

EEAC Equity Working Group Meeting #5

September 1, 2020 12:00-2:00PM

Moderate income

- Which areas need more discussion?
 - Consensus around treating 60-80% similar to low income
 - Policy discussion still needed on the level of subsidy being offered to income groups above 100%
 - Interest in better serving EJ communities
 - Can expand beyond 80% when it makes sense for example 81%-100% during the next 3 year plan
 - Stephanie doesn't think we should not offer gas heating systems; higher electric bills, and they don't have discount rate available; AC will also increase their summer bills
 - Brian 100% heating incentive for all systems
 - Maggie D. Pas need to be able to get benefits; need DOER and consultants to make sure the evaluation happens quickly on whatever recommendations we make
 - Should benefits that apply to moderate income be the same as low income
 - Amanda - #1 barrier was time, current recommendations don't address this barrier. What process improvements could be made? Need a better understanding on what amount of incentive would move the needle for the 61-80% group? Do they need 100% incentives?

Renters

- Questions
 - Renters were a target group in the muni strategy. Which strategies were successful?
 - 4 of the 7 towns were in grid territory
 - All in energy is partnering with Lawrence and Methuen. They are creating their own marketing materials and have developed their own outreach strategy
 - Several communities have been doing webinars and trying to reach out to small landlords in this way
 - For communities that haven't requested specific renter info, have they been able to see success?
 - Monthly round table with all towns participating to discuss where they have had success
 - Many communities would have done events in person; COVID means limited access to constituents; no in-person outreach right now
 - Renter data – frequency of renter data. Could we get more frequently updated data?
 - Need data more than once a year
- Significant uptake in energy savings kits. However being able to go into the home helps customers achieve deeper savings through the installation of other measures
 - ESPs are available for renters and through the RCD initiative for customers who have had virtual audits. A renter will receive an ESP if they complete an online assessment.

After the assessment you will be recommended an ESP or an HEA. A majority of the time customers received a recommendation for an HEA, therefore they are not receiving HEAs.

- Are energy savings packages the right approach for renters? How do we deliver them?
 - Should it be the focus for renters
- Pas did reach 94% of the renters under the renter metric.
 - Renters participated either under a whole building approach or via a VHEA?
- Whole building approach really serves renters well. In unit offers may not do much. (+3)
- Multiple strategies are likely needed for complex markets, however we maybe should prioritize the whole building approach.
- Need to identify better ways to reach landlords.
 - Could Pas put together marketing materials that landlords could use with renters? (E.g. this home is efficient and you will save
- Landlord referral idea
- Pre-wx barrier incentive. Is the current incentive effective in overcoming that barrier? In RCD it is \$250/barrier. IE full cost of pre-wx barriers is covered. How often are property managers accessing this benefit? Does it need to be tailored to better increase uptake?
- No savings associated with market rate barrier mitigation.
- There are some landlords who have code violations. Haven't found a good way to get around this barrier.
 - If Pas take on additional cost with barriers then they will need benefits
- Knob and tube costs range from \$10-20k and the wx is \$9000
- IE has additional budgets to remove pre-wx barriers.
- Worcester – knob and tube is in a majority of buildings
- What is the rate of occurrence for barriers (broken down by barrier)?
- Neighborhood councils could also be a good way to engage with renters and landlords. More local which could increase participation
- Many customers have done lighting since that what was marketing towards them
- Cost-effectiveness can be a challenge in MF buildings for heating systems
- In IE there is a whole building approach; where building owners get marketed for all eligible measures
- Biggest barrier in IE? The added value of IE is that all technical aspects as well as bidding is offered by LEAN. Turn key service is very effective.
 - 5-50 unit buildings can be challenging to install a cost-effective heating system replacement
 - Barrier in 1-4 is knob and tube wiring
- DOER has moldering income barrier mitigation. Could transition this program to serve different customers or better serve moderate income customers.
- Project specific cost-effectiveness testing is not required by the DPU. It is done at the sector level.

Programmatic changes

- Could use these same discussion questions for external stakeholders
- Multi family

- 5-15 unit buildings should be targeted under the community based approach. Could be done as a pilot before changing the incentives that are given to landlords
- 15+ buildings – need to target landlords.
- Not always easy to deal with renters. We might need municipal regulations to help encourage uptake of EE.
- Renters in large buildings may not want to pay for improvements; renter communications should focus on getting to landlords
- What measures?
 - This is a key question to help answer two other questions.
 - Landlords are important as they are the key decision makers.
 - LEAN used assessors data to better target owners. Going through the tenant isn't always successful
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- Delivery
 - Actually reaching landlords/trust – need to develop a protocol to address code violations
 - Could also be useful to use local contracts
 - Could have a 3rd party serve certain communities that already has developed trust
 - Maybe the full on quarterback model isn't necessary but can the Pas provide more concierge service
 - Need. More customized path for large MF buildings
- Stakeholders
 - Invite all in energy to next discussion
- RCD now has a subcommittee for renters
 - There is a diversity of landlords and how they manage different property types
 - How do we build partnerships with property management companies?
 - How do we engage with realtors that engage with landlords and renters? How can realtors promote EE to both renters and landlords?
 - There is a value to studying behavior
- Barrier for landlords is finding the landlords in the first place
- Has been difficult to get marketing in tax bills and water bills in CLC
- NGRID through community initiative has worked with certain munis to do water bill inserts. When it is a
- Ever source – water bill is paid by the landlord so it is a good way to reach out. Ever source has not currently done this
- LEAN has used the assessors database to identify additional contact info
- Resource acquisition as a benefit – load reduction and energy savings
- 100% inculcation incentive – will this be extended? How successful has it been?
 - No discussion yet at RMC about extending
 - Who is being served by the HEAs and virtual incentive. Needs to be offered equitably.

- Increasing an incentive doesn't change the cost-effectiveness. Need to be aware of this when discussing barriers.
- 197 VHEAs only 6 considered renters as of now. Those that were considered owners could have renters in the building,
- Do Pas ask whether or not participants own another home? Could be another way to identify additional properties
 - CLC does not ask if they own another home
 - Ever source not aware either
- Stakeholder
 - Renters
 - All in Energy
 - Megan Shaw City of Cambridge energy alliance (1-4, 5+)
 - Tenant group – Vida Urbana (
 - RISE in Springfield
 - Steve E4theFuture
 - JP neighborhood council
 - Landlords
 - Greater New Bedford landlord association (stephanie meeting with them next week. We can have Stephanie do outreach)
 - Mass landlords
 - DSNI
 - Central Mass Housing Alliance
 - PA reps
 - Charlie can help with outreach
 - Run meeting more like a focus group. Phone outreach beforehand. We do more listening rather than talking
 - Stakeholders should get background info like pa slides
 - Name, who they work with (geographic context)
 - Recommendations for serving renters
 - Same questions we used for discussion