

**Massachusetts Energy Efficiency Advisory Council**  
 Meeting Minutes  
 Tuesday, May 13, 2014

**Councilors Present:**

<b>Voting</b>	<b>Present (designee)</b>	<b>Non-Voting</b>	<b>Present (designee)</b>
Nancy Seidman	X	Elizabeth Cellucci	X
Martha Coakley	Matt Saunders	James Carey	Trish Walker
Penn Loh	X	Tilak Subrahmanian	X
Mark Sylvia	Tina Halfpenny	Michael Ferrante	
Debra Hall	X	Maggie Downey	JoAnn Bodemer
Charles Harak	X	Cindy L. Carroll	Thomas Palma
Elliot Jacobson	Jerrold Oppenheim	John Ghiloni	
Christina Dietrich	X	Paul Gromer	X
Richard Malmstrom	X	Andrew Newman	
Robert Rio	X	Michael Sommer	X
Deirdre Manning		Carol White	X
Brad Swing	X	Eric Winkler	X
Michael McDonagh			
Paul Johnson	X		
Larry Chretien	X		

DOER: Steve Venezia

Consultants: Eric Belliveau, Jeff Schlegel, Sam Huntington

**Present:**

Emmett Lyne	Alex Pollard	Jayden Wilson
Frank Gundal	Lyn Huckabee	Clayton Hale
Natalie Treat	Jess Bergman	Betsy Glynn
Jeremy Shenk	Jen Cundiff	Marc Breslow
Jeff Leupold	Joe Bocanegra	Kara Sergeant
Cara Mottola	Kristin Mahnke	Ezra McCarthy
David Gibbons		

Halfpenny called the meeting to order at 1:10pm and welcomed everybody.

**Public comment**

Natalie Treat of NEEP spoke about the upcoming NEEP summit in Newport RI on June 2<sup>nd</sup> and 3<sup>rd</sup>. She noted that workshops would be held on air source heat pumps, net zero buildings, and topics in EM&V.

Jeremy Shenk of Community Labor United (CLU) spoke about the need for the statewide database. He noted that CLU sent comments on the database to DOER, and then proceeded to read them aloud. He highlighted several examples of queries they would like to make, including aggregated participation by zip code, aggregated measure counts

by zip code, and average closure rate by zip code. He concluded by reinforcing that CLU supports a statewide database that allows real time access to aggregated data.

## **General Updates**

### *CHP Study*

Halfpenny introduced Kara Sergeant of DOER to talk about her work on CHP. Kara described a study aimed at streamlining the installations of small CHP systems. DOER is partnering with PAs to identify sample participants for the study. She noted that DOER was looking at hiring a consultant to do on-site primary data collection at 45 different sites around the state.

### *April 8<sup>th</sup> EEAC Meeting Minutes*

There were no edits to the minutes from the April Council meeting. Saunders motioned to approve and Malmstrom seconded. The minutes were unanimously approved.

### *April 30<sup>th</sup> Executive Committee Meeting Minutes*

Halfpenny introduced the minutes and described the main topics of discussion at the meeting, including implementation updates and the depth of savings memo. Belliveau and Dietrich noted minor corrections. Saunders motioned to approve. All were in favor, though Jacobson was absent. The minutes were passed as amended.

### *May 7<sup>th</sup> Executive Committee Meeting Minutes.*

Saunders noted a minor correction, and then motioned to approve the minutes. All were in favor, though Jacobson was absent. The minutes were approved as amended.

### *Consultant Monthly Report*

Belliveau gave an overview of the Consultant Team's activities since the previous Council meeting. He emphasized work on a depth of savings memo, the implementation updates, and the deeper dives. He noted that the Residential Team was working on a lighting update for the June Council meeting, while the C&I Team was working on segmentation strategy and a retro-commissioning best practices report. On EM&V, he noted that there had been several recent webinars.

Halfpenny requested that the Consultant Team include in the monthly report a summary of any meetings or working groups they attend.

### *July Meeting Discussion*

Halfpenny asked the Council if the July meeting should be rescheduled due to its proximity to a holiday. No counselors came forward with any conflicts so Halfpenny said the July meeting would remain on the 8<sup>th</sup>.

### *Logo review/website update*

The Council's new logo was shown on the projector, with Halfpenny noting that it would appear on the new website. Belliveau said the new website would be ready by the end of June, and would include an improved search function and be viewable on phones.

Halfpenny commented on the challenge of keeping track of all the materials associated with council activities, and expressed her desire to move to a system where documents were posted to a website rather than being distributed via email.

### **Budget extension for Energy Platforms work**

Finlayson summarized the original scope of work for the database consultants, and described how the actual work had deviated from that scope. He noted that Energy Platforms had gone considerably over budget and had agreed to split the difference with the Council in their request for more budget. Halfpenny moved to vote on a resolution to extend the budget for Energy Platforms by \$24,643.75. All councilors were in favor. The resolution was unanimously approved.

