

**Massachusetts Energy Efficiency Advisory Council**  
 Meeting Minutes  
 Tuesday January 20, 2015

**Councilors Present:**

<b>Voting</b>	<b>Present (designee)</b>	<b>Non-Voting</b>	<b>Present (designee)</b>
Austin Blackmon	Brad Swing	James Carey	Patricia Walker
Amy Boyd	X	Cindy Carrol	Meera Reynolds
Larry Chretien	X	Elizabeth Cellucci	X
Martha Coakley	Donald Boecke	Maggie Downey	X
Betsy Glynn	X	Michael Ferrante	
Charles Harak		Paul Gromer	X
Elliott Jacobson	X	Andrew Newman	
Paul Johnson	X	Michael Sommer	Emmett Lyne
Chrystal Kornegay		Tilak Subrahmanian	Frank Gundal
Dan Burgess	Tina Halfpenny	Carol White	X
Richard Malmstrom	X	Eric Winkler	X
Deirdre Manning			
Michael McDonagh	X		
Robert Rio	X		
Martin Suuberg	Nancy Seidman		

Consultants: Eric Belliveau, George Lawrence, Margie Lynch, Craig Johnson  
 DOER: Ian Finlayson, Steve Venezia

**Present:**

Patricia Baumer	Sarah Driscoll	David Lis
Lynn Benander	Ariel Elan	Darlene Lombos
Tim Blanchard	Martijn Fleuren	Mark Lui
Marc Breslow	Eugenia Gibbons	Vince Maraventano
Monica Briggs	Elisa Grammar	Alex Papali
Derek Buchler	Natalie Hildt Treat	Dennis Pasquillino
Geoff Chapin	Stephanie Komerowski	David Straus
Manny Chaves	Leo LaRosa	Rick Taglienti
Wyatt Couture	Gene Lawton	
Josh Craft	Paul Lipke	

Halfpenny called the meeting to order at 1:10 pm and welcomed everybody.

**Public Comment:**

*Tim Blanchard – TNT Energy (Representing the Northeast Energy Efficiency Council)*

Blanchard began by introducing himself, noting that he has been involved with energy efficiency for over two decades and that he co-founded his company in 2002. He noted that since being awarded a contract on NSTAR's Small Business Program (now Direct Install) in 2009, his company has grown from three full time employees to twenty full time and three part time employees. He emphasized that the predictability and stability of the energy efficiency programs has allowed his company to expand in the market and that they now hold seven contracts with Massachusetts utilities. Blanchard noted that since being awarded its first contract, his company has serviced over 2,500 small businesses, over 250 large Commercial and Industrial (C&I) customers, and 14 municipalities generating savings of over 55 million kWh. He concluded by noting that success of his company as well as others can be directly related to the energy efficiency programs and he recommended that the programs continue to be funded at their current levels.

*Rick Taglienti – Rogers Insulation (Representing the Northeast Energy Efficiency Council)*

Taglienti began by introducing himself and his family owned company which is a full service weatherization and insulation company that services the residential and multi-family sectors, as well as commercial and institutional customers. He also noted that his company works on a variety of projects including retrofits, renovation, and new construction. He noted several ways in which the Mass Save program has helped his business and others. First, he noted that the program has driven increased technical expertise within the industry which has resulted in better trained employees who are able to achieve higher and more livable wages. Second, he noted that his company has doubled its business over the last four years, and in the last year it has completed over 600 projects. Finally, he noted that the funding stability has allowed his company to operate year round which means fewer turnovers within the company and better job stability. He concluded by suggesting that they Council look at what it has done so far and use that as a starting point for the next three year plan.

*Geoff Chapin – Next Step Living (Representing the Northeast Energy Efficiency Council)*

Chapin began by noting that his company has grown from six people in 2008 to about 850 at present and employees customer service representatives, people who help with filling out the paper work to be able to participate in the programs, people who do initial audits, and more. He also suggested that there are about 500 downstream hiring to install program measures that happen as a result of the work his company does. He noted that his company has been able to leverage the Mass Save program to broader program offering that also benefit statewide goals. After thanking the Council and stakeholders for all the great work and success that they have had, Chapin went on to stress the importance of continuing to expand the program as it enters the next three year phase. In particular, he noted that Massachusetts is a national example and that if

programs were to fall backwards it would raise questions of whether or not the Massachusetts model can be scaled up to a national level.

Gundal noted that all three of the previous commenters noted that the stability of the programs is crucial for the stability of their companies. He asked what the biggest challenge was for their companies going forward. Taglienti and Blanchard noted that their biggest challenge is having the workforce that has technical experts that are both capable and ready. Chapin added that they lose money every year doing audits, but that that it is necessary to be able to get into customers' homes and educate them on where savings can be made. He noted that it can be a challenge figuring out how to do the audits without losing money on them.

