

Massachusetts Energy Efficiency Advisory Council
 Meeting Minutes (DRAFT)
 Tuesday, April 13, 2010

Councilors Present:

Voting	Present (designee)	Non-Voting	Present (designee)
Heather Clark	X	Derek Buchler	X
Martha Coakley	Danielle Rathbun	James Carey	X
Penn Loh	X	Penni Conner	X
Lucy Edmondson	X	Alisha Frazee	
Philip Guidice	Frank Gorke	Kevin Galligan	X
Debra Hall	X	George Gantz	X
Charles Harak	X	John Ghiloni	
Elliot Jacobson	X	Paul Gromer	Fran Cummings
Jeremy McDiarmid	X	Andrew Newman	
Rick Mattila	X	Richard Oswald	X
Robert Rio	X	Michael Sommer	X
		Edward White	Carol White

DOER: Mike Sherman, Steven Venezia

Consultants: Paul Horowitz, Jeff Schlegel, John Livermore

Present:

Geoff Chapin	MaryJo Connelly	Jack Habib
Lyn Huckabee	Sue Kaplan	Jeremy Newberger
Danah Tench	Roger Fritz	Heidi Fritz
Darien Crimmin	Andy Belt	Meera Reynolds
Don Wells	Trish Walker	John Puc
Mariella Puerto	Jamie Lalos	Heather Sullivan
Vin McLaughlin	Ray Williams	Bill Sovie
Kevin Colwell	Ed Colwell	Al Pellegrini
Rick Giles	Richard Anderson	Roger McDonald
Scott Gosse	Joe Scanlan	Steve Cowell
Charlie Olsson		

I. Introduction

Gorke convened the meeting at 2:01pm and mentioned that the Mass Clean Energy Center is working with MIT on a proposal to DOE to create an energy laboratory. He reminded the Council that the Great Appliance Exchange, using stimulus money, was happening on Earth Day.

II. 2009 Preliminary Electric Results, Consultant Summary Report and Relationship to 2010-2012 Plans

Horowitz presented several slides summarizing the consultants' assessment of the preliminary 2009 Electric PA results. He indicated that the PAs' data are subject to updates, but currently show that the electric PAs achieved about 85% of planned annual savings and 85-90% of lifetime savings. He noted that the reduction in the residential lighting net-to-gross (NTG) ratio lowered the overall residential sector savings. Galligan mentioned that there are other non-energy benefits that are not reflected in the PAs' preliminary report.

III. PA Quarterly Report

Newberger introduced the PAs' first quarterly report and explained that it is in two sections: the qualitative report presented at this meeting and the quantitative report to be presented at the May meeting. He encouraged the Council to provide feedback so that it can be incorporated into future reports. Newberger presented several slides on the residential and low-income programs and indicated that most programs and pilots are progressing according to plan. He commented that demand for the MassSAVE/Weatherization program is currently low, especially in economically disadvantaged areas of the state, and that the PAs would soon be ready to launch the new low-income and non low-income multifamily programs. McAteer presented several slides explaining the energy services delivery model that had been employed to bring all C&I electric and gas programs under one umbrella, to create a simplified, seamless experience for customers. He indicated that the new program design will result in deeper energy savings, and that trade ally open houses are already starting to generate increased industry interest. McAteer noted that two of the key challenges of the new approach will be to track performance, and to be able to deploy and deliver at a much larger scale than in the past.

Newberger discussed the six areas of EM&V research, and indicated that work is expected to begin in late April or early May. He noted that there has been a lot of activity on bringing in additional sources of funding, as this is a critical enabler to program success.

Newberger said that the 2010 performance metrics have been re-filed with the DPU, and the Community Mobilization Initiatives planning is proceeding.

In terms of what the first three months would indicate about reaching the annual goals, McAteer and Newberger indicated: C&I gas is on track; C&I electric started a bit later, has about 35% of goals in the queue, but is still dealing with the financial downturn. Residential gas is in good shape; Residential electric is also in pretty good shape, but demand is currently down and the lighting NTG is resulting in lower savings.

