



## MEETING MINUTES

**Wednesday, January 22, 2020**

100 Cambridge St, 2<sup>nd</sup> Floor

Conference Rooms C & D

Boston, MA 02114

---

**Councilors Present:** Greg Abbe (for Janelle Chan), Cindy Arcate, Don Boecke (for Maura Healey), Amy Boyd, Austin Brandt (for Maggie Downey), Cindy Carroll, Elizabeth Cellucci, Tim Costa (for Victoria Rojo), Justin Davidson, Paul Gromer, Frank Gundal (for Tilak Subrahmanian), Charlie Harak, Elliott Jacobson, Paul Johnson, Deirdre Manning, Audrey Penna (for Jane Lano), Cammy Peterson, Stephan Wollenburg (for Chris Porter), Robert Rio, Stephanie Terach, Mary Wambui, Sharon Weber (for Martin Suuberg)

**Councilors Absent:** Michael Ferrante, Rick Malmstrom, Andrew Newman

**Consultants Present:** Eric Belliveau, Adrian Caesar, Gretchen Calcagni,

**DOER Staff Present:** Maggie McCarey, Emily Powers, Rachel Evans

---

### 1. Call to Order

McCarey, as Chair, called the meeting to order at 1:15 PM.

### 2. Public Comment

***Reverend Joel Almono – Merrimack Valley Inter Faith Team/Grace Episcopal Church***  
Almono, on behalf of the Inter Faith Team that formed in response to the September 2018 Merrimack Valley gas incident, urged the Council to support the extension of the Columbia Gas enhanced incentives. He emphasized that the goal has been to increase community participation in Mass Save programs; although this has occurred in Andover and North Andover, participation in Lawrence has lagged behind. In order to reach more customers, Almono indicated that additional marketing channels need to be established in 2020, including multilingual marketing and increased landlord outreach.

### **3. Council Updates & Business**

#### ***December 18, 2019 EEAC Meeting Minutes***

Boyd motioned to approve the minutes as submitted. Peterson seconded. All were in favor, with none opposed. Manning abstained. The minutes were approved, as submitted, by the Council.

### **4. 2020 Council Priorities Discussion**

#### ***Council Discussion on Priority #1: 2019-2021 Plan Goals***

McCary and Boyd presented a draft of the 2020 Council priorities, which integrated feedback received from Council members that made the priorities more actionable. McCary noted that the six priorities were focused on continued implementation of the 2019-2021 plan, as well as the initiation of strategic planning for the 2022-2024 term.

Johnson said the priorities list was very detailed and well-written and congratulated Boyd and McCary. He asked how accordance with An Act to Advance Clean Energy related to the 2020 Council priorities, to which McCary responded that the statute allowed energy efficiency programs to expand; in particular, An Act to Advance Clean Energy allows efficiency programs to include active demand response, fuel switching and clean energy initiatives.

Chambers, regarding the percentage of lighting projects that include controls, wondered where the goal of 50% penetration came from. Belliveau indicated that the Consultant Team (C-Team) included this figure in a C&I lighting whitepaper which was presented during the October Council meeting, and the 50% penetration goal was based on data provided by the Design Lights Consortium and Department of Energy. Chambers responded that the program administrators (PA's) did not have a specific penetration goal in mind and was unsure if 50% penetration was achievable in Massachusetts. McCary said that the intent of setting a penetration rate target was to avoid missing savings opportunities related to lighting projects with controls. Johnson asked what incentives are offered for covering installation of lighting controls. McCary stated there are both incentives for new installations and full-fixture retrofits. Wollenburg also added that the incentives were listed on the Mass Save website.

Arcate referenced An Act to Advance Clean Energy and commented that we need to assess new program enhancements in the context of what is concurrently happening in terms of State policy, or else we run the risk of being too siloed in our program design and overlapping with other incentives that are offered. McCary indicated that the Department of Energy Resources (DOER) is required to do an alternative portfolio standard assessment to compare existing incentive offerings for clean energy technologies to what Mass Save programs offer. Boyd agreed with Arcate and referenced the Cape and Vineyard Electrification Offering (CVEO) as an example of leveraging energy efficiency funds to capitalize on existing incentives. Jacobson reminded the Council that there is a lot of space in legislation to figure out how to align State policy with Council efforts.

