



# Rowley Light Beacon

## *Lighting Up Our Community*

RMLP Quarterly Newsletter ~ Summer 2025

### *Manager's Letter*



Summer is on our doorstep and believe it or not, temperatures will become more seasonable. That means hot and humid weather will soon be upon us - air conditioners will be humming, fans will be whirring, and pool filters will be up and running. Just think of all the electricity we use to keep cool when the weather is hot! We can all save energy and money if we take

steps to reduce our own usage throughout the summer.

Summer is the time when electric light departments like RMLP experience high demand, often leading to the issuances of Reduce the Peak notifications. If we take steps to reduce the amount of electricity we use, we reduce the possibility of putting strain on the grid as we all try to keep cool. This newsletter contains more information about why we need your help and how you can do your part to help Reduce the Peak!

Summer is also the time when both children and adults spend more time outdoors. Each school year, RMLP sponsors a program conducted by safety consultant Ray Gouley which demonstrates how the students can stay safe around electricity. But it's just as important for adults to be vigilant around electricity, especially when using ladders that could come in contact with electric wires leading into their homes, during severe summers storms while taking a walk or out on the golf course, and when using electric yard equipment around water sources. Take a few minutes to become more aware of your surroundings. As they say: it's better to be safe than sorry!

And finally, hurricane season is here. For many years we have been spared from any direct hits from severe hurricanes like the southern states, but we haven't been spared from the effects of hurricanes that roar up the coast with high winds and heavy rain. Strong winds can take down trees and power lines, leading to widespread outages. Although our crews are out as soon as it is safe after the storm passes, it is possible that power could be out for several hours, if not longer, depending upon the extent of the damage. If a storm is predicted, take the time before it arrives to get all your essential medications filled, your phones fully charged, and your emergency supplies like batteries fully stocked.

Summer is a great time of year filled with gatherings of family and friends, vacations, and outdoor activities. Have fun – and stay safe!

Matt Brown  
General Manager

### *Public Power is Local Power!*

Rowley is one of more than 2,000 cities and towns in the United States that receive their electricity from a community-owned and -operated utility. We are proud to serve the community of Rowley. Public power utilities are owned by the community, and are run by boards of local officials, in our case a three-member Board of Light Commission, who are accountable to the ratepayers they serve. While public power utilities are unique, all 2000+ operate with a common mission: providing its customers with safe, reliable, not-for-profit electricity at a reasonable price while protecting the environment.

We're proud to be YOUR locally controlled and locally operated public power utility!

### *RMLP is Reliable!*



Rowley Municipal Lighting Plant was one of only 255 public power utilities honored by the American Public Power Association (APPA) with a Certificate of

Excellence in Reliability for reliable performance. The certificate celebrates utilities like RMLP whose 2024 System Average Interruption Data Index (SAIDI) was in the top 25 percentile of reliability nationwide as measured against the U.S. Energy Information Association (EIA) data from 2019-2023.

RMLP participates in APPA's e-Reliability Tracker service to track its power outages and restoration against these national benchmarks. According to APPA, the certificate demonstrates that public power utilities are generally above average in reliability when compared to all U.S. electricity providers.

Another reason why we are proud to be a Public Power provider!

## Are You Looking to Replace Your Yard Equipment?

If you thought you could get another year out of your gas-powered yard equipment, but found that you can't after a few uses, or if you're tired of the noise your lawn equipment makes, consider replacing the equipment with another powered by battery or electricity.

RMLP offers incentive rebates to qualifying residential accounts in amounts that range from \$25 for hedge trimmers or leaf blowers, to \$200 for rider lawn mowers. Qualifying purchases must be made after January 1, 2025. For additional qualification guidelines, and rebate forms, visit [rmlp.org](http://rmlp.org).

