



SPECIAL MEETING MINUTES

Monday, April 26, 2021
Virtual Meeting via Zoom

Councilors Present: Greg Abbe (for Jennifer D Maddox), Jo Ann Bodemer (for Maura Healey), Justin Davidson, Charlie Harak, Elliott Jacobson, Paul Johnson, Deirdre Manning, Maggie McCarey (Chair), Cammy Peterson, Robert Rio Mary Wambui

Councilors Absent: Cindy Arcate, Amy Boyd, Dennis Villanueva, Sharon Weber

Consultants Present: Eric Belliveau, Adrian Caesar

DOER Staff Present: Rachel Evans, Ian Finlayson, Emily Webb

1. Call to Order

McCarey, as Chair, called the meeting to order at 12:04 PM.

2. Welcome and Introduction

McCarey indicated that the program administrators (PAs) would demonstrate Mass Save program data tools, followed by a Q&A session. McCarey asked non-Councilor participants to send questions to Webb using Zoom chat functionality.

3. Program Administrator Demonstration of Mass Save Data Tools

Hastings, on behalf of the PAs, presented new and existing Mass Save program data sources available to the public.

Mass Save City/Town Data

Hastings presented the Mass Save dashboard that displays electric and gas consumption, energy savings, greenhouse gas reduction, and program incentive spending for individual cities and counties. Hastings noted that zip code-level data is available for Boston, but limited in areas with fewer than 100 premises to preserve customer privacy.

Municipal Partnership Mapping Tool

Hastings introduced the Geographic Mapping tool being piloted with 2021 municipal partners that features an interactive display of participation across market rate, income eligible, renter, and language isolated customer groups. Hastings suggested that the tool could inform targeted outreach for groups with lower historical participation. Hastings added that Google Earth allows users to leverage Google data on census blocks included in the tool.

Residential Customer Profile Online Dashboard

Hastings demonstrated the Massachusetts Customer Profile Dashboard that was updated to include Residential savings and billing data by end use, building type, and PA. Hastings recommended that new users review the dashboard user guide since it includes navigation and registration assistance. Hastings noted the Socioeconomic Analysis displays program data using Census Bureau American Community Survey (ACS) information on primary household language, renter status, and income status.

4. Questions and Answers

McCarey read questions received via the chat function from members of the public during the Question and Answer session.

McCarey asked when 2020 data would be added to the Mass Save data tools, and whether future program year data would continue to be added. Hastings indicated there is significant processing of data before it is ready for upload into data tools, but information is typically uploaded at least 6 months after year-end.

McCarey asked what was used as a reference point for historical participation data in the Municipal Partnerships Mapping Tool. Hastings said data is benchmarked against historical participation within a given area.

McCarey asked when the Municipal Partnerships Mapping Tool would be available for municipalities beyond the nine municipal partners, and what year of Census data was used for the Residential Customer Profile Dashboard. Hastings hoped that if the Mapping Tool is successfully piloted the Google Earth KML files would be publicly available by the end of 2021. Hastings added that the PAs and vendors would have to determine the timeline for extending the Mapping Tool to additional municipalities. Crowley, from DNV GL, indicated 2019 ACS data was included in the Residential Customer Profile Dashboard.

Bodemer thanked Hastings for the informative presentation and asked if the Mapping Tool KML files could be made available upon request. Hastings planned to check if the data could be shared since the Mapping Tool is still in pilot phase.

McCarey asked if the Customer Profile Dashboard displayed building type and end use program data at the municipal level. Hastings confirmed that this data would be available for each municipality.

McCarey asked what savings accounts rates meant in the Customer Profile Dashboard. Hastings responded that this captured how much total consumption during a given period was saved due to efficiency measures.

McCarey asked if hot water savings and active demand data were included in the Customer Profile Dashboard. Hastings said hot water savings are included in the end use savings breakouts and are more prominent within the gas data. Hastings also noted active demand data is not built into the Dashboard since it is a relatively new program offering.

McCarey asked if the savings in the Customer Profile Dashboard were actual or expected savings. Hastings indicated they were actual gross savings values, calculated using either custom approaches or deemed values, reported to the Department of Public Utilities.

Johnson was impressed by the data tools and asked how the PAs have leveraged the available information to target underserved populations. Hastings replied that Eversource has used the tools to inform some targeted outreach efforts. Hastings said early findings show that targeted marketing using customer demographics is effective and hoped the municipal partners will benefit greatly from the data tools.

Wambui greatly appreciated the presentation, expressed excitement about the robust data tools, and anticipated they would be very useful for program implementation. Harak and Rio were similarly excited about the Mass Save data tools.

McCarey asked if the Customer Profile Dashboard assumed participation began with a home energy assessment. Hastings said rebate participation is also included in the Dashboard.

McCarey asked if services delivered to particular households were included in any of the data tools. Hastings said the most granular data is at the census block level to maintain customer privacy.

McCarey asked how Massachusetts savings achievement compared to other states. Hastings replied that Massachusetts consistently scores among the top states on the American Council for an Energy Efficient Economy (ACEEE) State Efficiency Scorecard.

McCarey asked what was different about data that filtered out upstream savings. Hastings indicated there is more clarity on geographic distribution of savings when upstream data is filtered out.

Abbe, Jacobson, and Manning joined during the presentation.

McCarey asked how delivered fuel savings were attributed in the Customer Profile Dashboard. Hastings noted that delivered fuel savings were attributed to electric PAs since these customers do not have other utility accounts to link to savings.

McCarey said the nonprofit organization MassEnergize appreciated the data tools and felt they would provide helpful insights for community engagement.

McCarey asked if delivered fuels were included in any of the data tools. Hastings said the data tools focus on regulated fuels since the electric and gas PAs do not have access to all delivered fuels data. McCarey added that delivered fuel savings attributed to Mass Save PAs is included in the Mass Save detailed performance data.

McCarey recommended that stakeholders interested in specific data tool demonstrations or questions should reach out to the Department of Energy Resources (DOER) so they could coordinate with the PAs.

Johnson asked if the ratio of savings to incentives was included in the data tools to determine which towns or census blocks were achieving the highest savings per incentive dollar. Hastings said both incentive and savings data are included, but was unsure if a specific ratio was presented in the data tools. Johnson suggested that the PAs include a ratio of savings to incentives in the data tools.

5. Adjournment

McCarey, as chair, adjourned the special meeting at 1:29 PM.