-4:30 p.m. and ask for Morgan Rutwicz.

PROJECT UPDATE, JUNE 26, 2023



Highlights included the story of a small tunnel Eversource installed to provide a safe crossing for the local wildlife, especially the turtles traveling across a road from Gleason Pond to lay their eggs.



WEEK OF JUNE 26, 2023



Project Updates (continued)

FRONT AND BACK PANEL
8.5"W X 11"H

Project Update
May 22, 2023

Meet the Geothermal Community Partner, Cindy Galvin

Eversource is committed to providing excellent customer communications throughout the Geothermal Pilot Program and has named Cindy Galvin the Geothermal Community Partner. Cindy brings a strong background in the energy field including electric, solar, and natural gas. She was a Substation Operator for over 10 years and has been with Eversource for over 17 years. She will be out in the community as well as participating in all in-home visits. Visit Cindy at the Geothermal Information Tent that will be traveling to different locations each week (weather permitting), starting on June 26th. Schedule to follow.

Contractor for Geothermal Project Named

Local contractor, RH Valley Construction, has been chosen as the General Contractor for the Geothermal Pilot Project in Framingham. RH Valley Construction has a long-time contractor of Eversource and has a proven track record of delivering projects on time and within budget. A family-owned business, RH Valley Construction has over 100 years in business and extensive utility experience. They are currently in the final stages of finalizing the construction schedule.

Upcoming Construction

Now that the contractor has been named, in-home visits are expected to begin in mid-July.

See map and more information on reverse

Project Update
Week of August 7, 2023

VERY IMPORTANT: Insulation work should not be completed at this time. Please wait until after your heating equipment is installed.

Stop by the Geothermal Information Tent on Wednesday, August 7th (weather permitting) from 3 p.m. to 6 p.m. at 541 Concord Street.

Construction:

- Main installation is progressing well; 50% or more of the ground is installed. Please expect some traffic delays along the route.
- Work on Normandy Road is continuing.
- Work at the Fire Station parking lot is underway.
- Work at the Farley Lot continues, grading is done and crews will be putting down binder this week.
- Crews are now working on getting drilling platforms up to prepare for drilling which is expected to start mid-August.
- We will begin scheduling In-Home Visits in late August.

Thank you for your patience during construction. If you have any questions or concerns, please call us at 855-645-2427 Monday - Friday, 8 a.m. - 4:30 p.m. and ask for Morgan Rutwicz.

See QR code for Project Updates

See Reverse for Map



Newsletter to Key Stakeholders

Interested stakeholders nationally and internationally—including regulators, peer utilities, and clean energy advocates—were sent a monthly digital newsletter to keep them informed of construction milestones, community events, VIP and media site visits, and periodic public informational webinar sessions.