IV. Marketing, Public Education, and Messaging – PAs and DOER

A slide presentation was given by Sommer, Galligan, Kaplan and Lalos. Sommer and Galligan discussed some of the marketing efforts of the C&I and Residential programs to date in 2010, including the storm damage response initiative and the new Mass Save website, a consolidation of six individual program websites, developed with Sue Kaplan and Pixel Media. Kaplan talked about the website analytics tool that will be used to track website traffic, and noted that phase II of the website will include tools and calculators, case studies, and an announcement page for news and events. Lalos introduced the four companies involved in the marketing team, The Cadmus Group, Marketing Drive, Shelton Group, and causemedia Inc, which started work on March 19th. She laid out the primary objectives of the “Take Charge of Your Energy” marketing campaign: 1) Educate all audiences about the need for and benefits of energy efficiency, 2) Establish Mass Save as the driving force in mobilizing Massachusetts to greater energy efficiency, 3) Drive Massachusetts residents to take action. Lalos emphasized the importance of addressing customer barriers in order to mobilize a statewide movement. Councilor feedback to the marketing plan was generally positive, and there was agreement on the need to target ‘deeper savings’ as a key message and to track the effectiveness of marketing efforts.

V. Contractor Process Report

Connor presented a series of slides outlining the increase in weatherization contractors, and the program design modification efforts to bring more independent contractors into the residential retrofit programs. She explained the PA focus on obtaining deeper savings and why program changes were needed to bring more comprehensive energy savings services to customers. Connor also touched on the increase in delivery workforce in the C&I and Low-income sectors. She emphasized that all indications point to a significant increase in number of contractors engaged in energy efficiency, that the PAs are engaged in robust outreach to encourage current and new participants, and that PAs will continually review, learn, and adapt program processes for maximum energy savings. Gorke added that the Clean Energy Center is planning to be running classes by this fall, which will enable contractors to increase their skills and to prepare for program participation. Rathbun asked about data reporting, and Connor responded that the timely need to collect data from multiple places to populate the energy tracking databases is critical to program success. Jacobson commented that he would like to get all Clean Energy Center graduates into a pool of employment candidates that contractors can tap into. Olsson added that interested weatherization contractors can apply to participate now by attending Boot Camp and passing necessary requirements. Loh asked about PA timelines on bidding out for vendors, and Connor responded that the PAs are working on consolidating this information and figuring out how and where best to communicate this.

VI. Report on the Financing and On-Bill Repayment Working Group

Sherman indicated that the working group has been meeting for several months, including Green Justice Coalition representatives, and has developed matrices for how

best to address residential property owners, residential renters, and C&I. He noted that rental issues are the most challenging that the working group is dealing with. Sherman said that a full presentation and a draft resolution will be presented at the next Council meeting, and that the working group is discussing how best to approach the DPU on this. Loh expressed concern about serving people who are not eligible for the low-income program (i.e. above 60% of median area income) but who may be having trouble paying their bills. Jacobson responded that LEAN hopes to soon let the Council know if they can go up to 75-80%.

VII. Update on Performance Metrics (follow up to EEAC Resolution 3/9/10)

Gorke informed the Council that the PAs submitted a revised performance metrics package to the DPU, including the outside funding and CHP metrics.

VIII. DPU 08-50 – Reconvening the Bill Impact Working Group

Sherman informed the Council that the DPU has decided to take another look at the bill impact analyses. He indicated that the process would start the week of April 12th.

IX. EEAC Budget

Gorke presented a proposal to the Council from the Council budget committee recommending the approval of a reserve budget for new unanticipated costs. Rathbun motioned, Rio seconded. Resolution passed by unanimous consent. Gorke indicated that DOER would follow up with DPU accordingly.

X. Consultant Reports

Gorke advised the Councilors to read the Consultant and PA memos together to get a good sense about how the programs are going. Horowitz commented that a major theme is the need to convince customers to go deeper and get more savings than they have in the past.

XI. Public Comments

Gorke opened up the meeting to public comments and encouraged meeting attendees to feel free to reach out to DOER with any specific written comments. Eight people shared their thoughts with the Council. The messages ranged from praise for the Council's good work to concern about people in the 60-120% of median income bracket to frustration with the transition process to the new residential retrofit program model to satisfaction with the current lead vendor-subcontractor structure. Several contractors expressed specific concerns about lack of work. Gorke indicated that this is a very important subject and that interested contractors can meet at DOER and with the PAs. He indicated that the Council will work very hard to be responsive to the expressed concerns.

XII. Gorke thanked everyone for their time and adjourned the meeting at 5:16 pm.