



## MEETING MINUTES

**Wednesday, April 26, 2017**  
100 Cambridge St, 2<sup>nd</sup> Floor  
Conference Rooms B & C  
Boston, MA 02114

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**Councilors Present:** Eric Beaton (for Chrystal Kornegay), Brian Beote (for Elliott Jacobson), Donald Boecke (for Maura Healey), Amy Boyd, Cindy Carroll, Elizabeth Cellucci, Larry Chretien, Betsy Glynn, Paul Gromer, Frank Gundal (for Tilak Subrahmanian), Charles Harak, Paul Johnson, Judith Judson, Briana Kane (for Maggie Downey), Richard Malmstrom, Deirdre Manning, Jeremy Newberger, Robert Rio, Victoria Rojo, Michael Sommer, Brad Swing (for Austin Blackmon), Trish Walker, Sharon Weber (for Martin Suuberg)

**Councilors Absent:** Michael Ferrante, Michael McDonagh, Andrew Newman

**Consultants Present:** Eric Belliveau, Craig Johnson, Margie Lynch, Glenn Reed

**DOER Staff Present:** Rachel Evans, Ian Finlayson, Alex Pollard, Matt Rusteika, Arah Schuur

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### 1. Call to Order

Commissioner Judson, as Chair, called the meeting to order at 1:09 PM.

### 2. Public Comment

Sofia Owen, on behalf of the Toxics Action Center, gave public comment to the Council. She began by noting that renters and low- to moderate-income consumers are not getting the service that they deserve. She noted the following items as ways that could help address the issue:

- Schedule Council meetings at times or in places that are more accessible to people living outside of Boston;
- Collect data that provides the type of information that is necessary for targeted outreach campaigns;

- Provide more information on the intent of the new initiatives and how the utilities plan to track the implementation and impact of them;
- Ensure that the offerings make sense for the target audience of the initiatives; and,
- Foster partnerships between the utilities and organizations that are trusted within those communities.

Lisa Larochelle-Davis spoke about the lack of information about the programs. She indicated that she felt like people in her community were uninformed and that more needed to be done in the way of door-to-door advertising and community outreach. Walker, on behalf of Liberty Utilities, indicated that they would be inserting pamphlets as bill-inserts and that they also have information about their programs online at their website.

Rachel Mulroy, on behalf of the Coalition for Social Justice and the Green Justice Coalition, gave public comment to the Council. She suggested that the PAs find more ways to identify communities with large renting, non-English speaking, and low- to moderate-income populations and that they partner with local organizations during the outreach process. She recommended that the PAs pilot an approach whereby they solicit data from residents through a mailing in the town census. She indicated that doing so could be a cheap and effective way to help overcome the lack of granular geographic data.

Alex Papali, on behalf of Clean Water Action and the Green Justice Coalition, gave public comment to the Council. He began by noting that they are grateful to the PAs for engaging with them and for having the program materials translated into a variety of languages. He also reiterated the importance of outreach and suggested that a partnership with municipal governments could be advantageous. Lastly, he noted that the residential seat on the Council would need to be filled soon. He recommended that it be filled by a person of color that represents and has a history of working in underserved communities.

Carol Oldham, on behalf of the Massachusetts Climate Action Network, gave public comment to echo the points of others about working with local communities. She indicated that they have chapters in 46 towns and cities in the state and that they are all anxious to do more energy efficiency. She encouraged the Council to think deeply about how to improve outreach opportunities for local communities.

The Commissioner thanked them all for their public comment.

### **3. Council Updates and Business**

#### ***EEAC Meeting Minutes – March 15, 2017***

Boyd motioned to approve the minutes as submitted. Weber seconded. All were in favor, with none opposed or abstaining. The minutes were approved, as submitted, by the Council.

#### ***EEAC Executive Committee Meeting Minutes – April 5, 2017***

Malmstrom motioned to approve the minutes as submitted. Glynn seconded. All were in favor, with none opposed or abstaining. The minutes were approved, as submitted, by the Executive Committee.

