

Energy-efficiency contractors:

An election is coming up for Small Business Representative on the statewide Energy Efficiency Advisory Council (EEAC). I have served in that role for the last five years. I had your enthusiastic support 5 years ago. I am now asking that you vote to renew my tenure.

It's more important than ever to have the right representative on the Council because the upcoming three-year plan will eliminate the distribution of energy-efficient bulbs in the near future. This dramatic change in the plan may diminish the electric utility (N-Grid's) interest in participating in the HES program and trigger unexpected consequences—such as less work—for contractors. Ideas being floated at meetings over the past several months have included not paying HPC contractors for HEAs and re-training all contractors to sell a variety of products in addition to weatherization, from mini-split heat pumps to solar panels. (See attached document, pages 8 and 9.)

Contractors need a savvy and determined representative on the Council now more than ever. I ask you to re-elect me to that position.

Here's why.

1. Ten-year commitment to contractors: Even before my election to the EEAC in 2013, I was organizing and working on behalf of contractors. As far back as 2008 I was calling contractors together, setting up planning and strategy meetings with a core group at the IHOP in Saugus (where we all ate too many pancakes), and urging all contractors to attend the Council meetings and speak up. Our persistence back then helped to shape the first three-year plan.
2. Five years of hard work on the Council: The first thing I learned 5 years ago was that to make my opinion prevail at the Council I needed a thorough understanding of this complicated field and all its jargon. So I made it my business to plow through the over a hundred of pages of documents Councilors receive every month. (I've filled 8 file boxes in 5 years.) Then, most importantly, I needed to learn the hot-button issues for other Councilors in order to get their support for our interests, to attend virtually every meeting of the Council (I missed only one monthly meeting in five years), to attend dozens of the Council's executive meetings and workshops, and to travel to energy-efficiency conferences in Washington DC, Monterey, Chicago, and Bretton Woods, NH, at my own expense.
3. Representation on the Demand Savings Subcommittee: I fought for and won a place on the "Demand Savings Subcommittee" for the Small Business Representative despite strong opposition from the PAs. This is important to

contractors because Demand Savings measures will be a big part of Mass Save program in the next 3-year plan.

4. Made contractors' voices heard in the 3-year plan: I successfully pushed for a "Residential Contractor Engagement" effort in the current plan to solicit suggestions from the contractor community for improvements to the program. The extensive survey of contractors by the Meister Consulting Group in 2016 and the DOER listening sessions were a result of my addition to the plan.
5. Sales training for contractors: I succeeded in having "sales training" for all persons who have contact with the customer be included in the Council's resolution for the next 3-year plan. This would improve the close rate, which means more work for contractors
6. Helped launch Best Practices Working Group: My encouragement of contractors to attend EEAC meeting in 2009 led to the creation of the "Best Practices Working Group" (BPWG) for contractors to provide a much-needed forum for the discussion of their work. I was one of the two representatives on Best Practices Working Group for the HPCs in the first two years.
7. Expansion into new markets: I worked with other Councilors to make expansion into new markets the number one residential goal in the current 3-year plan. It would create a new pool of customers for contractors, particularly focusing on the underserved lower-middle-income home owners and renters.
8. National certification as LEED A.P.: I studied for and passed the rigorous examination of the U.S. Building Council to become a LEED A.P., which requires extensive knowledge of building science and energy efficiency design and which qualifies individuals to determine the "greenness" of buildings. It is an international certification for determining if a building deserves the status of silver, gold or platinum. (DOER offices at 100 Cambridge st. are platinum-rated.)
9. Spokesperson on environmental issues: I published "Going Green without Going Broke," an op-ed in the Boston Globe on the Green Communities Act and how municipalities could benefit from it.

I ask that you re-elect me to the Council as your representative because I am the most qualified person to protect and advance the interests of all Mass Save contractors.

I hope you will vote for me so that we can continue our success in this challenging time.

Please feel free to give me a call or send an email to discuss issues of importance to you.

Thanks for your support.

Paul Johnson, Small Business Representative, EEAC

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