Johnson inquired about the average salary for people in their workforce. Chapin explained that because the weatherization work is incentive based, people in this field can make \$60-\$80K a year or more and that there is minimum they can make as well so that they can still make a livable wage.

Swing asked if they could comment on whether the three year planning process is an opportunity to make better connections between the Commonwealth and the municipal job training programs. Chapin noted that they still do some training on their own but that they have been connected with the training programs which have worked well. He also mentioned that he felt they could be expanded. Taglienti noted that he would like the opportunity to have better access to those programs.

*Paul Lipke – Healthcare Without Harm (Representing Healthcare Energy Efficiency)*  
*Leo LaRosa – Boston Medical Center (Representing Healthcare Energy Efficiency)*

Lipke began by informing the Council that the Green Ribbon Commission Health Care Working Group recently published an analysis of their collective energy efficiency efforts from 2011-2013. He noted that in total, they have demonstrated energy savings of 290 billion Btu (6% compared to business as usual (BAU)), electricity reductions of 25 million kWh (6.5% BAU), Natural gas reductions of 15% BAU, and absolute GHG emissions reductions of 5.7%. He noted that this is all despite patient growth which goes to show how well the programs are working within the sector.

LaRosa introduced himself and the success that Boston Medical Center has seen as part of program participation over the last three years. He noted that they have reduced energy consumption by 9.7 million kWh and are on track to reduce their carbon emissions by 45% in 2018.

Lipke and LaRosa summarized the following recommendations for the next three year plan:

1. Fully implement the recommendations of the (pending) health care energy efficiency best practices study.
2. Increase the attention paid to energy efficiency, especially at mid-sized and smaller hospitals.

3. Launch a comprehensive, integrated, energy efficiency ‘Smart Lab’ pilot program, with statewide expansion to follow, including health care, higher education and biotech.
4. Leverage new and emerging resources to increase CHP
5. Plan should identify how under-spent C&I dollars and staffing will ramp up to improve performance, to capture all cost-effective energy efficiency, including proactive efforts to achieve maximum energy efficiency potential as expeditiously as possible.
6. For each major C&I subsector, the plan should include high level strategy and specific benchmarks to track and eliminate the cumulative C&I performance gap.
7. Develop and use the statewide database to improve targets, implementation, reporting, analysis, midterm modifications, and ultimately, results.
8. Address demand management, load shifting and non-transmission alternatives, in synergy with other state and regional policies.
9. Include societal health and resilience benefits from energy efficiency in cost benefit analysis and marketing/outreach

*David Straus – A Better City*

Straus began by introducing his company and congratulating the Council on their success over the past three years. He noted the following areas that the Council should consider in its three year planning process:

1. Accelerate progress in the C&I sector by building on program elements from the last three year plan, aligning with current state and municipal priorities, implementing key strategies from the commercial real estate roadmap, and fostering an environment which encourages innovation in energy efficiency programs.
2. Expand CHP programs and outreach for both efficiency and resiliency reasons. Expanding CHP is something that has been incorporated into the city of Boston’s Climate Action Plan.
3. Segment the C&I sector because it is made up of a variety of unique customers, all with unique needs.
4. Encourage utilities to develop a program to help advance the zero net energy buildings.
5. Provide more support and a clearer pathway to advance energy efficiency in tenant rented spaces.
6. Encourage adoption of innovative energy efficiency programs by allowing non-utility pilots that demonstrate energy savings to be able to participate in programs.

*Derek Buchler – First Fuel*

Buchler began by recognizing the success that Massachusetts has had so far in establishing itself as a nationwide leader in energy efficiency. He then introduced First Fuel, noting that in particular they provide energy insights through the use of data analytics. Buchler then noted that his comments address the opportunity to make use of energy data analytics to continue to scale up programs in a cost effective manner. He made the following four points:

1. The next three year plan should build on the strong momentum of the first two three year plans and outline a strategy for continuing to tap savings potential throughout Massachusetts.
2. Recognizing that the cost of achieving energy efficiency may increase over time, it is critical to identify cost-effective, data-driven ways to enable energy efficiency projects with high savings potential.
3. The DOER, stakeholders, customers, and program administrators can benefit from the use of technology tools that present energy information broadly in a low-cost, repeatable way.
4. Technology and analytics could provide access to an untapped resource for efficiency savings in Massachusetts.

Buchler concluded by noting that First Fuel looks forward to the opportunity to provide feedback during the three year planning process.