### ***Planning Workshops***

Commissioner Judson noted that the Executive Committee discussed a preliminary schedule for the planning workshops at the recent meeting. She indicated that the consensus was that six workshops would be held in the fall and that they would occur every other week. She added that the workshops would consist of two each for residential and commercial and industrial (C&I) and one each for cross-cutting and special topics. The Commissioner also indicated that some of the meetings would be in Boston and that they were exploring the option of holding some of the workshops outside of the city. Lastly, she noted that they would be held from 9AM to 1PM on Tuesdays, starting in late September.

Rio asked if the end-users would be allowed to attend the workshops. Commissioner Judson indicated that they would.

Harak asked if there would be an independent facilitator as there was during the last planning phase. Schuur indicated that there would be and that DOER had begun to draft procurement documents.

### ***Consultant Team Budget Update***

Belliveau noted that when the consultant team (C-Team) develops their workplan, they are unaware of about 35-45% of their total workload. He went on to update the Council on items that were not anticipated in the original workplan as well as items that were in the workplan but that have required more time than originally estimated. Lastly, he gave the Council an estimate of what the C-Team thinks its budget will look like beyond what was in their original workplan. Belliveau also indicated that they would come back to the Council in July with a final estimate and ask for additional budget to the extent that it is needed.

Johnson asked if the C-Team had a breakdown of how the anticipated additional budget needs would be spent. Belliveau indicated that it is just a projection, but that they would have more specifics in their July update.

Newberger asked if there were any items in the workplan that have or will require less time than originally estimated in the workplan. Belliveau indicated that it is possible that some items may require less time than anticipated, but that to date that has not occurred.

### ***RCS Regulations Update***

Schuur noted that the updated Residential Conservation Services (RCS) regulations replace the existing ones and that there are no major substantive changes. She added that the goal of the update was to clarify the intent of the regulations and to align them with statute. She noted that DOER would be developing the guidelines for how the regulations should be implemented and that they would coordinate a stakeholder feedback and engagement process as part of that effort.

### ***General Updates***

Commissioner Judson noted that this would be Councilor Glynn's last meeting as she would be moving on to a new position.

#### **4. Renter and Moderate Income Initiative Update**

Leah Berger and Cheryl Harrington of the Program Administrators (PAs) and Margie Lynch of the C-Team updated the Council on the status of the Renter and Moderate Income Home Energy Services initiatives. In their update, they reviewed the offering and the customer process for participation, key performance indicators to-date, marketing and outreach efforts, lessons learned, and plans for evaluating the initiatives.

##### ***Offers and Process***

Boyd asked if the PAs had any data on the percentage of applicants for whom weatherization is recommended. Harrington indicated that 100% of approved applicants in the Moderate Income Initiative are recommended for weatherization while that is not the case for the Renter Initiative.

Boyd also noted that it appears as though prospective Moderate Income Initiative participants are required to sign a contract before they know if they will qualify for larger incentives. She asked if the PAs noticed any kind of drop off in participants at that point. Berger clarified that customers are not required to sign a contract before the income verification process.

Johnson asked how the PAs were following up with landlords. Berger indicated that they follow up through e-mails, phone calls, and one-on-one meetings if they are present during the site visit. Swing asked if they use texting to follow up with renters and landlords. Berger indicated that the PAs are not currently doing that but they see the advantage to doing so and have plans to in the future. Swing added that the PAs should be absolutely clear with renters and landlords that they can get individual measures without doing weatherization.

Chretien indicated that he did not feel that the initiatives were being implemented as they were laid out in the Plan.

##### ***Performance Updates***

Commissioner Judson noted that the percentage of approved applicants that resulted in weatherization jobs for the Moderate Income Initiative was much higher than what is typically seen with the market rate offer. She asked if the PAs had any sense of why that was the case. Harrington noted that the driver of the offer for this initiative is the weatherization itself. The Commissioner suggested that it would be helpful to hear about reasons why people might not participate.

Glynn noted that landlord visits have increased while renter visits have decreased. She indicated that she would like to see more renters being visited than landlords and that she was hopeful that they would get there as the initiative evolves.

Chretien noted that the program has been up and running for a year and that it has been more than three years since the idea of the initiative began. He indicated that he was not impressed with the results so far.

