



## MEETING MINUTES

**Wednesday, November 16, 2016**

1 Ashburton Place

Ashburton Café Conference Room

Boston, MA 02108

**Councilors Present:** Donald Boecke (for Maura Healey), Cindy Carroll, Elizabeth Cellucci, Larry Chretien, Betsy Glynn, Paul Gromer, John Howat (for Charles Harak), Paul Johnson, Judith Judson, Deirdre Manning, Michael McDonagh, Philip Moffitt (for Maggie Downey), Alana Murphy (for Chrystal Kornegay), Jeremy Newberger, Robert Rio, Nancy Seidman (for Martin Suuberg), Lisa Shea (for Tilak Subrahmanian), Michael Sommer, Brad Swing (for Austin Blackmon), Trish Walker, John Wells (for Elliott Jacobson), Eric Winkler

**Councilors Absent:** Amy Boyd, Michael Ferrante, Richard Malmstrom, Andrew Newman

**Consultants Present:** Eric Belliveau, Craig Johnson, Mark Kravatz, Margie Lynch, Courtney Moriarta, Glenn Reed

**DOER Staff Present:** Emily Powers, Matt Rusteika, Arah Schuur, Steve Venezia

**Others Present:** Marie Abdou, Leah Berger, JoAnn Bodemer, Samantha Caputo, Brandy Chambers, Melanie Coen, Steve Foley, Jonathan Goldberg, Harrison Grubbs, Jodi Hanover, Cheryl Harrington, Brian Kearney, Greg Krantz, Mark Liu, Lourdes Lopez, Emmett Lyne, Katelyn Mazuera, Rachel Mulroy, Alex Papali, Matt Sanders, Bill Stack, Elizabeth Terry, Jeff Vaz, Ashley Wagner, Sharon Weber, Jessica Wright

### 1. Call to Order

Schuur called the meeting to order at 1:13 PM.

### 2. Public Comment

Alex Papali, on behalf of Clean Water Action and the Green Justice Coalition, gave public comment on the recent moderate income initiative update. He noted that the initial results are disappointing given the size of the budget and the number of mailings that went out. In regards to that matter, he asked if the PAs could give a sense of how much they are planning on spending during the rest of the current plan, how they would plan to raise the participant numbers, and

whether or not all PAs are participating and if not, when they would be. Papali also noted that the PAs had indicated that a barrier to the program was that the CAP agencies were not allowed to share information with the PAs. He suggested that the PAs create their own list of moderate income customers using internal data or allocate additional budget to contract with local community groups. He added that if the PAs find no further improvement in the coming months that they should consider automatically qualifying all residents in a town or zip code with a high moderate income population as they had previously done. He noted that it would be good to hear why that method was discontinued despite evaluation data showing a high rate of success.

Jessica Wright, on behalf of Clean Water Action and the Green Justice Coalition, gave public comment on the recent renter initiative update. She noted that the initial results of this initiative were disappointing considering the size of the renter population in urban areas. She added that they would be watching closely to see the results of the direct mail marketing push and that they were hopeful that that effort would be complimented with other types of direct outreach and education. She also recommended that the PAs track renter populations and compare data on a month-to-month basis to develop patterns. Lastly, Wright encouraged the PAs to be fully transparent with their methodologies, budget, and projections for the initiative.

Mark Liu, on behalf of the Chinese Progressive Association and the Green Justice Coalition, gave public comment on the recent renter and moderate income initiative update. He noted that the PAs had listed a lack of understanding of the benefits and eligibility as a major barrier for the initiative. He agreed with this, and noted that the programs are complicated and difficult to navigate. He added that they can be difficult even in English and that the added barrier of language can make it more difficult for immigrant communities. He encouraged the PAs to work more closely with community organizations to help alleviate that issue. He also suggested that the PAs continue to work on this issue by adding more resources in web and print form in different languages than what currently exists.

Rachel Mulroy, on behalf of the Coalition for Social Justice and the Green Justice Coalition, gave public comment on the recent renter and moderate income initiative update, year-end projections, and residential savings forecast. She noted that lighting savings in the residential and low-income sectors are critical to meeting overall targets and encouraged the PAs to avoid any efforts they might have to ramp down promotion of LEDs. She also noted that the PAs were projected to underspend in the residential sector and suggested that the PAs use the remaining budget to promote measures with high levels of lifetime savings potential. Mulroy also asked the PAs to provide data on how many renters and moderate income customers are in their pipeline and to give projections of how many customers they hope to serve with the new offerings. Lastly, she thanked the PAs for recent upgrades to the Mass Save data platform.