*Vince Maraventano – Massachusetts Interfaith Power and Light*

Maraventano began by introducing his organization as a non-profit whose mission is to provide a religious response to climate change. He noted that there are over 2,500 faith communities in the state and that many of their buildings are old and represent a significant opportunity for energy savings. He suggested that many of these buildings “fall between the cracks” of existing funding for energy efficiency. Maraventano suggested that these communities could be better served by market segmentation and financial incentives. He acknowledged that the faith community, relatively speaking, is a small sector, but that it is one with real energy savings potential and a real need. He concluded by noting that his organization is ready and willing to collaborate in an effort to improve these issues during the next planning phase.

*Patricia Baumer – Boston Real Estate Board*

Baumer introduced herself and the Boston Real Estate Board. She asked that the Councilors focus on the following three issues during the three year planning process:

1. Higher incentives for larger and more complex projects such as energy monitoring software.
2. Quicker allocation of resources by streamlining the rebate process and closer coordination of gas and electric incentives.
3. Encourage educational opportunities for building operators through allocation of budget for tuition reimbursement.

*Natalie Hildt Treat and David Lis – Northeast Energy Efficiency Partnerships (NEEP)*

Hildt Treat began by introducing NEEP and noted that they are pleased to provide input on the upcoming three year plans.

Lis noted the following technology product initiative areas that NEEP feels has significant potential in the region:

1. Residential Lighting
2. Home Energy Management Systems
3. Air Sourced Heat Pumps
4. Advanced Lighting Control
5. Codes and Standards Initiatives
6. Online Engagement Tools

Hild Treat noted that the written comments (available on the MA EEAC Website) go into more detail. She also noted that the written comments have more detail on the following building policy findings and recommendations:

1. Building Asset Rating Pilot
2. Residential Building Energy Labeling
3. HomeMPG and U.S. Department of Energy Home Energy Score
4. High Performance Schools and Public Buildings
5. Multifamily Energy Efficiency Program
6. Building Energy Codes
7. Utility Claimed Savings from Code Compliance Support
8. LED Street Lighting
9. Utility Data Access

*Josh Craft – Environmental League of Massachusetts*

Craft began by introducing himself and the Environmental League of Massachusetts. He commended the Council for its hard work over the last six years and two plans that have made Massachusetts a leader in energy efficiency and climate protection. Craft encouraged the Council to create goals that align with those of the mandatory targets under the Global Warming Solutions Act and the Clean Energy Climate Plan. He also commended the success of the residential programs and encouraged the Council to continue to build on this success. Craft concluded by noting that he appreciates the opportunity to help inform the plans as they move forward.

*Lynn Benander – Co-Op Power*

Benander began by introducing herself and Co-Op Power. She noted that the Mass Save program is helping Co-Op Power achieve its mission which is to create a sustainable and just energy future. She encouraged the Council to expand the programs to make more measures available so that deeper savings can be achieved. Benander then discussed the following points that Co-Op Power would like to see incorporated into the next three year plan:

1. Develop a greater menu of energy savings options
2. Increase payments to contractors
3. Create an adjustment compensation scale to reflect geographic cost of living differences
4. Expand workforce development and training subsidies
5. Modify the recently expanded background check and drug testing requirements

*Eugenia Gibbons – Massachusetts Energy Consumers Alliance*

Gibbons began by introducing the Massachusetts Energy Consumers Alliance and its mission which is to make energy sustainable and affordable. She noted that they are looking forward to engaging actively in the planning process. Gibbons also noted that the current targets are not sufficient enough to meet the state's climate action mandates. She emphasized the need to go deeper to capture all cost effective energy saving.

*Darlene Lombos – Community Labor United (Representing the Green Justice Coalition)*

Lombos introduced a panel of the public commenting on behalf of their individual organizations and the Green Justice Coalition. She recapped pilots and lessons learned from the past six years of success in energy efficiency.

*Gene Lawton – Coalition for Social Justice (Representing the Green Justice Coalition)*

Lawton discussed issues of program visibility. In particular, he noted that leaflets and bill inserts can only achieve so much. He recommended that more door-to-door work could move these programs further. He concluded by thanking the Council for the hard work they have done.

*Sarah Driscoll – Boston Climate Action Network (Representing the Green Justice Coalition)*

Driscoll discussed issues of tenant access to energy efficiency programs. She noted that the tenant community is underserved and asked the Council to increase outreach and access to tenants by establishing clear goals by which the utilities can be held accountable for.

*Mark Lui – Chinese Progressive Association (Representing the Green Justice Coalition)*

Lui discussed issues of program access and visibility. He noted that prior to a community action pilot in 2010, many of the Chinese residents were unaware of the program offerings due to language and cultural barriers. He noted that to ensure that programs are accessible by all communities it is important to have information sharing at the zip code level. Doing so would inform who is being served and who is not. He also stressed that the Council should focus on the tenant community as many of these people want to participate but are unable to currently because of landlord issues.