### **Database Discussion**

Halfpenny introduced the Resolution on Statewide Database – Request to the DPU, noting that it would allow the database process to proceed by letting the DPU settle several points of conflict. She noted that both the PAs and LEAN had requested edits to the resolution.

Oppenheim, speaking on behalf of LEAN, said their preference was for the Resolution to note that the draft specification produced by the subcommittee lacked consensus. Lyne, speaking on behalf of the PAs, expressed their support for Oppenheim's comment.

Halfpenny suggested any additional language regarding the lack of consensus at least reference the specific issues on which they disagree, lest they suggest the entire process lacked consensus. Oppenheim said they would like geographic data singled out in the discussion of outputs. Venezia asked how the geography issue was broader than the general privacy issue. Seidman commented that the resolution was not intended to put every issue in front of the DPU. Winkler commented that the mandate was to develop a practicable specification, and thus any questions to the DPU should relate to practicability. Swing spoke in support of sending the Resolution to the DPU with the recognition that the specification was the product of much work but that it lacked full consensus. Hall suggested they vote on the Resolution as it was, without adding any caveats. Halfpenny said she would like LEAN to support the document and thus was amenable to modifying the language. Halfpenny called a five minute break to allow the PAs and LEAN to work out appropriate language modifications.

Once all the councilors had returned from the break, Halfpenny asked Lyne to read the new language aloud. Oppenheim noted that LEAN had given on the issue of geography. Hall commented that the edits seemed to undercut the entire process and suggested using more affirmative language. Halfpenny suggested alternative wording which was welcomed by many councilors. The language in the Resolution was amended.

Seidman motioned to approve the Resolution on Statewide Database – Request to the DPU. Rio seconded the motion. All were in favor, with no councilors opposed or abstaining. The Resolution was unanimously approved, though Manning and McDonagh were absent.

### **Implementation Update / Deeper Dives**

Schlegel presented a document that laid out the Consultant Team's findings with regards to the Implementation Updates (IUs), and stated the Council's position. The Council's position was summarized by five bullet points, the last of which concerned issues in attaining data from the PAs. With regards to the fifth bullet point, the Consultant Team had laid out two options for the language, based on discussions with the PAs.

Johnson suggested the Council consider a third option – directly stating that the Council has been unable to get the information they need from the PAs. Schlegel noted that the Council could also simply leave the issue to the executive committee. Loh commented that the Council may have reached the limits of its current framework for engagement with the PAs, and that it made sense to simply state the problem directly in the document.

Lyne said the PAs would agree to either of the initial two options. He added that the PAs understood the need to be engaged with the Consultant Team on data issues, but that the data request they received was unduly burdensome.

Rio commented that he was overwhelmed by the amount of data the Council already had. He said he agreed with Loh that the Council had reached its limits in its ability to get data without a database.

Halfpenny asked the Councilors to vote on option A, B, or C. She tallied the vote as seven in favor of option A, four in favor of option C, and two in favor of either A or B. Schlegel suggested the issue be deferred to the executive committee, with a promise to report back to the Council by May 21<sup>st</sup>. The Councilors broadly agreed, and bullet point five was removed from the document. Seidman motioned to approve the EEAC's Position on the 2014 Implementation Updates. Loh seconded the motion. All the councilors were in favor except Saunders who opposed. The final vote was twelve in favor, one opposed.

### **Commercial Real Estate Working Group**

Alex Pollard of DOER delivered a presentation on the efforts of the Commercial Real Estate Working Group. He reviewed the group's primary and secondary research, first person interviews, and the segment's market barriers, among other topics. He explained that the next step was to review and refine the group's roadmap for success in commercial real estate.

Winkler asked if the group had engaged the engineering community to better understand issues posed by different building types. Subrahmanian said they had, adding that it was a very complex market with more work to be done.

### **Segmentation Overview**

Belliveau delivered a presentation on market segmentation, focusing on the status of segmentation in MA. He described the purpose and practice of market segmentation, best practices, frameworks used in other states, and next steps for improving segmentation in MA. He offered an example of applying segmentation to a typical office building, pointing out how different types of commercial space could result in different

characterizations. He concluded by noting that segmentation practices were not standardized across PAs and that MA could benefit from doing so.

Subrahmanian commented that segmentation was a means to an end, and that ultimately they needed to translate the findings into specific market strategies. Johnson asked what the next steps were. Belliveau responded that the Consultant Team was currently working with the CMC and were pushing for the development of a statewide strategy.

**Adjournment**

Halfpenny adjourned the meeting at 4:09pm.