



## MEETING MINUTES

**Wednesday, April 20, 2016**  
100 Cambridge St, 2<sup>nd</sup> Floor  
Conference Room B & C  
Boston, MA 02114

**Councilors Present:** Cindy Carroll, Larry Chretien, Monica Cohen (for Elizabeth Cellucci), Joseph Dorfler (for Maura Healey), Maggie Downey, Betsy Glynn, Paul Gromer, Charles Harak, Elliott Jacobson, Paul Johnson, Joseph LaRusso (for Austin Blackmon), Richard Malmstrom, Deirdre Manning, Michael McDonagh, Chris Plecs (for Tilak Subrahmanian), Arah Schuur (for Judith Judson), Nancy Seidman (for Martin Suuberg), Peter Shattuck (for Amy Boyd), Michael Sommer, Trish Walker, Carol White, Eric Winkler

**Councilors Absent:** Michael Ferrante, Alana Murphy (for Chrystal Kornegay), Andrew Newman, Robert Rio

**Consultants Present:** Eric Belliveau, Craig Johnson, Margie Lynch, Courtney Moriarta

**DOER Staff Present:** Ian Finlayson, Alex Pollard, Matt Rusteika, Steve Venezia

### 1. Call to Order

Schuur called the meeting to order at 1:05 PM.

### 2. Council Updates and Business

#### *May and June Date Changes*

Schuur informed the council that the May meeting would be moved from May 18<sup>th</sup> to May 25<sup>th</sup> and that there would be an informal session beginning at 12 PM with Ralph Prah on EM&V. She also noted that the June meeting would be moved from June 15<sup>th</sup> to June 21<sup>st</sup>. She indicated that official meeting notices for these meeting times have been posted online. Chretien and Glynn both noted that they may have potential conflicts with the change for the June meeting.

*Demand Response Subcommittee Meeting Minutes – March 10, 2016*

Malmstrom motioned to approve the minutes as submitted. Shattuck seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as submitted, by the subcommittee.

*EEAC Meeting Minutes – March 16, 2016*

Winkler noted that Margaret Song's name was misspelled in a few instances. The minutes were amended to correct these errors. Glynn motioned to approve the minutes as amended. Seidman seconded. All were in favor, with no opposed or abstaining. The minutes were approved, as amended, by the Council.

### **3. PA Status Updates**

*Technical Reference Library Status Update*

Steve Menges, on behalf of the PAs, updated the Council on the status of the online technical reference library (TRL). He reminded the Council that the purpose of the online TRL was to create a better interface for the information that is typically contained in a technical reference manual with the ability to create and write reports. He noted that the vendor has been working on refining attribute names and the upload and download process. He indicated that the PAs expect that the TRL would be ready in June and that the goal is for the PAs to have the full plan up and running within three months of the TRL being ready.

Winkler asked if Menges could elaborate on the functionality of the TRL with regards to running reports. Menges said that users would be able to download data in a variety of formats and at different levels. Winkler also asked if the PAs were looking for input. Menges indicated that the PAs could follow up offline.

*Quarter 1 Update on Rollout of New Programs*

White indicated that the PAs have successfully met their first quarter commitments from the three year plan in that they have launched the renter and moderate income initiatives and that they have produced the demand savings report.

Winkler asked if the preliminary estimates for demand savings in the report are cumulative or additive. White indicated that she thought they were additive but that she would confirm and get back to him.

*Data Dashboard*

Marie Abdou presented the monthly data dashboard which contained statewide data through the end of February. She indicated that a key observation so far is that there has been a strong carryover from 2015 into 2016 in the commercial and industrial (C&I) sector. She noted that the carryover is mostly from the upstream lighting program and that it is too early to tell whether or not this trend would continue forward through the rest of the year.

Malmstrom asked if the PAs alter their projections as data comes in throughout the year. Abdou indicated that they PAs alter their projections and forecast through the end of the year once data through the second quarter is available.

#### **4. Marketing and Customer Targeting**

##### *Innovations in Customer Targeting*

Amy Vavak and Kristen Pomer, on behalf of the PAs, presented to the Council on innovations in customer targeting. Their presentation focused on informing the Council of how the PAs are using innovative tools to drive participation. The four areas that they discussed were brand awareness, the home energy audit tool, lighting and products marketing, and social media marketing. For each area, they highlighted current efforts, challenges, statistics, and future enhancements.