Chain & Pole Saw	\$40
Hedge Trimmer	\$25
Leaf Blower	\$25
Pressure Washer	\$40
Push Lawn Mower	\$100
Riding Lawn Mower	\$200
Zero-Turn Riding Lawn Mower	\$200
Rototiller	\$40
String or Hedge Trimmer	\$25

## School Safety Program

RMLP recently sponsored its annual R.F. Gouley Educational Safety Program conducted by noted electrical safety expert Ray Gouley for students at the Pine Grove School. During his hands-on demonstrations, Ray explained ways for the children to stay safe at home, school, and while outdoors.

In addition to showing the students how lineworkers stay safe while working with electricity, Ray also focused on lithium-ion batteries which are used to power electronics as well as electric bikes and scooters.

Ray also conducts an annual safety and conservation program at the Rowley Senior Center.



## Help Us Reduce the Peak!

Rowley Municipal Light Plant (RMLP) occasionally announces "Reduce the Peak" Notifications. When these occur, RMLP asks customers to reduce their electricity consumption during a designated period of time.

### Why?

Electricity we purchase during high demand periods (usually during extreme heat or extreme cold) comes at a premium cost. By all working together and dialing down our electricity usage during each "Reduce The Peak" event, you can help keep electricity rates lower. **IMPORTANT: the success of "Reduce the Peak" depends heavily on RMLP customer participation.**

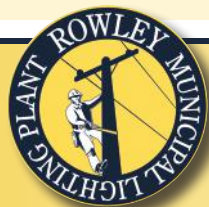
### How can you help keep rates low?

**1. FOLLOW US ON FACEBOOK.** Be alert for Peak Alerts. RMLP will post details of each "Reduce The Peak" event on our

Facebook page and on Rowley Talks on the day of a predicted event. Here's an example: "Today is a potential Peak Electricity Usage Day. We anticipate peak between 3-7pm, with the highest probability between 5-6pm. Please conserve electricity during this period and help RMLP keep rates down".

**2. CONSERVE DURING THE PREDICTED PEAK.** Turn off lights and electronics when they're not needed; use washers, dryers, dishwashers, and pool pumps either before or after the predicted peak time window; raise the temperature setting on your air conditioner by a few degrees (or down a few in winter); and cook dinner on the grill if it's summer.

Please join other customers help RMLP "Reduce the Peak" during alert periods! For tips on saving energy, visit [rmlp.org/energy-saving-tips.html](http://rmlp.org/energy-saving-tips.html). Thank you for helping your community and RMLP!



[www.rmlp.org](http://www.rmlp.org)

**Hours:**  
Monday - Friday 8 a.m. - 4 p.m.

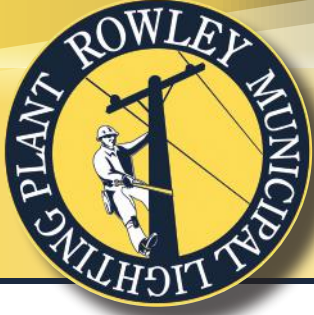
**Holidays:**  
Juneteenth - June 19  
Independence Day - July 4

**General Manager:**  
Matt Brown

**Board of Light Commissioners:**  
Chair, Bryan DiPersia  
Clerk, Mark Cousins  
Member, Rosamond Danby Whitmore







# Rowley Light Beacon

## Lighting Up Our Community

RMLP Quarterly Newsletter ~ Spring 2025

### Manager's Letter



Winter started out mild, but before we knew it, temperatures plummeted, and the snow began to fall. It's winter in New England!

New England weather can be unpredictable, but what is predictable during the winter months is that it will be cold, and our heating systems will get a workout. It's never too late to make adjustments this year, and it's never too early to start thinking about

next year's heating season. See – and feel – where any cold air is making its way into your house through doors and windows and make note of what areas need caulking and insulation. Now may be the best time to get a residential home energy assessment from Energy New England, our energy partners. You'll find all the information you need to get started on our website, <https://rmlp.com>.