NEWSLETTERS WITH MULTIPLE PAGES
8.5"W X 11"H

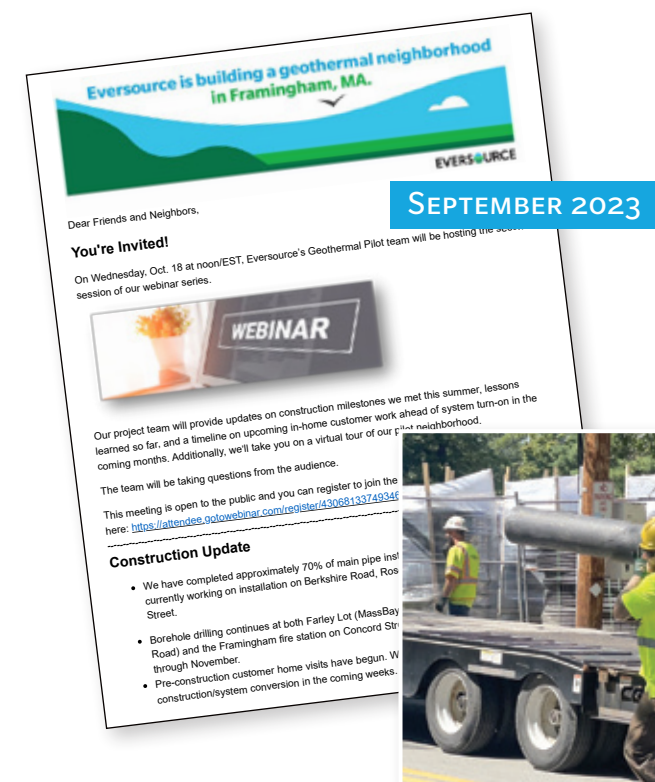
Photo Credit: Senator Barre via X



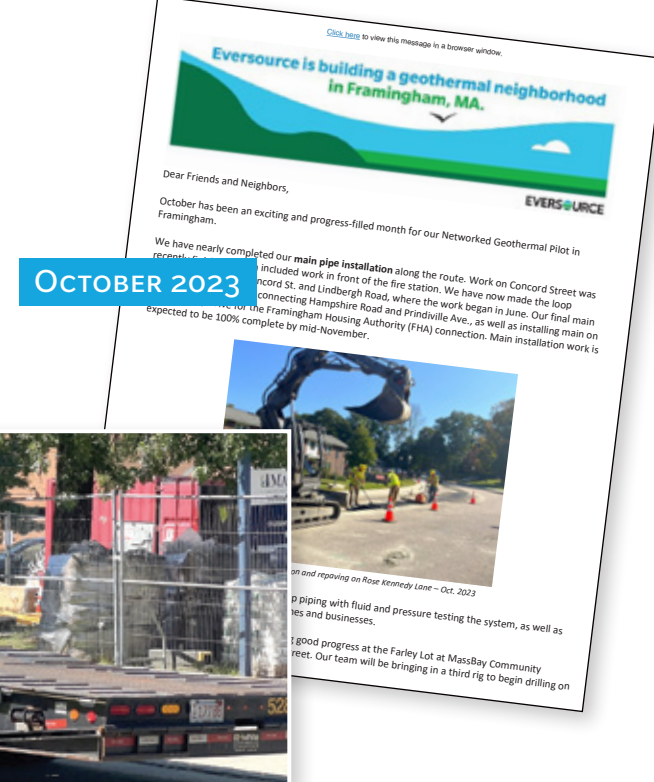
The geothermal team accompanied a contingent of local government representatives from Ann Arbor, Michigan on a tour of our geothermal project facilitated by Home Energy Efficiency Team (HEET).



MAY 2023



SEPTEMBER 2023



OCTOBER 2023

Translations

The population of the community had a need for materials to be translated into English, Spanish, Portuguese and Mandarin. The signage for events (Introduce A Girl to Engineering & Science and the Geothermal Groundbreaking) was translated into multiple languages as well as general communications (Weekly Project Updates) and informational material regarding construction activities.