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

#### *EEAC Meeting Minutes – August 17, 2016*

Murphy motioned to approve the minutes as submitted. Rio seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the Council.

*EEAC Meeting Minutes – September 21, 2016*

Glynn motioned to approve the minutes as submitted. Wells seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the Council.

*EEAC Meeting Minutes – October 19, 2016*

Murphy motioned to approve the minutes as submitted. Rio seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the Council.

*EEAC Executive Committee Meeting Minutes – November 2, 2016*

Boecke motioned to approve the minutes as submitted. Glynn seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the Executive Committee.

*Demand Response Subcommittee Meeting Minutes – November 2, 2016*

Boecke motioned to approve the minutes as submitted. Glynn seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the Subcommittee.

*Other Council Business*

Judson introduced and welcomed Jeremy Newberger as a new Councilor who would be taking over for Carol White on behalf of National Grid. Newberger noted that he was happy to be on the Council and that he looked forward to working with everyone.

Seidman announced that she would be retiring at the end of the year and that her last meeting as a Councilor would be the December meeting. She noted that she was planning on staying engaged in energy efficiency through possible work with NGOs or others. She noted that she had enjoyed her time on the Council. Lastly, Seidman noted that Christine Kerby had been named to her position at the Department of Environmental Protection, but that she was unsure if she would be taking over her role on the Council.

**4. energyCents**

Judson noted that there was supposed to be a presentation on energyCents, but that it had to be moved to December.

**5. Renter and Moderate Income Initiative Updates**

Judson began by noting that these initiatives are a high priority for DOER and that they [were](#) excited to hear an update.

Katelyn Mazuera and Cheryl Harrington, on behalf of the program administrators (PAs), gave a presentation to update the Council on their renter and moderate income initiatives. They began

by giving an overview of the initiatives which included details about each of the offers as well as the process for participation by customers and landlords. They also informed the Council of their plans for evaluating the initiatives, participation to-date, and some preliminary lessons learned and challenges faced. They concluded by giving an overview of the Mass Save and individual PA marketing materials for the initiatives.

Swing asked why there are no health and safety checks for renters as part of that initiative. Harrington noted that the renter visit is a tailored version of the HES program and that if the customer follows up on enhanced measures then a health and safety check would occur then. Swing also pointed out that the marketing materials did not have a lot of diversity in them which is not representative of the market.

McDonagh asked what level of permission tenants need from their landlords to have an audit done in the new renter initiative. Mazuera noted that renters typically would not need approval from their landlord to just do an audit, but that deeper measures would likely require such approval. Rio noted that in some cases tenants might need permission from their landlord even if they are doing just lighting.

Johnson noted that it appeared as if most of the interactions in the renter initiative are with the landlords and not the renters. He asked if there was a reason for that. Harrington noted that it was just the nature of what they have seen so far. Mazuera added that they are working on materials that would specifically go after renters.

Glynn asked how the PAs identify who to market to for the renter and moderate income initiatives. Mazuera indicated that they use third-party data sources to figure out if they think someone would qualify for the program, and if they do then they mail marketing materials to those persons.

Chretien noted that he would be looking for updates on these initiatives on a regular basis and that he was disappointed as to how low the number of people served in the moderate income initiative was. Wells noted that part of the reason for the low participation numbers is that its a new system. He also noted that what was not reflected in the participation numbers was that a number of potential participants came into the program but ended up being qualified for low-income as opposed to moderate income. He added that those types of issues would work themselves out as the program grows.

Johnson asked if contractors have been trained on how to interact with potential participants as it relates to the new initiatives. Mazuera noted that they have talked to the contractors about the new initiatives and that they are aware of and supportive of them.

Glynn said that she would be interested in seeing multiple paths of entry into the moderate income program, noting that some potential participants may not want to go through the paper qualification process. Harrington noted that they are not opposed to that idea.

Judson thanked the PAs for their update and that it was good to see data coming in on the new initiatives.