Although we often associate high demand periods – or peaks – with high temperatures in the summer, we can, and do, issue Reduce the Peak notifications in times of extreme cold. RMLP issued Reduce the Peak notifications in December, January and February advising customers of the potential for transmission peak electricity demand and asking them to reduce the electrical load in their homes or businesses during specific times. Why do we do this? When you reduce your electrical load during the designated hours, you help offset future energy costs for all RMLP customers. What we are charged by our electricity providers in the future is determined by the town's peak usage. Lower usage during peak times can help lower future rates. Make sure you check our Facebook page as well as Rowley Talks for Reduce the Peak notifications and help us reduce the peak!

We've been letting you know how special we think public power is – now you'll be able to see for yourself in the comparison in this newsletter that shows how our rates compare with those paid by customers of private investor-owned utilities. You can also see why APPA has recognized RMLP for exceptional electric service reliability with our tree trimming program that is continuing in the community through the winter months.

Hopefully, the bitter cold is behind us, and we can spring into warmer weather! Don't forget to add any energy improvements to your spring to-do list.

Matt Brown  
General Manager

### RMLP Receives an APPA Mutual Aid Commendation



The American Public Power Association (APPA) recently presented RMLP with a national commendation in recognition

of its participation in mutual aid efforts to restore and repair electrical service in Orlando, Florida after Hurricane Milton. Superintendent of Distribution Mark Anderson and Lineworker Brian Herdman traveled with the Northeast Public Power (NEPPA) mutual aid crews to the Orlando area in early October following the return of RMLP General Manager Matt Brown, Foreman Sean LaBelle, and Lineworker Jeff Valley who worked with mutual aid crews in Sylvania, Georgia in the aftermath of Hurricane Helene.

The most recent Mutual Aid Commendation is one of several RMLP has received since APPA established the commendation in 2018 to recognize public power utilities that answer the call to help other communities in restoring power to its customers.

### Cheers for 30 Years!



Congratulations to Office Manager Eric Grover on his 30th anniversary of service to RMLP!

Eric joined RMLP in 1995 as a Meter Reader, and later became Groundman, 3rd Class Lineworker, Purchasing Agent, and Billing Clerk before being

promoted to Office Manager in 2010.

## RMLP Electric Yard Equipment Rebates

Make sure you're ready for spring yard cleanup! If you need to replace your old yard equipment, consider purchasing electric or battery-operated equipment. You may qualify for a residential incentive rebate.

Chain & Pole Saw	\$40
Hedge Trimmer	\$25
Leaf Blower	\$25
Pressure Washer	\$40
Push Lawn Mower	\$100
Riding Lawn Mower	\$200
Zero-Turn Riding Lawn Mower	\$200
Rototiller	\$40
String or Hedge Trimmer	\$25

The program is available to residential accounts/addresses only. Purchase(s) must be made within the rebate application year.

**\*\* \$250 max per household annually. Proof of purchase (must include description of item, purchase date after 1/15/25, price paid, and store purchased from). Rebates generally take 6-8 weeks as an RMLP electric bill credit. Offers subject to update, change, or termination at RMLP's discretion.**

## Preventative Tree Trimming Program is in Full Swing

This year, RMLP's preventative tree trimming program is being conducted in two segments, with work on the first section continuing through May. Section two of the program is scheduled to begin in the summer and will continue through the fall.

Streets and roads affected during the first part of the program include:

Daniels Road	Wethersfield
Brook	Route 1 (Newbury line to Route 133)
Glen	Red Pine Way
Dodge	Hillside
Forest	Farnham
Central Street (Route 1 end)	Weldon Farm
Long Hill Road	

Questions can be directed to Superintendent of Distribution Mark Anderson or General Manager Matt Brown at (978) 948-3992 during regular business hours, or via email using the Online Contact Form. Additional information, including a list of the streets, is available on the website <https://rmlp.com>.

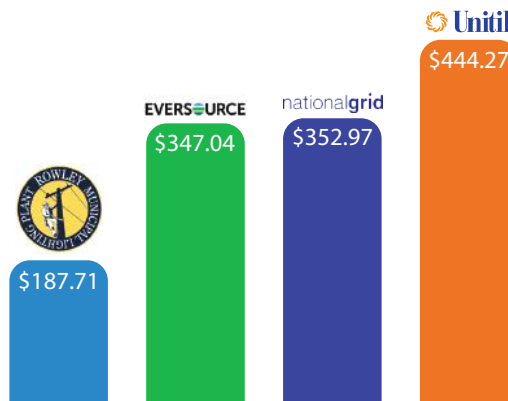
## See How We Compare!