PROJECT UPDATE, JUNE 26, 2023
8.5"W X 11"H

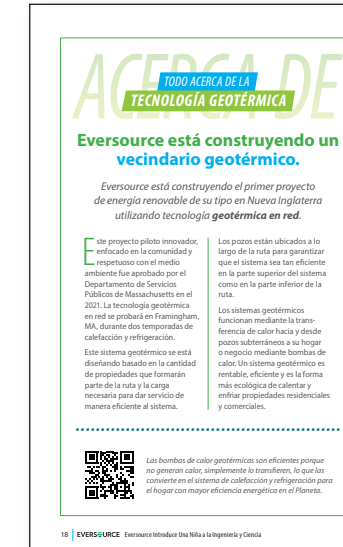


SPANISH

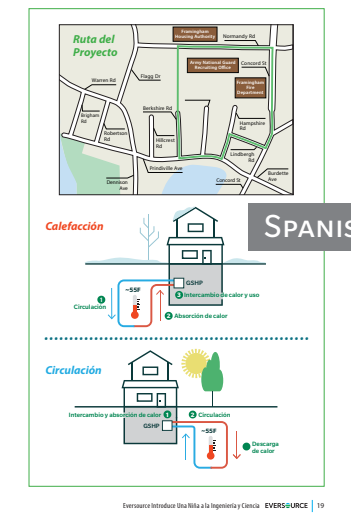
PORTUGUESE

MANDARIN

Introduce A Girl To Engineering and Science Workshop Brochures

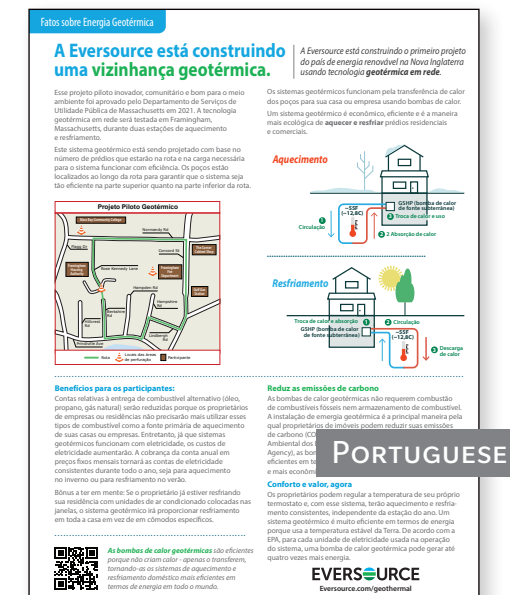


5.5"W X 8.5"H FOLDED



SPANISH

Fact Sheet

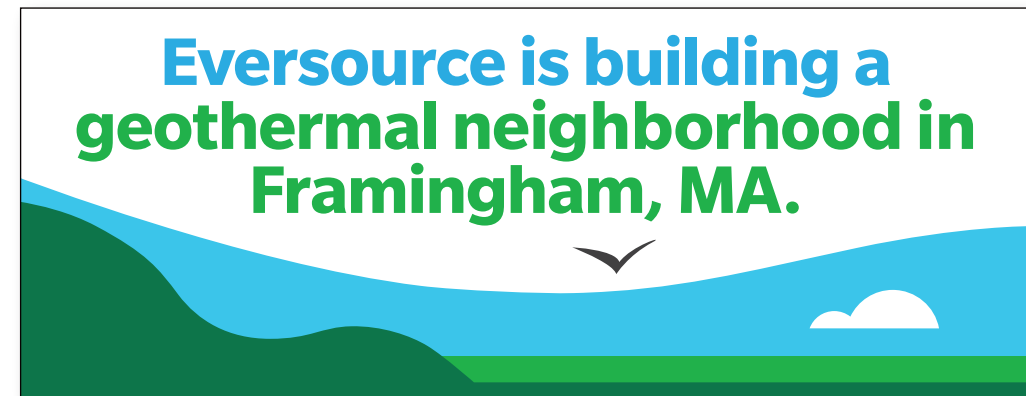


8.5"W X 11"H

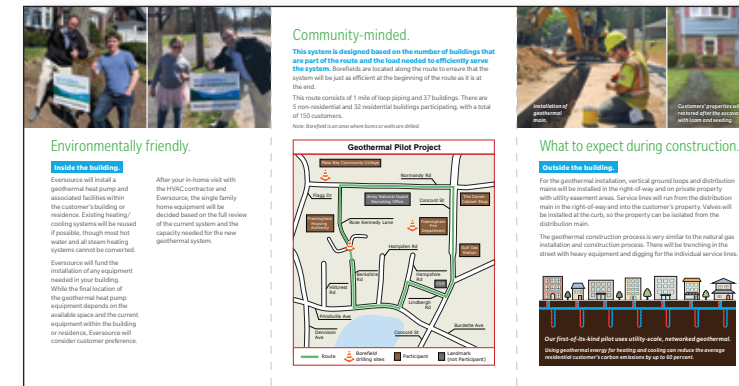
Communications For Every Phase

Informational materials were created throughout all phases of the project—from introducing the project and accessing the initial level of interest and eligibility, to providing important information for the in-home visits, and a checklist for what to expect after the in-home equipment installation and conversion is completed.

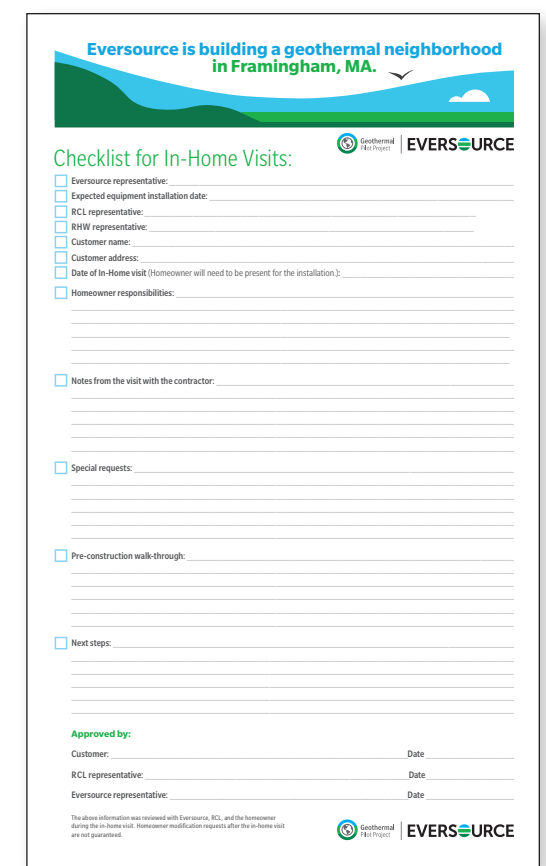
Masthead Branding



For In-Home Pre-Installation Visits



3-PANEL IN-HOME BROCHURE 5.5"W X 8.5"H



IN-HOME CHECKLIST 8.5"W X 14"H

Fact Sheet

Facts about Geothermal

Eversource is building a geothermal neighborhood. Eversource is building a first in the nation renewable energy project in New England using **networked geothermal** technology.

This innovative, community-minded, environmentally friendly pilot project was approved by the Massachusetts Department of Public Utilities in 2021. The networked geothermal technology will be tested in Framingham, Massachusetts over two heating and cooling seasons.

This geothermal system is being designed based on the number of buildings that will be part of the route and the load needed to efficiently service the system. Boreholes are located along the route to ensure that the system will be just as efficient at the top of the system as it is at the bottom of the route.

Geothermal systems work by transferring heat to and from boreholes into your home or business using heat pumps. A geothermal system is cost-effective, efficient, and is one of the most environmentally friendly way to **heat and cool** residential and commercial buildings.

Heating

1. Circulation
2. Heat absorption
3. GSHP
4. Heat exchange and use

Cooling

1. Heat exchange and absorption
2. GSHP
3. Circulation
4. Heat Discharge

Benefits to Those Who Participate:

