

Massachusetts Energy Efficiency Advisory Council
 Meeting Minutes (DRAFT)
 Tuesday, March 8, 2011

Councilors Present:

Voting	Present (designee)	Non-Voting	Present (designee)
James Colman	Nancy Seidman	Derek Buchler	X
Martha Coakley	Danielle Rathbun	James Carey	X
Penn Loh	X	Penni Conner	X
Mark Sylvia	X	Alisha Frazee	
Debra Hall	X	Kevin Galligan	X
Charles Harak	X	George Gantz	X
Elliot Jacobson	X	John Ghiloni	
Jeremy McDiarmid	X	Paul Gromer	X
Rick Mattila	X	Andrew Newman	
Robert Rio	X	Richard Oswald	X
Deirdre Manning	X	Michael Sommer	X
		Carol White	X

DOER: Frank Gorke

Consultants: Paul Horowitz, Jeff Schlegel, Eric Belliveau, Ralph Prah, John Livermore

Present:

Marc Breslow	Geoff Chapin	Jeanne Cherry
Natalie Hildt	Lyn Huckabee	Sue Kaplan
Jeff Leupold	Erin Malone	Lisa Shea
Margaret Song	Ben Spruill	Don Wells
Christine Vaughn	John Walsh	Marie Harb
Trish Walker	Lisa Clauson	Mark Siegal
Bob O'Brien	Adin Maynard	Crystal Beauregard
Andy Belden	Joe Walsh	Jerry Oppenheim
John Carlton-Foss	Ruth Bechtold	Elwell Perry
Matt Perry	John McQuail	Doug Cahill
Zach Arnold	Ian Rex	Aimee Powelka
Vin McLaughlin	Ray Williams	Bob Hanks
Courtney Moriarta	Paul Johnson	Tina Haggerty

I. Introduction

Gorke convened the meeting at 2:03pm. He confirmed the agenda and asked public commenters to limit their comments to three minutes.

II. Public Comment

Two contractors spoke about the Mass Save Home Energy Services program. Johnson noted the excellent webinar on the new market model and the various questions that were raised, including 1) whether contractors would be able to use current market pricing; whether home performance contractors would get a marketing budget; how independent

auditors could participate in the program; and 4) whether the PAs would consider waiving the restriction on independent installation contractors performing additional work for customers. Johnson asked the EEAC to encourage the PAs to address these issues before contracts are signed with Lead Vendors, and to monitor the results. Maynard reported that the City of Northampton is working to develop a PACE financing program for multifamily and commercial properties. He expressed interest in talking more about a Mass Save program that can support deep energy savings with a PACE approach.

III. Report to the Council on 2011 Mid-Term Modifications (MTMs)

Gorke reported that the PAs and Consultants had made good progress on resolving differences, and that the Administration was comfortable with the current state of the conversation. He noted that the Council could consider a resolution at the April meeting, subject to parties working out the details. Schlegel noted that the areas of discussion have been: assumption of data (2011 program year); EM&V- time and application of studies; PI - metrics and relative weights; and low-income issues - metrics and non-energy benefits. Schlegel noted that the parties have reached a conceptual agreement on these issues. Lyne agreed that the discussions having been moving in a good direction. He expressed the hope that an agreement would help expedite the process at the DPU. Rathbun asked about the filing schedule, and Schlegel commented that the schedule may need to be adjusted so the EEAC consultants can submit comments after the Council resolution. Gorke encouraged everyone to get this done as soon as possible, as the Council will soon need to start working on the next 3-year plan, with a first draft due in April 2012.

IV. Evaluation, Measurement, and Verification (EM&V)

Prahl, who leads a 3-person Consulting team working with the PAs, presented a set of slides updating the Council on progress in the area of EM&V. He reported that there are 45 studies currently underway, most of which are scheduled for completion between March and July. Prahl reminded the Council that EM&V studies consist of impact evaluations, gross and net savings studies, process evaluations, market assessments, measure cost studies, baseline studies, and non-energy benefit studies, among other topics. He noted the studies are used to refine planning assumptions via the TRM, true up savings, inform program screening, improve program design and delivery, support program planning and implementation, and inform policy making. Prahl explained that, per a 2009 Council resolution and DPU approval in 2010, the EEAC now assumes an oversight role of all EM&V activities performed by the PAs. He noted that studies are in six research areas, are integrated gas and electric, and are performed at a statewide level.