Malmstrom noted that he has observed in his area of work that Next Step Living had been a more recognizable name than MassSave and asked if the PAs could do something to make MassSave more prominent on marketing materials. Walker noted that the PAs have strict guidelines with respect to the use of the MassSave brand. She also noted that they have had consistent marketing and communications plans for the MassSave brand. Johnson added that despite the guidelines, it would appear that Next Step Living had been doing something better than MassSave in order to achieve better brand name recognition. Downey indicated that that may be the case in some locations, but not all.

Chretien added that Next Step Living had invested significant money in marketing and that he is not sure that the residential programs would have been successful if it were not for their efforts. He asked if the PAs thought it would be possible to continue on the success of the programs now that Next Step Living has shut down its operations. Glynn echoed Chretien and added that she would be interested in having the consultant team (C-Team) follow up on this issue on how the programs may or may not be impacted by the closing of Next Step Living's operations. Johnson expressed concern about the exit of Next Step Living and wondered how the PAs would plan on making up the shortfall that they have created. Shattuck agreed that this could pose a problem and would like to have the PAs present on what they are considering to address the potential shortfall.

White indicated that a lot of work that Next Step Living had done was through subcontractors that are still in business with MassSave and so she is confident that the PAs can continue on the same path. Plecs added that as soon as Next Step Living shut down operations MassSave put up contact numbers on their site for customers that were in the process of being served.

Chretien also asked if the PAs have been able to collect any data that tracks targeted marketing efforts into actual closure rates. Vavak indicated that the PAs are just beginning to collect data on that effort. Malmstrom and Gromer commended the PAs on their well thought out and comprehensive marketing plan.

##### *Using Data to Minimize Costs*

Courtney Moriarta, on behalf of the C-Team, presented to the Council on ways that data can be used to bring down program costs. She began by talking about how people feel about data sharing is changing and that people and technology are advancing in a way that may allow the use of data for program enhancements. Moriarta continued on to talk about the Tennessee Valley Authority (TVA) as an example of how big data might be able to be used to bring down program

costs. She highlighted the key strategies of TVA's new program approach, which included embracing all possible "on ramps" to get customers engaged in energy efficiency, eliminating program silos, focusing on long term customer relationships, using centralized data systems, and build out of repetitive messaging. She also highlighted components of the program and preliminary results. She concluded by making some recommendations for Massachusetts.

Seidman noted that she found the information on what TVA is doing to be interesting and wondered if some of the PAs might be able to respond to the concept. Plecs indicated that they are actively looking at a lot of themes in the TVA program. White added that the PAs are always actively having conversations with PAs in other jurisdictions to learn from what others are doing. Moriarta added that TVA plans to add in customer actual usage to improve their results.

Plecs asked how TVA manages customer privacy while using the data advantageously to improve their program. Moriarta indicated that she does not have the answer off hand but that she would follow up.

Glynn noted that she found it interesting that TVA went through a large and lengthy planning process. She noted that if Massachusetts is going to do something differently in the next three year plan than maybe it would be best to start thinking about it sooner rather than later.

## **5. Residential Codes & Standards Initiative**

Margaret Song and Eric Beaton, on behalf of the PAs, presented to the Council on the topic of codes and standards (C&S). In their presentations they discussed the history of C&S in Massachusetts, why C&S is important, what other states are doing with C&S, issues with C&S and how to address them, why the PAs are involved in C&S, C&S compliance rates, and C&S compliance support initiatives in Massachusetts.

Winkler indicated that he would be concerned about C&S becoming a larger part of the programs going forward. He noted that ISO-NE's forecast incorporates the energy efficiency programs as well as efforts from C&S and that he may be concerned that there might be some double counting and overestimation going on. Song noted that C&S are only in the new construction program right now and that the PAs are not double counting any savings there.

Belliveau asked at what point during a project is a code review triggered. Beaton indicated that once a permit is issued and the building is in construction phase then the code officials will make their visit. Seidman asked how C&S compliance rates are documented. Beaton indicated that the evaluation team goes out and talks to the code officials.

## **6. Pay for Performance**

Belliveau, Moriarta, and Lynch, on behalf of the C-Team, presented to the Council on the topic of pay-for-performance (P4P). They began by highlighting some definitions, terminology, types, and history of P4P. They then turned their focus towards describing a variety of examples across the country. These examples included Excel Energy Colorado's Standard Offer Hybrid model,

Bonneville Power Administration's Track and Tune and High Performance Energy Management models, New Jersey Clean Energy's P4P in New Construction model, a New York Multifamily Performance Program, and a pending proposal in California where Pacific Gas and Electric would pay for aggregators portfolio kWh and therm savings measured through advanced metering infrastructure. They concluded by highlighting some considerations for Massachusetts.

## **7. Adjournment**

Schuur adjourned the meeting at 4:10 PM.