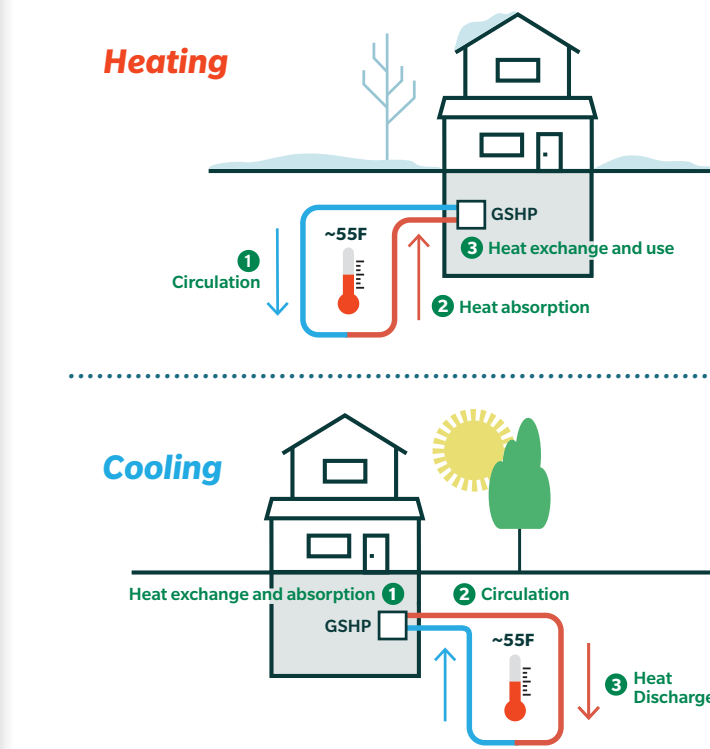
- Alternate delivered fuel (oil, propane, natural gas) bills will be reduced because business/homeowners will no longer be using this fuel as the primary fuel to heat their businesses/homes. However, since geothermal systems are powered by electricity, electric costs will increase. Monthly budget billing will make electric bills consistent throughout the year, whether it's a winter heating or summer cooling season.
- Bonus to keep in mind: if a homeowner is currently cooling their home with window units, the geothermal system will enhance their cooling from individual rooms to the entire house.

Reduce carbon emissions. Geothermal heat pumps don't require combustion of fossil fuels or fuel storage. Installing geothermal is the single biggest way a homeowner can reduce their carbon (CO2) emissions. According to the U.S. Environmental Protection Agency (EPA), geothermal heat pumps are the most energy-efficient, environmentally clean, and cost-effective systems for heating and cooling buildings.

Comfort and value now. Homeowners can regulate their own thermostat temperature and, with this system, they'll have consistent heating and cooling, regardless of the season. A geothermal system is very energy-efficient because it uses the earth's stable temperature. According to the EPA, for every unit of electricity used in operating the system, the geothermal heat pump can deliver as much as four times the energy.

Geothermal heat pumps are efficient because they don't create heat—they just transfer it, making it the most energy-efficient home heating and cooling system on Earth.

EVERSOURCE
Eversource.com/geothermal



GEOTHERMAL FACT SHEET 8.5"W X 11"H

Schedule for the Geothermal Project

Completed.

- An in-home appointment that was scheduled by Eversource to determine eligibility and included a preliminary review to determine qualifications.
- You signed a Geothermal Service Agreement.
- An in-home technical visit was completed which included an in-depth feasibility review.

Next steps for the geothermal project. Be sure that you have scheduled and completed your energy audit.

- Call Mass Save™ at 866-527-SAVE, or visit eversource.com/home-energy-assessment.
- Insulation work should not be completed at this time. Wait until after your heating equipment is installed.

On-site walk-through with the contractor and your Geothermal Community Partner, Cindy Galvin.

- We will be contacting you shortly to schedule this visit which will include:
 - Expected timing of installation of the underground supply/return service lines in your yard.
 - The date(s) contractors will upgrade your home's electrical service (only certain locations).
 - Manufacturer information on the new heating and cooling equipment for your home.
- A thorough checklist, will be completed at this meeting, documenting any special requests.

Equipment Installation.

Residential Heat Pump Installation
Typical installation for all residential buildings.

Accessibility—An important consideration.

All areas must be accessible to the contractors who will be performing the work. This includes your attic and basement, as well as other areas in your home where the ductwork and equipment will be installed. Consider planning early to avoid a last-minute rush.

ADVANTAGES OF THE ENERGY AUDIT

- Opportunity to make your home more energy efficient at a low cost.
- When your home is well sealed and insulated, heating and cooling systems work less to maintain the desired temperature.
- Air sealing keeps out drafts, and insulation helps keep your heated or cooled air in.
- It will improve your results with the geothermal system.

Your service line installation.

We will discuss your service line installation at the on-site visit so that you can provide feedback on your preference for its location.

Questions?

Call us at 1-855-645-2427, M-F, 8 a.m. to 4:30 p.m. (ask for Morgan Ruthwicz), or email us at geothermal@eversource.com, or visit Eversource.com/geothermal.

