

**Cape Light Compact JPE
Governing Board
Meeting Minutes
Wednesday, May 8, 2024**

The Cape Light Compact JPE Board of Directors met on Wednesday, May 8, 2024, at 2:00 p.m. The meeting was held as a hybrid meeting (in-person and through remote participation) through a Zoom videoconference for members of the Board with audio call-in available for members of the public, pursuant to St. 2023, c. 2, which, among other things, extends the temporary provisions pertaining to remote meetings of public bodies under the Open Meeting Law to March 31, 2025.

Participating In-Person Were:

1. Robert Schofield, Executive Committee, Bourne
2. Gary Senecal, Eastham Alternate
3. Valerie Bell, Harwich
4. Martin Culik, Chair/Executive Committee, Orleans
5. Bob Higgins-Steele, Truro Alternate
6. Suzanne Ryan-Ishkanian, Wellfleet
7. Joyce Flynn, Vice Chair/Executive Committee, Yarmouth

Participating Remotely Were:

1. David Anthony, Secretary/Executive Committee, Barnstable
2. Bill Doherty, Bourne Alternate
3. Colin Odell, Executive Committee, Brewster
4. Brian Miner, Chatham
5. Alan Strahler, Edgartown
6. Matthew Patrick, Falmouth
7. Wayne Taylor, Mashpee
8. David Jacobson, Orleans Alternate
9. Nathaniel Mayo, Provincetown
10. Leanne Drake, Sandwich
11. Nicola Blake, Executive Committee, West Tisbury

Absent Were:

1. Forrest Filler, Aquinnah
2. Timothy Carroll, Chilmark
3. Brad Crowell, Dennis
4. Meghan Gombos, Dukes County
5. Tom McNellis, Eastham
6. Peter Meleney, Oak Bluffs
7. Russ Hartenstine, Tisbury
8. Jarrod Cabral, Truro

Legal Counsel Participating Remotely:

Erin O'Toole, Esq., KO Law, P.C.

Staff Participation In-Person:

Margaret Song, Energy Efficiency Strategy and Policy Manager

Staff Participating Remotely:

Anneliese Conklin, Data Analyst
Briana Kane, Residential and Commercial & Industrial Program Manager
Dan Schell, Senior Analyst - Retail and Demand Response
Miranda Skinner, Strategy and Regulatory Analyst
Melissa Allard, Senior Administrative Coordinator
Meredith Miller, Senior Analyst – Income Eligible
Phil Moffitt, Chief Financial Officer
Stephen McCloskey, Analyst - Home Energy Services
Tatsiana Nickinello, Energy Efficiency Analyst

Public Participants:

None.

Martin Culik called the meeting to order at 2:00 PM.

Public Comment:

No written comments were received in advance of the meeting and no members of the public were present for public comment.

APPROVAL OF MINUTES:

The Board considered the April 10, 2024 Open Session Meeting Minutes.

Nicola Blake stated that she was listed as both absent and a remote participant. She stated that she was participating remotely and should be removed from the absent list.

Robert Schofield moved the Board to accept the minutes as amended and to release them, seconded by Valerie Bell.

David	Anthony	Barnstable	Yes
Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Gary	Senecal	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Matt	Patrick	Falmouth	Yes
Valerie	Bell	Harwich	Yes
Wayne	Taylor	Mashpee	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Leanne	Drake	Sandwich	Yes
Bob	Higgins-Steele	Truro	Yes
Suzanne	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

Motion carried in the affirmative (15-0-0)

Brian Miner joined the meeting at 2:20PM.