*Alex Papali – Clean Water Action (Representing the Green Justice Coalition)*

Papali began by emphasizing how important it is to address some of the issues being raised, noting that there are a lot of people outside of the state that are waiting to see what the number one state in energy efficiency is going to do with its next three year plan. He made the following points:

1. Standardize best practices across program administrators statewide
2. Create a zip code level database for reasons of transparency
3. Identify a solution to address the issue of renters being underserved

4. Create aggressive targets for next three year plan so the state can earn and retain its standing as the number one state for energy efficiency
5. Make sure that there is a sufficient workforce to carry out the work that is needed to capture all cost effective energy efficiency

*Monica Briggs – Boston Climate Action Network (Representing the Green Justice Coalition)*

Briggs highlighted the importance of making programs more available for renters, noting that many renters do not have an incentive to conserve energy because of renter/landlord issues. She also spoke about investing in C&I conservation, noting that doing so could inspire other areas to conserve and also create new jobs.

*Steph Komeroski – Boston Climate Action Network (Representing the Green Justice Coalition)*

Komeroski echoed what others had noted about data availability. She urged the utilities to release the information so that everyone can see who is being served and who is not. She noted that doing so would allow for more targeted marketing and greater program success.

Lombos concluded by expressing the need for data transparency. She noted that the Council and other stakeholders have been working on data transparency issues for six years with no movement on it and that this needs to be something focused on over the next three years.

*Manny Chaves – Chaves Heating and Air Conditioning*

Chaves noted that all stakeholders involved have the challenge of making the programs more efficient and offered three suggestions in order to save money:

1. Adopt one set of rules for all public utilities to decrease the cost of administering the programs while streamlining the process.
2. Council should explore ways to limit the liability of the utilities so that decisions are not made out of a fear of getting sued.
3. Explore ways to allow for quicker adoption of new products in the marketplace and establish a new set of rules to resolve these issues when they come up.

*Elisa Grammar – 47 Coffin Street Ratepayer Advocates*

Grammar began by noting that New England has a serious and growing problem of uncontrolled peak usage and increasingly poor load factors and that these issues are bad for the ratepayers. She noted that so far energy efficiency programs have not tackled this problem. She recommended that demand side management of peak loads be a top priority of the Council in moving forward with its three year planning process.

*Ariel Elan – Massachusetts Resident*

Elan began by encouraging the Council to use the accomplishments to date as a floor, not as a ceiling in going forward with the three year plans. She noted that she believes that if the full



costs of climate change were attached to every measure, then there would be no ceiling because energy efficiency would always be more cost effective than anything else. She also recommended that more resources be made available to the low income sector.

*Dennis Pasquillino – AAArden Company (Representing Home Performance Contractors)*

Pasquillino began by congratulating everyone who contributed to the success of the state in energy efficiency. He noted that home performance contractors should be allowed to have a representative on the residential management committee. Doing so would increase communications and create the potential to increase savings in the sector.

*Martijn Fleuren – Homeworks Energy Inc. (Representing Home Performance Contractors)*

Fleuren began by agreeing with the need for seats on the residential management committee and suggested that the program can do better with the following changes:

1. Address the issue that not enough residents are taking advantage of the program by finding ways to increase the percentage of rate payers who get home energy assessments (HEAs).
2. Increase the percentage of HEA customers who perform insulation work by removing the incentive cap.
3. Increased safety remediation incentives for Knob and Tube removal, Combustion Safety Test remediation, and vermiculite and asbestos abatement.

*Wyatt Couture – American Installations (Representing Home Performance Contractors)*

Couture began by noting two common concerns that have been expressed throughout the public comment period. First, the program needs more community outreach because not enough resident or commercial ratepayers are taking advantage of it, and second, the need to increase and develop a workforce that is capable with meeting the demand. He stressed the need to invest more in contractors, and that doing so would allow more time for market and outreach. He made the following proposals:

1. Increase the program pricing by 30% from the current pricing model.
2. Do not allow all Mass Save marketing efforts from the utilities to go solely to the lead vendors.
3. Eliminate or raise the incentive cap for weatherization work to allow for larger projects.

Couture concluded by thanking the Council for their time and that he is eager to give input on the next set of plans.

Halfpenny noted that the registrations for the workshops would be sent out with draft agendas.

Seidman thanked everyone from the public who attended and submitted comments. Chretien seconded this and noted that this process will serve to be a good kickoff to the planning process.

Glynn commented that it was great that all comments were positive and helpful for the planning process.

**Adjournment:**

Halfpenny adjourned the meeting at 4:00 pm.