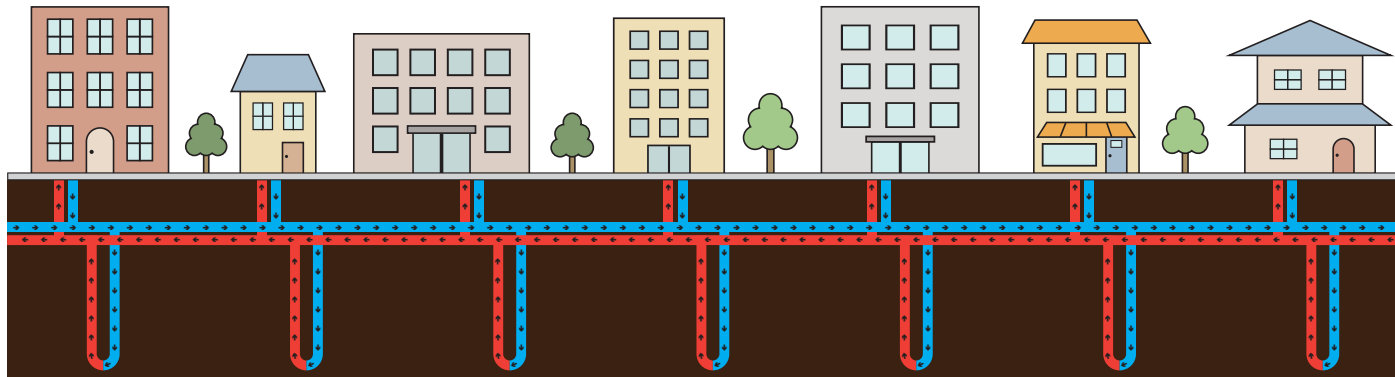
EVERSOURCE

PROJECT SCHEDULE 4"W X 9"H



BANDED POCKET FOLDER 9"W X 12"H FOLDED

Communications For Every Phase (continued)



A geothermal system uses the Earth as a heat source during the winter and a place to get rid of unwanted indoor heat during the summer. The system circulates a fluid through a buried piping network known as a "ground loop," which carries the heat and exchanges it between a building and the ground.

Template for Geothermal Heat Pump Sticker

**Need 24-hour service:
Call (Company name) at (XXX-XXX-XXX)
and reference Eversource Geothermal.**

**General questions:
Call Eversource Marketing Intake at 855-645-2427
Monday - Friday, 8a.m.-4:30p.m.**

EQUIPMENT DECAL—VINYL, DURABLE, WATERPROOF, AND HEAT RESISTANT 4"W X 3"H

Envelopes with Messaging



INVITATION INSIDE TO POTENTIAL PARTICIPANTS OF THE PROJECT

Leave-Behind (What's Next?) After In-Home Construction

Geothermal Pilot Program. What's Next?

- Construction Acknowledgment Form**
 - A full description of the construction that will go on in your home.
 - Eversource and RH White will review with property owner prior to scheduling work.
 - Signed by the Property Owner.
- Service Line and In-Home Installation**
 - Electrical Panel Upgrade (if needed)
 - Service Line Installation
 - Home Equipment Installation
- Mass Save® Insulation Work**
 - Eversource will work with contractor/vendor to coordinate all recommended upgrades based on the Energy Audit.
 - All required upgrades are completed.
- Connect New Equipment Remove Old Equipment**
 - Connect new geothermal equipment.
 - System details will be provided.
 - All required upgrades are completed.
 - Remove existing heating equipment (when system is operational). Eversource will contact you to coordinate the timing.

FRONT 11"W X 8.5"H

- Geothermal System Sign-Off**
 - Signed by the Property Owner.
 - Acknowledgement that Eversource's work is complete.
- On-Going Data Collection**
 - Customer has completed all necessary paperwork/surveys for the duration of the pilot.
 - Eversource is able to share results of the pilot.
- Geothermal Completion Package**
 - All necessary information is provided to the customer by Eversource, including:
 - System details
 - Contact Information
- Contact Information for the Duration of the Pilot**
 - Need 24-hour service:**
 - Call RCL Mechanical at 774-208-0977
 - Reference Eversource Geothermal.
 - General & billing questions:**
 - Call Eversource Marketing Intake at 855-645-2427
 - Monday - Friday 8a.m.-4:30p.m.

BACK

Overview Brochure

TYING IT ALL TOGETHER
8.5"W X 11"H FOLDED

Outdoor Geothermal Network

Service Lines

Distribution Mains

Vertical Ground Loops

Community Engagement.

Since the approval of our pilot by the Massachusetts Department of Public Utilities in 2021, we have consistently engaged with the local Framingham community through communications and virtual and in-person events to keep neighbors informed and excited about the project.

Key Events

2021

Geothermal Pilot Project Monthly Newsletter (February) - The Project team launched a monthly digital newsletter to keep residents and stakeholders informed of the project's progress and key milestones. To join the distribution list, email geothermal@eversource.com

Customer Pilot Previews Meeting at Framingham Housing Authority (June) - Our team provided participating customers with project updates including highlights from the groundbreaking event, details about upcoming in-home visits, our recent efforts to mitigate construction impact on local businesses, and introduced them to the dedicated Eversource Community Partner.

Weatherproof Energy Fair at Mill Pond School (April) - We engaged with students and community members at weatherproof energy technology as we were Customer Meeting at Fuller Middle School.

Framingham (April) - Information session where we connected with potential pilot participants who own homes or businesses along our proposed project routes.

2022

Breakthrough Ground - On June 12, 2022, we broke ground on this unique, clean energy project at a ceremony at Maudslayi Community College. At the event, we hosted state and local leaders, our construction partners, clean energy partners, and the local press.