#### ***Council Discussion on Priority #2: Peak Demand Reduction***

Arcate expressed frustration with the overall context of active demand response since she felt its goals and value proposition are not well defined; she believes progress will not be made until the

context and objectives are fleshed out. Johnson asked about the winter peak reduction benefits study. McCarey answered that the PA's are conducting a study on the valuation of winter peak reduction benefits, and depending on the outcome, the PA's may file with the Department of Public Utilities (DPU) to get approval of those benefits values. The results of the study must first be disseminated before determining next steps for the DPU filing.

***Council Discussion on Priority #3: 2019-2021 Plan New Program Initiatives***

Wollenburg observed that additional reporting for the Passive House rollout, such as customer fuel switching, were included for PA's to track. Since the proposed metrics would be added to their current reporting, Wollenburg was reluctant to commit to tracking all of the proposed metrics. Regarding the listed Passive House reporting, McCarey said it will be helpful to know what they plan to report annually or if there are data points they are not currently tracking.

Wambui, following up on Wollenburg's remarks about the burden of additional reporting requirements, questioned the difficulty of more frequent reporting of Passive House participation, savings, and spending; she also emphasized the importance of tracking the performance of all programs and offerings as closely as possible in order to guide decision-making. Wollenburg responded that since items to report have only been added to the Priorities while none have been removed, the accumulation of requirements means the PA's will have a harder time generating reports for each additional reporting requirement. Wambui replied that the Massachusetts public needs to be aware of program performance, otherwise the amount of funding allocated toward efficiency would not be justified. McCarey agreed that it is critical to figure out a suitable reporting strategy, especially since the Passive House initiative has been successful during its initial months and understanding why well help plan for future years. Belliveau reminded the Council that delays in receiving program performance data will also delay the planning process, so receiving data as soon as possible will be critical for the planning.

As it related to Energy Optimization, Peterson expressed that she is eager to see the rollout of tools driving consumer education, such as the calculator and customer decision tree.

***Council Discussion on Priority #4: Equitable Customer Participation and Savings***

Harak noted that it is important to perform a thorough evaluation of program implementation and participation in Lawrence, since the Council and PA's will be able to learn what participation effects can occur when incentives are adjusted. Cellucci agreed that an evaluation would be beneficial, but contracting an evaluator would prove challenging since the timeline for the enhanced incentive offerings is unknown. McCarey asked if Cellucci was planning a formal EM&V study or not. Cellucci responded that there will be some aspects of an EM&V study, as well as more qualitative components to the evaluation

Peterson stated that the municipal partnerships strategy made great strides last year, so it will be crucial to use the lessons learned from the rollout to scale up the programs across the entire Commonwealth from the seven communities with which they started. In addition, Peterson felt the language describing "harder to reach" customers in Priority #4 places the burden on these customers for the difficulty in reaching them.

Chambers thought the renter metrics Boyd mentioned were only required in annual reports and was unsure PA's could report them quarterly. She noted that, at a minimum, they will track Residential Coordinated Delivery (RCD) participants, savings by end use, income status, customer language selection during calls and Mass Save website visits. McCarey asked how they planned to address the DPU order to also include income data in reports. Chambers responded that the breaking out of different income groups is how they will address it. Chambers clarified that the number of renters is not currently provided across all their programs, but the number of renters that participate in RCD will be included in the DPU annual report. Harak expressed a desire to get low and moderate income-related data more frequently than annually.

Johnson asked why software-based audits were included as part of the equitable customer participation priority, as software-based audits have already been implemented. McCarey indicated that software-based audits specifically for income eligible customers have not been rolled out and were included in a set of recommendations from the Low-income Process Evaluation. Johnson also asked what information is available regarding customer participation by zip code or town. Chambers said the PA's are already providing this data in Q2 and Q4 of each year. Jodi added that the 2019 Q4 report will be filed in February.