**Public Power means reliable service and low rates!**

During a recent analysis of residential rates by the Massachusetts Municipal Wholesale Electric Company (MMWEC), RMLP customers using 1,000 kWh of electricity paid lower rates than those paid by customers whose electricity is provided by Investor-Owned Utilities (IOUs).

### Residential Rate Comparisons 1,000 kWh

12 Month Average Rate  
(January 2024 - December 2024)



Source: Massachusetts Municipal Wholesale Electric Company (MMWEC) Rate Analysis, (January 2024 - December 2024).

### Reminder!

To report an outage and public safety concerns, call 978-948-3992 and press 1 to reach North Shore Regional Dispatch who will dispatch a crew. You should NOT report outages via email or Facebook.

If it is a safety emergency, call 911.



[www.rmlp.org](http://www.rmlp.org)

**Hours:**  
Monday - Friday 8 a.m. - 4 p.m.

**Holidays:**  
Patriots' Day - April 21  
Memorial Day - May 26

**General Manager:**  
Matt Brown

**Board of Light Commissioners:**  
*Chair,* Rosamond Danby Whitmore  
*Clerk,* Bryan DiPersia  
*Member,* Mark Cousins





# Rowley Light Beacon

## *Lighting Up Our Community*

RMLP Quarterly Newsletter ~ Fall 2024

### Manager's Letter



***It's hard to believe that summer is nearly over and that we are publishing our second Rowley Light Beacon!***

This has been a hot and humid summer, with extended periods of high humidity. Unfortunately,

we are on track to have more hot days as we face the effects of global warming in future years. That's why it is so important to help reduce the load on our electric system by curbing your energy consumption when a peak is predicted. RMLP makes it easy to help us with the Reduce the Peak through the alerts we post on our website and Facebook page. Make sure to check our website when extreme weather conditions are expected and be sure to follow us on Facebook.

Our first edition in the spring focused on who we are and what we do. We also provided a brief introduction to our newer residents about our unique status as a public power utility. The month of October is Energy Awareness Month, and within the month is Public Power Week which runs from October 6th through the 12th. Like the other 2,000 public power electric utilities in 49 states and five US territories, we're taking the opportunity to highlight what makes us special! You'll find out what we're talking about in the newsletter.

Finally, thank you to all the people who take the time to acknowledge the work our line crews and staff do in the community during the year. If you have any questions, concerns, or if you just want to let us know how we're doing, please don't hesitate to contact us by phone at 978-948-3992, or by email through our website <https://rmlp.org>.

Matt Brown

*General Manager*

### We Excel in Reliability!



RMLP has been awarded a Certificate of Excellence in Reliability from the American Public Power Association for significantly exceeding the five-year average for all U.S. electric utilities for reliable electric service. RMLP measures and tracks its power outages and restorations against national benchmarks as a participant in APPA's e-Reliability Tracker service.

### Public Power Week

**October 6 - October 12**

RMLP is joining 2,000 other community-powered, not-for-profit electric utilities in celebrating Public Power Week throughout the week of October 6th through 12th.

Why are we celebrating? Because we're community owned; our customers – our ratepayers - are included in making key decisions about our energy future. We take pride in having an elected local governing board, our Board of Light Commission, who you elect to represent you.

We're celebrating because RMLP works only for Rowley. We're committed to ensuring reliable, affordable, sustainable, and customer-focused service to our community for many years to come by working with customers and community leaders to make sure our utility reflects the long-term goals and needs of our community. Knowing our community and its needs helps us keep homes, schools, businesses, and public places powered year-round.

And we're celebrating because as a not-for-profit public power utility, our loyalty is to our customers – not stockholders. We work hard to continue to provide cost-effective, reliable electricity along with energy-saving and cost-saving rebates and incentives.