Main Pipe Installation and Borefield Drilling - Main pipe installation began in June 2022. The first circuit to be completed was Lindbergh Road, with work continuing onto Hampland Road, Franklin Avenue, Berkshire Road, and Normandy Road into the summer. Simultaneously, prep and grading were done at Farley Lot in July. By August, over 50% of the main installation was complete and our borefield drilling was underway at Farley and the fire station.

In total, 50 boreholes will be drilled 500'-ft vertically. The loop piping that will be installed in these boreholes will circulate the Earth's constant underground temperature (55 degrees Fahrenheit) throughout the neighborhood system - warming homes in the winter and cooling them in the summer.

2023

Senior Program Manager Eric Bosworth speaks to WCVB about an important construction milestone—the borefield drilling was beginning at the Farley Lot.

What's Next for the Project

Construction is expected to be complete in November. A Community Meeting will be planned for the winter of 2023-24. System turn-out is expected in the spring/summer of 2024. Evaluations of the System will take place in the Spring/Summer of 2024. Our pilots will be conducted to evaluate customer acceptance of the technology, environmental benefits, and costs (savings and operating costs).

Explanation: Over the next few years, we will use Community Grant funds, awarded to us by the U.S. Department of Energy to explore the feasibility of expanding our demonstration program to other neighborhoods in Framingham.

Updates on our progress, community events, and answers to frequently asked questions are available on our website www.eversource.com/geothermal.

Follow us on social media to see the site photos of our construction work and community events:

[Facebook](https://www.facebook.com/eversource) [Instagram](https://www.instagram.com/eversource) [LinkedIn](https://www.linkedin.com/company/eversource)



Senior Program Manager Eric Bosworth speaks to WCVB about an important construction milestone—the borefield drilling was beginning at the Farley Lot.

The team hosted weekly 'open houses' under an Eversource tent temporarily raised at the Corner Cabinet shop on Concord Street.



Route Tours

Tours were given to interested parties including local and state leadership, utility peers, and the media. A tour brochure was developed, and a virtual neighborhood tour video was created. Watch the virtual tour video anytime on eversource.com/geothermal.



Eversource's geothermal pilot leadership host the team from Celsius Energy—our drilling partners on the project—for a construction site tour.

Route Tour Brochure

TOUR TRIFOLD BROCHURE
8.5" W X 4.25" H FOLDED

Geothermal team leaders Manager Eric Bosworth (far left) and VP Nikki Bruno (far right) host Framingham Mayor Charlie Sisitsky (center) and representatives from the Massachusetts congressional delegation on-site.



Branded Key Ring— Tour Giveaway



FLEXIBLE KEY RING
2.5" W X 1.25" H

Eversource Geothermal Site Visitor Safety Checklist

All visitors to Eversource work sites not performing work must abide by the following safety protocols. (This is the minimum of clothing and gear required for a site visit.)

- ✓ All visitors must be accompanied by Eversource staff on work sites at all times during their visit.
- ✓ Personal Protective Equipment (PPE) is required to be worn at all times within the work environment.

| | |
|---|---|
| <p>Safety Footwear</p> <p>Includes close-toed, sturdy boots (hiking boots or steel-toe boots). Must be anti-slip footwear during winter (icing) conditions.</p> | <p>Class E Hardhat</p> <p>Provides high level of electrical protection.</p> |
| <p>Safety Glasses with side shield</p> <p>Meeting or exceeding requirements of ANSI Z87.1-2020.</p> | <p>High-visibility Safety Vest</p> <p>High-visibility traffic outerwear meeting ANSI/ISEA 107-2015. Vests must meet Class 3 standards (i.e., must have sleeves).</p> |
| <p>Non-Synthetic Clothing/Outerwear (e.g., 100% cotton or wool long sleeves and pants)</p> <p>Visitors must exit the work environment when distance and position exposes them to flame or gas leak hazards or during live gas work, unless wearing Flame Resistant (FR) clothing meeting NFPA 2112.</p> | |
| <p>Other safety protocols required:</p> <ul style="list-style-type: none"> ✓ Participate in and sign an acknowledgement document indicating you've received the safety briefing prior to entering the work environment. • Briefings conducted by the site foreman or lead and can be requested by visitor if not immediately given upon arriving. Safety Briefing will cover current work, job activities, hazards, risks and mitigations. • Report any incidents or safety hazards to the site foreman, lead or site supervisor immediately. | |

Visitor/Customer Support line:
855-645-2427

Thank you for your commitment to Safety First and Always.

EVERSOURCE
eversource.com

VISITOR SAFETY CHECKLIST 8.5" W X 11" H

Branded Poncho in Green and Blue (in case of rain)



Tent Sessions

The team hosted weekly 'open houses' under an Eversource-branded tent at the Corner Cabinet shop on Concord Street (a commercial customer participating in the pilot).