#### ***Council Discussion on Priority #5: Data Management and Transparency***

Weber suggested that quarterly reporting of KPI's is crucial to facilitate the planning process. Regarding the customer and tracking databases referenced in the Priorities document, she asked if these were the databases that the PA's hired consultants to combine, and when they would be reviewed. Belliveau indicated that the document was referencing the DNV GL C&I Customer Profile Database. McCarey added that there has been a delay in getting data to the EM&V consultants, but the PA's have helped improved the review timeline.

Johnson asked whether Council members can participate in deciding on when to conduct EM&V studies, as he would like to be included in the process if possible. McCarey noted that the strategic evaluation plan for EM&V gets posted on the Council website so Councilors can provide input through the C-Team, which participates in the EM&V planning process.

#### ***Council Discussion on Priority #6: Strategic Planning for 2022-2024***

Gromer was pleased to see the initiation of strategic planning for the 2022-2024 cycle included as a priority, and asked if dates connected to the strategic planning items could be added to the descriptions; he highlighted that the PA's will have to balance program planning, evaluation, and implementation in order to remain on schedule. Gromer added that they need to set firm deadlines to keep track of when tasks need to be completed and when data needs to be disseminated to be useful. In addition, he requested that the PA's deliver a staffing plan for development of the next Plan to determine if they may need to bolster their staff.

Peterson thought that the proposed December 2020 deadline for publishing draft potential study results seems to provide adequate time for review before filing the 2022-2024 Plan. Her concern was that they need to align the Plan with other climate goals, such as the State mandate to achieve net zero emissions by 2050.

Harak alluded to California’s coordinated potential studies, which allowed for easy comparison across each PA’s results, and recommended that a coordinated study be conducted to save costs and time. He also supported strongly the need to plan beyond residential lighting since the climate crisis necessitates improved program design. Chambers noted that they will not be conducting a single coordinated potential study, but they will be more coordinated in terms of potential scenarios and scope. She added that the December 2020 deadline for draft results was not feasible given how long contracting and performing potential studies can take; Chambers anticipated draft results would be available in January or February 2021 with a draft report following in March. Belliveau indicated that the C-Team has performed potential studies with shorter timelines, so the PA’s need to push the contractors to move faster. Both Belliveau and McCarey expressed a concern that producing draft results in January or February 2021 will not allow them to incorporate the results into the 2022-2024 Plan in a useful way.

Johnson agreed with Harak’s point regarding addressing the climate crisis as soon as possible, and said coordination with the governor is key. McCarey replied that DOER regularly coordinates with the Executive Office of Energy and Environmental Affairs (EEA) and in turn the Governor’s office since energy efficiency is the most cost-effective and significant contributor in our current climate action plan, and added that future programs will need to transform to yield larger reductions in energy consumption.

## **5. Consultant Team 2020 Workplan**

Belliveau expressed his gratitude that Optimal Energy was reappointed as the Council’s C-Team. He noted that the next planning cycle will be challenging, and the 2020 Workplan was organized around the Council priorities. He presented changes to the C-Team, such as the inclusion of additional subject matter experts (SME’s) and modified approaches and practices. Belliveau also indicated that the Q3 Report deliverable for March included on Page 11 of the Workplan should actually say Q4 Report, since that will be delivered in March.

### ***Council Discussion on the Consultant Team 2020 Workplan***

McCarey said the Executive Committee reviewed the C-Team’s budget proposal as part of the evaluation and procurement process by comparing it to previous years, and decided they were comfortable with the proposed budgets. She added that the Executive Committee will incorporate new processes to ensure the C-Team is provided with good direction.

Johnson asked where the Mass Save Residential Review was available, and Belliveau replied that they are available on the EEAC website in the Studies section. Johnson added that he was pleased to see other professionals like such as Ralph Prah and Jennifer Chiodo, will be working with the C-Team since they have good experience and provide very useful insights, especially when at meetings in person.

Jacobson suggested that collaboration between the Executive Committee’s low-income consultants and the C-Team consultants will be beneficial moving forward.