PRESENTATION AND CONTINUED DISCUSSION ON THE MASSACHUSETTS 2025-2027 ENERGY EFFICIENCY AND DECARBONIZATION PLAN, MARGARET SONG:

Margaret Song reviewed the 2025-2027 Energy Efficiency Plan April Draft Update PowerPoint. She stated to recap last month's discussions, the Board supported the Compact enhanced call center, the Compact oversight of our Community First Partnership rather than a statewide oversight, and the HEAT loan adjustment. She stated since the last Board meeting, the Energy Efficiency Advisory Council (EEAC) asked for more detail on the commercial and industrial (C&I) sector in general and for decarbonization in the C&I sector specifically. She stated that as a reminder the Compact supports decarbonization for our commercial customers; however, the majority of our demographics are residential. Therefore, that has been the Compact's primary focus. She stated that another thing is that many of the large commercial buildings are served by natural gas and that the economics for decarbonizing these buildings is currently not favorable. She stated that the EEAC noted there was strong commitments to equity, but more work is needed to assess if it meets EEAC's priority of working toward distributive justice. She stated that statewide, people were focusing on the minimum in terms of the low-income budget allocation. The Compact is proposing that 25% of the residential budget be allocated for low-income customers and the statutory minimum is 10%. She stated lastly the EEAC noted that more work was needed to assess 2025-2027 Energy Efficiency Plan (Plan) costs and potential reductions.

Alan Strahler asked if the Compact will be responding to the EEAC. Margaret Song answered yes. She stated that staff wanted to make sure that the Plan aligns with the Board's priorities. She stated that the Board has been very clear in their support. She stated that if there are specific comments that the Board would like to make there is time to do so until June 7th. Martin Culik stated that there have been two EEAC public comment meetings and there is one more to go. He stated that because comments need to be submitted by June 7th, we are looking to move the Board Meeting to June 5th instead of the 12th. The Board is fine with moving up the next Board Meeting to June 5th.

Valerie Bell stated that on the bill impacts, when this information goes out to the towns, that is going to be the burning question on how this will impact their bills. Margaret Song stated that residential customers will see the biggest impact. Valerie Bell stated that we will not only be seeing an impact from the Plan but also based on the rates we negotiate for power supply. She asked will customers be able to go to the website and see how their bills will be impacted as we get closer to finalizing? Margaret Song answered yes. She stated that soon we will have a better understanding of outside funding and distribution rates. She stated that the power supply rates will have to be estimated.

Nicola Blake asked if there was any component that addresses smart metering and encourages smart metering, especially for future customer usage. Margaret Song stated that there is a separate DPU proceeding that is going on regarding electric modernization. It is looking at what is going on with smart metering and what improvements would need to be made to infrastructure. She stated that Mariel Marchand has been monitoring that and adding in commentary or questions in terms of how it will affect us. She stated that she will send along a link to the Board where they can find all this information and follow along with the proceedings.

Colin Odell stated that traditionally, the income eligible energy efficiency surcharge (EES) was blended in with the residential, but now it is broken out, with 25% of the residential budget now going to income eligible programs. He asked is there going to be a chance of producing the income eligible savings, in a way that's

going to be palatable politically to get the plan approved. He stated that it seems like it may be something that is going to be a hurdle down the road that we need to be planning for.

Martin Culik stated that during last month's Board Meeting it was talked about how the Compact was going to support an off-Cape trade School. He asked if we have trade schools on the Cape. Briana Kane stated that she was talking about how one of the other Program Administrators (PAs) and their workforce development efforts. Martin Culik asked if the Compact was working with our local trade schools. Briana Kane stated that we do try to reach out as much as possible to our local trade schools, but we don't have an active offer going with them. She stated that another PA had procured some heat pumps and provided that to the HVAC school for training opportunities. Martin Culik stated that it sounds like there is an opportunity and maybe something the Board Members can help with. Briana Kane stated that she would be happy to have any help and that Board Members can reach out to her with any information.