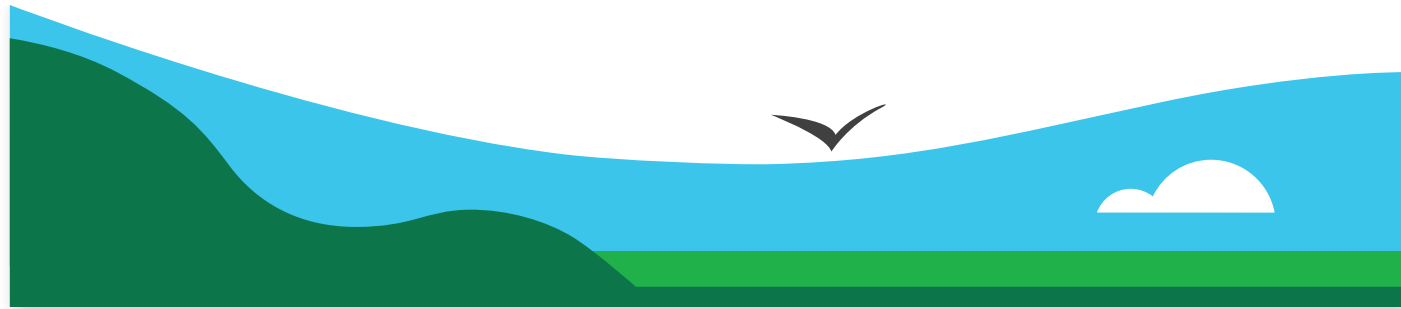
JULY 19, 2023



AUGUST 2, 2023

Signage

Branded signage was created for the project and all events, which included lawn signs, vehicle magnets, banners, and site safety messaging. The event signage was translated into English, Spanish, and Portuguese. A permanent sign indicating the location of the clean energy project is planned for the Farley Lot (the location of the Framingham Schools Welcome Center).

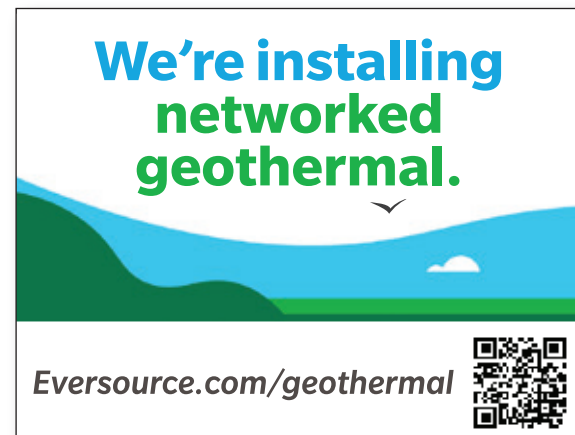


MASTHEAD GRAPHIC FOR ALL MATERIALS

Custom "Step and Repeat" Banner



CUSTOM STEP AND REPEAT BANNER 10'W X 10'H AND GROUNDBREAKING CEREMONIAL SHOVELS



INSTALLATION LAWN SIGN 48"W X 36"H



CONSTRUCTION SITE SAFETY SIGN 48"W X 36"H



CONSTRUCTION SITE SAFETY BANNER 48"W X 36"H



VEHICLE MAGNET 24"W X 12"H

ENGLISH



PORTUGUESE

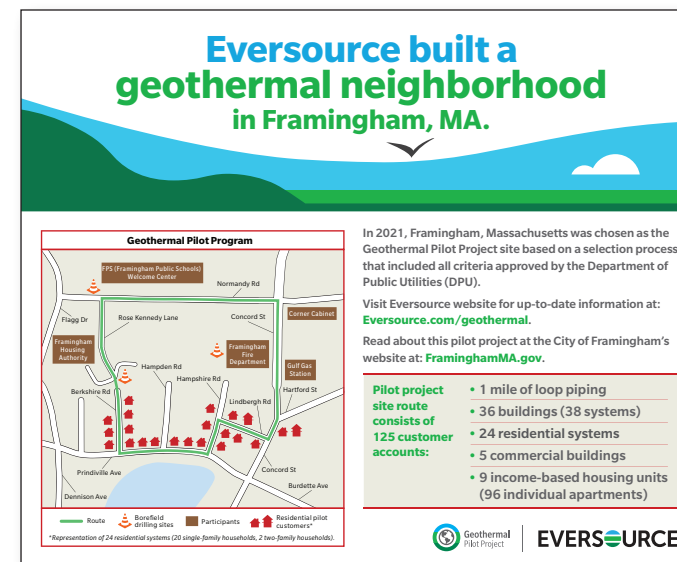


SPANISH



GEOTHERMAL PILOT GROUNDBREAKING EVENT BANNER 30"W X 30"H

Site Sign for the City of Framingham (In Development)



FRONT PANEL



BACK PANEL

Groundbreaking Day

Eversource broke ground on the first-in-the-nation, utility-scale networked geothermal system in Framingham, Massachusetts on June 12, 2023.



VP of Clean Technologies, Nikki Bruno, addresses those gathered for the groundbreaking as well as those watching on Facebook Live.



Bill Akley, President of Eversource Gas, stresses the importance of partnerships.



(Left to right) Zeyneb Magavi, Executive Director of HEET; Priscila Sousa, Massachusetts State Representative; Bill Akley, President of Eversource Gas; Charlie Sisitsky, Mayor of Framingham; Nikki Bruno, Vice President of Clean Technologies at Eversource; and Joe Nolan, Eversource CEO.