## 6. Residential Savings Forecast

Lynch, Moriarta, and Reed, on behalf of the C-Team gave a presentation on their high-level residential savings forecast. As part of the presentation, they began by reviewing with the Council the sources and relative contributions of 2016-2018 residential sector savings for both the electric and gas sectors. They emphasized that lighting measures are responsible for a large majority of the sector savings and that the PAs ability to claim savings would be decreasing in the next few years. They noted that this would be a result of market transformation and an increase to the federal standards. They went on to highlight other areas where savings might increase or decrease, and what the net impact of those might be. Finally, they reviewed where the program is now and posed the question as to whether or not change will be needed if the programs are to stay close to the level of savings achieved in years past.

Johnson thanked the C-Team for an enlightening presentation. He noted that in the presentation, the C-Team suggested that they have no clear line of sight into the number of homes touched by the programs. He asked how that is possible considering all that is tracked as part of the programs. Moriarta noted that data tracking like that is still done on paper and that cloud-based storage is not being used.

Johnson also asked if all savings could just be claimed as electric. Reed indicated that the C-Team has thought of that and that it might be worth exploring, but that it is unclear if that makes sense or is feasible. He added that it is also unclear what kind of impact that might have.

Johnson asked what the worst case scenario would be if it turns out that there is no clear way to make up for the potential loss of savings claimed through residential lighting. Reed noted that they were not ready to commit on how exactly to solve the issue. Belliveau noted that they did not want to jump to solutions at this point and that the important first step is to come to an agreement on what the future looks like.

Glynn indicated that making up for the loss of lighting savings would be challenging and that she looked forward to hearing what the C-Team and the PAs come up with as solutions. Seidman noted that she was encouraged that conversations between the PAs and the C-Team are already occurring. She asked when the Council could expect an update on those conversations. Lynch noted that the topic is formally on the schedule for April 2017, but that they would update as appropriate in the meantime.

Newberger reminded the Council that the savings themselves are not going away, rather that the PAs ability to claim the savings is. He emphasized the success of the programs that that represents. Chretien agreed and argued that in five years there would likely still be a lot of renters and moderate income folks with inefficient lighting in their homes. He suggested that PAs really focus on those ~~foeus~~ while the savings can still be claimed.

Judson noted that as the programs move forward there may be some changes that need to be made that would require policy support. She suggested that DOER would like to work with the PAs to figure ~~out~~ some of those things ~~out~~ and how a high-level of savings can be achieved in the next three-year plan.

Winkler noted that demand savings were not discussed and that lighting makes up about 30% of residential demand savings. He asked the C-Team that if they are expecting energy savings for lighting to go away if that meant that the PAs ability to claim demand savings would also go away. Reed indicated that that would be the case.

## **7. Third Quarter Results**

Brandy Chambers and Melanie Coen, on behalf of the PAs, updated the Council on the results through the third quarter of 2016. The presentation included a comparison of third quarter results in 2016 compared to the third quarter results from each of the last two years. It also included third quarter actuals as a percent of annual and plan goals for participants, spending, capacity savings, and annual and lifetime energy savings. Their presentation also highlighted program benefits compared to goal and a preliminary year-end forecast.

## **8. Multifamily Sector Overview and Opportunities**

Moriarta, on behalf of the C-Team, gave a presentation on the multifamily segment. Her presentation, which was a high-level overview of a large report that the C-Team prepared, began with a review of the history of the multifamily segment as well as the initiatives within the segment. Moriarta went on to discuss the market conditions of each of the initiatives in the multifamily segment. She also highlighted performance indicators and cost-effectiveness for each of the initiatives. Finally, Moriarta noted some of the challenges that the segment, made some recommendations for addressing issues, and discussed next steps.

Glynn noted that it was her understanding that multifamily high rise new construction applies to 4+ story buildings as well as 1-3 story buildings if they are master-metered. She asked if that was correct. Amy Vavak indicated that that was correct.

Newberger noted that when discussing the retrofit market, Moriarta talked about statewide even though the graphic presented was for Boston. He asked if she could clarify which geographical area was being discussed. Moriarta noted that she was talking about statewide, but that they were unable to get data for the whole state. She added that she felt that the data for Boston was indicative of what was going on statewide though.

Glynn noted that there was a lot of information in the presentation and the report and that her takeaway was that the multifamily sector is a hard one to reach and serve. She indicated that she was pleased to see the C-Team do such a deep dive into it and that she would encourage that they continue to think about the issues to come up with solutions to better serve the sector.

## **9. Adjournment**

Schuur adjourned the meeting at 4:05 PM.