Prahl reported that most of the EM&V studies are on schedule, and that completed studies will be posted on the EEAC website. He noted that the MA EM&V effort is the second largest and most complex in the country, after CA. Schlegel suggested that the Council may want to set aside some time at the July or August meeting to see the EM&V study results. Prahl reported that the new framework has generally worked as planned, with greater transparency and objectivity, a greater number and magnitude of studies, technical resources being used more efficiently, and Gas and Low-income programs now

being evaluated. He noted some potential issues, including the total amount of resources dedicated to public oversight of EM&V remains low compared with the peer states of CA and NY; the NTGR studies are behind schedule; and differences in perspective between consultants and PAs take time to work out. Harak suggested that it would be helpful to circulate a list of the studies, and Belliveau responded that the consultants will have an answer at the April meeting on how studies can be posted on the website.

V. Mass Save Home Energy Update: RFP, Lead Vendors, and Contractors

Gorke noted that the PAs and the Council have spent a lot of time improving the residential program model, and that DOER was pleased with the progress but not satisfied yet. He expressed hope that many of the outstanding questions can be put to rest at today's meeting. Belliveau presented a set of slides outlining Primary Objectives for 2011, including achieving deeper savings and ensuring a good customer experience.

Galligan updated the Council with a set of slides outlining PA progress on transitioning to the new Mass Save Home Energy Services program model. He commented on the RFP process, the webinar with contractors and PAs, and next steps in preparation for the April 2011 program launch. Councilors asked for clarification on several points related to the open market model. Harak commented that the upcoming problem may be not that contractors aren't getting enough work, but that there is not enough capacity to perform all of the work.

Maynard, Chapin and Moriarta delivered a set of slides outlining home performance contractor case studies of successful residential projects. The case studies included two deep energy retrofit project in Western MA that achieved 55% and 44% air leakage reductions. Maynard noted that the customers indicated high satisfaction, improved building durability, and an improved quality of life. Moriarta noted that the home performance model that WellHome implements has an average cycle time of 47 days from intake to completion, with an average close rate of 34%. Chapin noted some of the benefits of home performance contractor services, including: outreach, outside funding, one point of customer contact, reduced administrative load for lead vendor, and high conversion rates for implementation work. He noted that his company is developing relationships with cities, employers and non-profits which allows them to reach thousands of customers quickly (e.g. Harvard, WGBH, City of Worcester, Bank of America).

Maynard noted that the best customer for the home performance contractor is not driven by savings, but by comfort and quality of life considerations. He indicated that the most common pre-weatherization issues include, knob & tube remnants, heating system tune-ups, and improperly vented bath fans. Schlegel noted that non-Mass Save measures are currently contributing to the Commonwealth's objectives but are not currently being counted.

VI. Hard-to-Reach (HTR) Customer Segments and Related Issues

Gorke thanked Loh for proposing a hard-to-reach/hard-to-serve charette, similar to the multifamily charette. Haggerty, who will be coordinating the charette, noted that the pre-

weatherization issue is one of the big barriers. She explained that the PAs want to synthesize the lessons learned by the community groups currently engaged in direct customer outreach with HTR segments. Haggerty presented the draft agenda for the charette: 1. define HTR segments, 2) identify existing barriers, 3) develop proposals to address barriers, 4) identify opportunities and challenges associated with proposed solutions, 5) prioritize short-term and long-term solutions. Jacobson mentioned that the LEAN group wants to be very involved in this discussion. Haggerty noted the PAs are looking to hold the charette in May. Breslow commented that the PAs are already doing some good work with landlords, with over 100 landlords attending a recent Massachusetts Rental Housing Association energy efficiency training.

VII. EEAC Consultant Monthly Report

Belliveau briefly presented the EEAC Consultant monthly report. He noted the addition this month of a 'forward looking' section.

VIII. Gorke adjourned the meeting at 4:29pm.