POSTER 24"W X 36"H



LARGE MAP SIGN 31"W X 36"H



SHOVEL KEY RING GIVEAWAY



ENTRANCE SIGN 24"W X 36"H

PARKING SIGN 24"W X 36"H



BANNER 72"W X 30"H



ROUTE MARKER 12.5"W X 5.5"H



“This is what fighting climate change on a local level looks like. It’s not one entity. It’s all of us together: it’s customers, it’s agencies, it’s utilities, it’s advocates. This is a powerful moment for us.”

Nikki Bruno

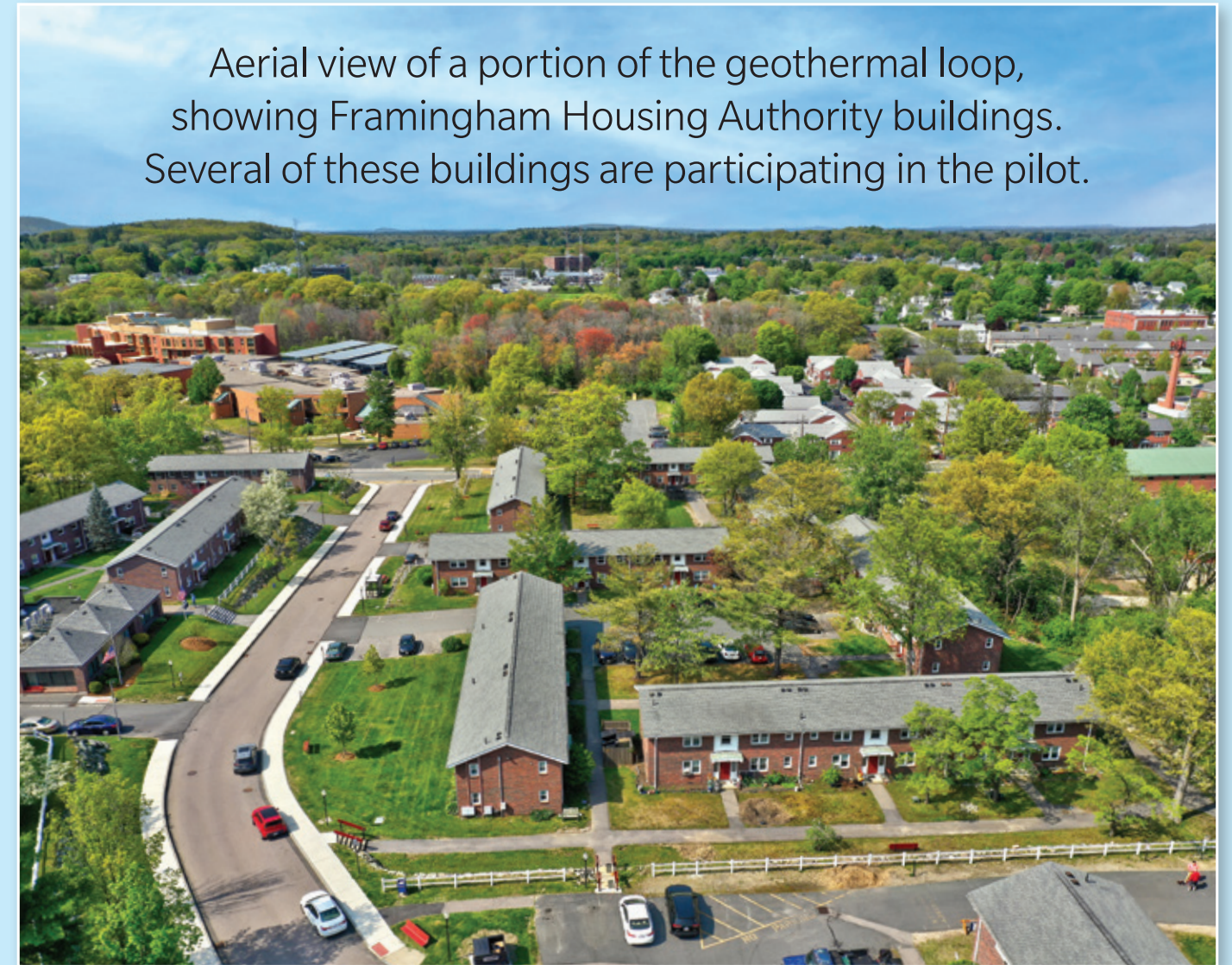
~ Vice President of Clean Technologies ~



Joe Nolan
CEO of Eversource



Charlie Sisitsky
Mayor of Framingham



Aerial view of a portion of the geothermal loop, showing Framingham Housing Authority buildings. Several of these buildings are participating in the pilot.

www.Eversource.com/geothermal

What's Next for the Project:

Evaluation of the System will take place for two full heating and cooling seasons. Data points will be collected to evaluate the customer acceptance of the technology, environmental benefits, technology performance, and costs (savings and operating costs).

Updates on our project, community events, and answers to frequently asked questions are available any time on our website www.eversource.com/geothermal.

Follow us on social media to see on-site photos of our construction work and community events.