##### ***Marketing and Outreach***

Schuur noted that she was encouraged to hear that the PAs were working with local community partnerships to enhance the outreach of these efforts. She asked if the PAs were planning to assess the impact of those partnerships. Harrington indicated that it is often difficult to track the impact of those efforts, but that they understand their importance and are committed to continuing to build those opportunities.

Swing thanked the PAs for working with Renew Boston and communities to have their marketing materials translated into several different languages. He also indicated that he and his team felt that the landing pages for the initiatives were too busy and that they needed a new approach. Harrington indicated that the PAs are working on a redesign and that they would be launching it in mid-May.

### ***Lessons Learned and Evaluation Plans***

Chretien noted that he was pleased to see the evaluation plan for the initiatives and that he was hopeful that they would be completed for the planning workshops in the fall.

## **5. Residential Contractor Working Group Update**

Finlayson updated the Council on recent and upcoming activities associated with the Residential Contractor Working Group. He began by reviewing what the Working Group is, who it is made up of, and what its objectives are. He went on to highlight that they had conducted a survey of contractors and that the recommendation from the Working Group was to pilot a contractor-led delivery model.

Finlayson indicated that as part of the pilot, contractors would be trusted to choose insulation materials and project pricing, that energy savings would be verified more quickly, that incentives would be provided based on dollars per MMBTU saved, and that it would allow for fuel switching. He concluded by highlighting the next steps in the process. Commissioner Judson added that they are looking to collaborate with the PAs on the pilot.

Boyd noted that she was pleased to hear that they would be using innovative software for verifying income. Boyd asked if there would be a minimum savings threshold for participation in the pilot. Finlayson indicated that there would be.

Johnson noted that he felt the goal of the pilot should be to get more customers and deeper savings. He added that he felt that incentives should not be paid in advance of energy savings being confirmed. Johnson also noted that the pilot as designed had a lot of free ridership in it and that the EM&V needed to be better outlined. Finlayson indicated that he would follow up with Johnson offline.

Swing indicated that he was excited to see a performance based approach being piloted. He asked where customer data would be held as part of the pilot. Finlayson noted that it would be held by the vendor that will be selected through the bidding process.

## **6. Topics in Electrification**

### ***PA Presentation – Residential Heat Pumps***

Chris Chan and Brenda Pike, on behalf the PAs, presented to the Council on residential heat pumps. In their presentation, they touched on a variety of topics such as what heat pumps are and how they work, their operating costs and emissions, and how they are rebated in the current Plan. They also highlighted mini-split heat pump (MSHP) usage, aspects of program design, and future possibilities.

### ***C-Team Presentation – Strategic Electrification and Heat Pumps***

Glenn Reed, on behalf of the C-Team, presented to the Council on strategic electrification in the residential sector. He began by defining strategic electrification and its effects on emissions, customer costs, fossil fuel use, electricity usage, and demand impacts. Reed also reviewed the role of heat pump technologies in strategic electrification. He concluded by reviewing regional efforts that promote heat pumps for fuel switching and opportunities for the PAs.

### ***Council Discussion***

Boyd noted that strategic electrification can help with some of the state’s climate goals, but that it is only a piece of the puzzle and that greening up the grid also needs to be considered. She also asked if DOER anticipated having any specific guidelines about fuel switching in its RCS and APS regulations. Schuur indicated that she was not sure at that time.

Johnson asked if strategic electrification could make up for the reduction in claimable energy savings from lighting. Reed indicated that it is an issue of how savings are tracked. If savings are tracked as they are currently, strategic electrification would have the opposite effect.

Chretien indicated that he felt that it is time for the programs to transform the market on heat pumps like it did with CFLs ten years ago. He noted that the C-Team and the PAs need to prepare a plan to transform the market because the GHG reduction potential is substantial. Johnson agreed, noting that there is a significant markup effect on heat pumps and that transforming the market would reduce the effect.

## **7. Evolving New Construction Incentives**

This topic, originally scheduled for discussion, was moved to a later date due to time constraints.

## **8. Adjournment**

Schuur, as Chair, adjourned the meeting at 4:10 PM.