***We're your hometown,  
community-owned,  
public power utility!***

# PUBLIC POWER

AN AMERICAN TRADITION THAT WORKS



# RMLP Energy Savers Calendar



Be on the lookout for our 2025 Energy Savers Calendar, which provides energy saving strategies and tips to save electricity throughout the year. This free calendar will be available in October at RMLP, Rowley Town Hall, Rowley Public Library, and Rowley Senior Center.

Last year, RMLP issued a Rowley Energy Challenge to residents to reduce electric consumption by making energy efficient changes in local homes and businesses. Customers are encouraged to take on a new challenge and track their progress against their previous year's average. Visit RMLP website for more information.



## RMLP Residential EnergyStar Appliance and Air Source Heat Pump & Mini-Split Rebates

Residential customers can take advantage of RMLP energy and money-saving Incentive and Rebate Programs with Energy New England Conserve.

### EnergyStar Appliance and Air Source Heat Pump & Mini-Split Rebates

Clothes Washer A/C	\$50
Dehumidifier	\$25
Heat Pump Dryer	\$150
Heat Pump/Hybrid Water Heater	<55 gal – \$300; >55 gal – \$100
Air Source Heat Pump	\$500
Induction Electric Range	\$200
Programmable Thermostat	\$25

Rebates are available for residential accounts/addresses only. Purchase(s) must be made within the rebate application year.

We also offer rebates on Electric Lawn Equipment rebates as well as free Home Energy Assessments. For more information, visit our website, or call Energy New England at 888-772-4242.

*RMLP General Manager Matt Brown visited Rowley Senior Center in the spring to talk to residents about electrical safety and energy conservation with safety consultant Ray Gouley. This annual program enables local seniors to learn ways to save energy while staying safe in their homes.*

## Vehicle Night



*The Rowley Municipal Light Plant participated in the recent Vehicle Night at the Pine Grove Elementary School in Rowley. Vehicle Night was sponsored by the Rowley Public Library as a wrapup to the Summer Reading program.*

*Line Superintendent Mark Anderson, Working Foreman Sean LaBelle, and Lineworkers Jeff Valley, Den Morrison, and Brian Herdman were on hand to welcome the attendees and answer questions about the RMLP.*



*Line worker Jeff Valley welcomed Jameson Valley as he sat in one of the RMLP trucks at the Vehicle Night.*



[www.rmlp.org](http://www.rmlp.org)

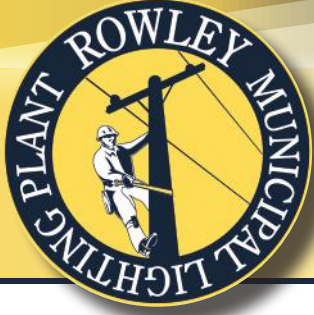
**Hours:**  
Monday - Friday 8 a.m. - 4 p.m.

**Holidays:**  
Monday, October 14  
Monday, November 11  
Thursday, November 28

**General Manager:**  
**Matt Brown**

**Board of Light Commissioners:**  
*Chair, Rosamond Danby Whitmore*  
*Clerk, Bryan DiPersia*  
*Member, Mark Cousins*





# Rowley Light Beacon

## *Lighting Up Our Community*

RMLP Quarterly Newsletter ~ Spring 2024

### *Manager's Letter*



***Welcome to the Beacon, Rowley Municipal Lighting Plant's new quarterly newsletter!***

Our inaugural issue is designed

to introduce, or reintroduce, customers to RMLP, along with who we are, what it means to be a public power electric utility, and what we do in and about the community. In subsequent issues, we'll provide information about our programs and services, as well as ways to save energy throughout the year.

As the General Manager, I am excited to open the doors to the utility by giving customers a look at the things that we tend to take for granted. Things like how we maintain the system so that we provide reliable service to our customers, how our line crews repair lines and restore power to our own customers and as part of the mutual aid system, and how we promote electrical safety to customers of all ages. It's important that we also put names to the faces of RMLP, too!