UPDATE ON CAPE LIGHT COMPACT MARKETING ACTIVITIES, JASON BERTRAND:

Jason Bertrand reviewed the Cape Light Compact Marketing Update PowerPoint. He stated that in 2023, across five successful campaigns, Cape Light Compact paid media earned over 30.7 million impressions, 1.5 million total complete listens and emails opened, and 92.3 thousand clicks to Compact and Mass Save websites. He stated that also between April and December of 2023, the Cape Light Compact website saw 100,836 sessions from 78,596 users, an 84% increase in sessions, 112% increase in users, and 25.67% increase in engaged sessions across the site compared to 2022.

Jason Bertrand stated that the focus for 2024 is to position Cape Light Compact as the go-to energy efficiency resource for the Cape and Vineyard for both residential and business customers, as well as optimize paid media to build on the success of 2023's marketing campaigns. He stated that the Compact is also looking to develop new video. He stated that they are looking to create two video ads.

Jason Bertrand stated that what the Compact does is just one small piece of the overall energy efficiency marketing. He stated there are statewide brand and marketing agencies contracted by discipline such as paid search, Google display network, digital and social, emails, and print advertising.

Jason Bertrand reviewed the Compact's organic marketing. He stated that there are the monthly newsletters, which right now we have 4,300 subscribers and a 50% open rate. He stated there is also social media. The Compact uses Facebook, Instagram, Twitter, and LinkedIn. He stated that the Compact also does press releases for larger program announcements. He stated that the Compact just sent one out for the E-Bike incentive program, and it got picked up by the Cape Cod Times.

Jason Bertrand stated that print, paid social, and some digital creatives are rotated monthly to keep content fresh and seasonally appropriate. He stated that February through March is when we run our general energy efficiency brand awareness campaigns and then mix in some advertising for weatherization and home energy and business assessments. For April and May the focus is lawn equipment and appliance rebates. He stated for June it is appliance rebates and general energy efficiency and then general energy efficiency throughout the rest of the summer. He stated that September and October the focus comes back to weatherization to help customers better prepare their homes for winter. He stated that for November and December there will be a big push for heat pumps. Colin Odell stated that the Compact should also push heat pumps in the summertime. He stated that if someone has an air conditioner failure and they replace their air conditioner with a new one instead of a heat pump, we have lost them for 15 to 20 years. He stated that the Compact should create a specific ad that states if the air conditioner fails, consider putting in a heat pump. Dan Schell stated that as mentioned earlier in the PowerPoint, in addition to what we have in our schedule there is also statewide marketing layered on top of this

and we are pushing heat pumps heavy throughout the summer. He stated that he thinks that messaging is a great idea that staff can bring back to the statewide campaigns. He stated that it does not make sense for us to buy the same ads and be pushing out the same stuff.

Jason Bertrand stated the Compact has paid marketing strategies. The Compact has paid social media advertising that runs throughout the year. He stated that the Compact also has ads on the radio on the Cape and Martha's Vineyard. He stated that the Compact likes to stay in the newspapers and that they are great partners. He stated that the Compact also sets money aside for placing additional ads like Council on Aging newsletters or Cape Cod Life magazine. He stated that there is a big push for digital advertising this year which includes social media, Digital ads on CapeCod.com, mvtimes.com, capecodtimes.com, and patch.com, paid newsletters, Google display network, and direct email.

Jason Bertrand stated that there are some other marketing projects that didn't fit under the other sections. There are the mailers we send out to businesses to share information about the Main Street initiative. He stated that there are dehumidifier turn-in events coming up in June. For that we have paid social media and radio ads. He stated that there is also advertising in the Cape Cod Climate Change Collaborative newsletter every month. He stated that the Compact is also doing a lot of community outreach, specifically, to the chambers. He stated that he sends an e-mail every month with relevant business programs. Also, sending updated program materials to libraries and senior centers. The Compact also does presentations and event tabling. He stated that as for the website update, he did receive several quotes and is working with Dan Schell to put together an RFP which should be done by the end of May. He stated that if all goes well the new site should be launched by the end of the year or beginning of 2025.