## **6. Commercial and Industrial Customer Profile Database Demonstration**

Autumn Snyder of Liberty Utilities alongside Ryan Berry and Mikael Dunsky of DNV GL presented information on the background of the C&I Customer Profile Database and performed a demonstration of its functionality. The purpose of the dashboard was to provide more digestible information to its users through a data driven platform.

### ***Council Discussion on the C&I Customer Profile Database Demonstration***

Harak asked if users can sort different consumption bins to determine how much customers are spending on energy using various filters like income status, and said he would like to see similar data for Residential customers. Abbe agreed that an Income Eligible and Residential customer database would be very helpful, especially since his organization (Dept. of Housing & Community Development) could derive low-income participation and public housing data from such a database as opposed to contacting each Low-income Energy Affordability Network (LEAN) provider individually. Snyder responded that there is only C&I customer data available, but a Residential data dashboard is in development.

Weber asked how quickly after year end new data will be incorporated into the database. Snyder said that they apply all EM&V results retrospectively, so 2019 data will be added some time after May, about 2-3 months after EM&V results are made available in March.

Johnson asked if the PA's are applying the database's functionality, and whether zip codes are a usable filter in the portal. Snyder replied that the PA's will figure out how to best integrate the database into their operations, and that she did not believe it was possible to filter data using zip codes.

Boyd thought that the database was fantastic and provides extremely useful data to the public. Arcate agreed that the database will be very useful moving forward.

## **7. Daily Dispatch Evaluation Results**

Ezra McCarthy and Tracy Redmond-Dyke, on behalf of the PA's, presented the draft results of the Summer 2019 Daily Dispatch demonstrations, which saw measured capacity reductions. The Residential participant response was positive and there were low opt-outs due to the lack of impacts on their daily routines. C&I systems were larger and more complex, therefore more difficult to work with. Average evaluated load reduction during the dispatch periods was 972 kW, or 91%, of the committed load reduction; however, the load reduction was 56% higher than the commitment during the ISO-NE ICAP hour

### ***Council Discussion on Daily Dispatch Evaluation Results***

Arcate observed that C&I storage systems take up much space and are complicated, especially given the lack of a good value proposition for C&I customers. Since Installed Capacity (ICAP) tag reduction is not valuable unless suppliers are willing to provide refunds, they are a long way from doing anything beyond C&I demonstrations. In addition, she said that 2-3 batteries are not enough to provide strategic insights for C&I Daily Dispatch, but they should move forward with Residential customers. Lastly, Arcate advised the PA's to coordinate with the Clean Energy Center to determine a feasible C&I storage strategy.

Peterson recognized that there is a lot still left to be learned about C&I energy storage system strategy, so it will be important to scale up in 2020. She also asked if C&I storage systems were paired with solar arrays. McCarthy indicated that most C&I systems were tied to CHP systems.

Johnson said that this was an exciting first step for Daily Dispatch. He asked to what extent solar power has been integrated into Daily Dispatch and what the payback period was for Residential batteries. McCarthy replied that the payback period is 5-8 years for Residential customers, and indicated that there are other incentives like the Solar SMART adder that customers can access. Wollenburg added that there are no incentives for Residential equipment costs, but Residential customers can finance storage equipment purchases through the HEAT Loan.

McCarey asked how large the planned increase in C&I Daily Dispatch participation from 2019 to 2020. McCarthy said that the goal was to reach 1 MW of storage capacity in 2019, so the increase is sizeable as the 2020 goal is 5 MW.

## **8. Columbia Gas: Greater Lawrence Proposal**

Cellucci updated the Council on a notice filed by Columbia Gas with the DPU, and said an extension will be filed once feedback is received on how to best continue with the enhanced incentives in Greater Lawrence. She asked whether the Council should push for extending as is, or if a specific strategy should be implemented to address equity issues. Harak said that unless Columbia needs to hear from the Council formally, this should be a top agenda item for February's Council meeting.

## **9. Adjournment**

McCarey, as Chair, adjourned the meeting at 4:09 PM.