If you have any questions, concerns, or if you just want to let us know how we're doing, please don't hesitate to contact us by phone at 978-948-3992, or by email through our website <https://rmlp.org>.

Matt Brown

*General Manager*

### *Thank you, Rowley!*

RMLP recently reached out to customers with a survey to help the utility learn about how we're doing, and what we can do better to meet the needs of our customers. Customers who provided their email address, as well as those who stopped by the RMLP office, completed the survey during the two-week response time.

The 12-question survey asked customers to rate their satisfaction regarding reliability, service and value, and customer service, whether they participated in RMLP's energy rebates and incentive opportunities, how they would like to receive information going forward about things like reduce the peak alerts, and whether they would like additional and optional energy efficiency opportunities in the future.

A total of 278 responses were received, with an overwhelming majority rating their service and interaction with RMLP as highly satisfied with a 98% satisfactory rating! RMLP will take the survey results and continue to listen to our ratepayers and look at ways to improve and expand opportunities to meet the needs of our customers.



***Survey Results***

### *Who are we?*

Founded in 1910, Rowley Municipal Lighting Plant is one of only 41 municipal light departments in Massachusetts. As a public power electric utility, RMLP is a community-owned, not-for-profit electric utility that is owned by its customers – the ratepayers – who elect a three-member Board of Light Commissioners to govern on their behalf. Being a public power utility also means RMLP delivers high quality and reliable service, strong customer service, and affordable rates. It also means that RMLP is a part of the community, supporting charitable, educational and beautification programs.



# RMLP Responded to the Call for Mutual Aid



RMLP lineworkers joined Mutual Aid crews from Littleton, Hudson, Wakefield, Concord, Reading, Middleborough, and Wellesley, in early April to help restore power to approximately 180,000 Central Maine Power customers as part of the Northeast Public Power Association (NEPPA) Mutual Aid network.

The early April nor'easter brought heavy wet snow and high winds to the Portland area where RMLP and NEPPA crews worked to restore power caused by downed trees and branches.

In 2023, RMLP was recognized by the American Public Power Association (APPA) and New Hampshire Electric Co-op for being a part of the mutual aid and restoration efforts.



RMLP Working Foreman, Sean LaBelle, visited with Pine Grove School students during the recent educational safety program conducted at the school by safety consultant Ray Gouley for RMLP. The students learned about electrical safety, including how to be safe around outlets, appliances, and power lines, as well as how to be safe while playing outdoors as the weather gets warmer. The students also got an up-close look at the equipment used by RMLP lineworkers.

## Did You Know Rmlp Offers Rebates For Electric Yard Equipment?

RMLP and Energy New England are offering new rebates and incentives to ratepayers who purchase qualifying Electric Yard Equipment. Our goal is to promote electrification and reduce carbon emissions.

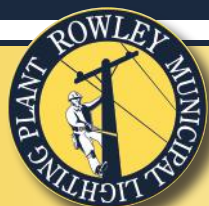
Hedge Trimmer .....	\$25	Rototiller .....	\$40
Leaf Blower .....	\$25	Push Lawn Mower .....	\$100
String Trimmer & Hedger .....	\$25	Riding Lawn Mower .....	\$200
Chain & Pole Saw .....	\$40	Zero-Turn Riding Lawn Mower ..	\$200
Pressure Washer .....	\$40		

For more details and questions about the rebate program, call Energy New England (ENE) at 1-888-772-4242.

## RMLP's Rowley Energy Challenge

Rowley residents participated in the Rowley Energy Challenge issued by the utility in 2023 to reduce electric consumption by making energy efficient changes in local homes and businesses. Customers were able to see the progress compared to the previous year's residential customer average of 722 kWh per month.

This is a great way for all of us to win the Rowley Energy Challenge!



[www.rmlp.org](http://www.rmlp.org)

**Hours:**  
Monday - Friday 8 a.m. - 4 p.m.

**Holidays:**  
Wednesday, June 19, 2024  
Thursday, July 4, 2024  
Monday, September 2, 2024

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Matt Brown

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