Valerie Bell stated that the main message is efficiency, and she asked if the Compact should start putting out messaging about decarbonization and climate change. Dan Schell stated that it is something we are working on. He stated that one of the services we offer statewide is the heating and cooling consultations and as part of that discussion there was originally talk about transitioning that to decarbonization consultations. He stated that the discussion then considered what is appropriate language we should be using. For a lot of customers, it may not be energy efficiency, rather it is decarbonization. He stated that the question is whether it is customer friendly and understandable language that we should be using for the general public. He stated that we are assessing but are certainly moving in that direction. Suzanne Ryan-Ishkanian stated DOER has been pushing the decarbonization word and also, her committee has started using it. She stated that it would be great to have that kind of consistency. Dan Schell stated that the Compact's marketing vendor did focus groups on the decarbonization piece and found that that word doesn't really mean much to the general public. He stated that the alternative question is what would mean something to them and what is the word.

Matt Patrick asked if anyone follows up with customers after their assessment to get the recommendations done. Dan Schell stated that we have not had much of an issue with uptake of heat pumps. The Compact has not had an issue with hitting its goals. Briana Kane stated on the weatherization side the specialist that completed the assessment will reach out to see if the customer would like to move forward with the weatherization recommendations. Margaret Song stated that in the Plan, the Compact is introducing a turnkey model to help the customer from start to finish. Matt Patrick stated that he believes it is important we follow up with the customers who we don't hear from and see if they are in need of help. Margaret Song stated that she thinks that's very valuable, and we will certainly take that to heart. She stated that she also encourages Board Members to always send customers that they are getting questions or comments from, to Compact staff.

Valerie Bell asked if National Grid will ever be promoting heat pumps. She stated that she did not understand how National Grid gets money back from the state for promoting heat pumps and how that covers their costs as natural gas consumption reduces. She asked if that is how we are getting them to let go. Margaret Song

answered yes, it's called decoupling. She stated that the DPU has stated that at some point we need to examine the role of natural gas companies, but right now there is not an answer to that question. Valerie Bell stated that contractors are resistant to installing heat pumps in customers' homes that have gas because it is difficult to justify financially. She stated that is where the decarbonization or climate aspect may work to get someone to make the switch.

ADMINISTRATOR’S REPORT:

1. USDA Rural Utilities Service (RUS) Loan Through the Rural Energy Services Program (RESP), Solar Loan Program

Margaret Song stated that the contract documents came in for the USDA Rural Utilities Service (RUS) Loan and Maggie Downey will sign and execute that contract when she comes back from vacation. She stated that Maggie Downey does have some meetings scheduled later in the month to go over the details. She stated that the tentative launch is September.

Margaret Song stated that MA Department of Energy Resources announced that it has received federal funds for a low-to-moderate-income solar loan program, called Solar for All. She stated that the goal is to work with the state this summer to help finalize the details so that we are in alignment. She stated that we want to make sure we direct the customer to the program that is best for them. Martin Culik stated that Solar for All is a federal funded for low-income customers. Margaret Song stated that it possibly includes some moderate-income customers as well.

ADJOURNMENT:

Motion to adjourn made at 3:42 PM moved by Robert Schofield, seconded by Valerie Bell.

David	Anthony	Barnstable	Yes
Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Gary	Senecal	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Matt	Patrick	Falmouth	Yes
Valerie	Bell	Harwich	Yes
Wayne	Taylor	Mashpee	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Leanne	Drake	Sandwich	Yes
Bob	Higgins-Steele	Truro	Yes
Suzanne	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

Motion carried in the affirmative (16-0-0)

Respectfully submitted,

Melissa Allard

LIST OF DOCUMENTS AND EXHIBITS:

- Meeting Notice/Agenda
- May 10, 2024, Draft Open Session Meeting Minutes
- 2025-2027 Energy Efficiency Plan April Draft Update PowerPoint
- Cape Light Compact Marketing Update PowerPoint