

Cape Light Compact JPE Executive Committee & Governing Board Meeting

DATE: Wednesday, May 8, 2024
LOCATION: Cape Light Compact Offices – Martha’s Vineyard Conference Room
261 Whites Path, Unit 4, South Yarmouth
TIME: 2:00 – 4:30 p.m.

Note: The meeting will be held as a hybrid meeting (in-person and through remote participation) 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. Members of the Public can join in by audio and follow along with Meeting Materials, see the information below. Written public comments should be submitted to Margaret Song, Evaluation, Policy and Strategy Manager, at msong@capelightcompact.org by 2:00 PM on Tuesday, May 7, 2024, and should follow the public comment protocol below. Written public comments received after the May 9th deadline will be distributed prior to the Compact’s next Board meeting.

Telephone dial-in: +1 (646) 558-8656
Meeting ID: 873-8524-1882
Passcode: 819593

AGENDA

1. Public Comment
2. Approval of April 10, 2024, Open Session Minutes
3. Chairman’s Report, Martin Culik
4. Presentation and Continued Discussion on the Massachusetts 2025-2027 Energy Efficiency and Decarbonization Plan, Margaret Song
5. Update on Cape Light Compact Marketing Activities, Jason Bertrand
6. Administrator’s Report, Maggie Downey
 - A. USDA Rural Utilities Service (RUS) Loan Through the Rural Energy Services Program (RESP), Solar Loan Program
 - B. Next Board Meeting: June 12, 2024
7. Board Member Update (Reserved for Updates on Member Activities the Chair Did Not Reasonably Anticipate Would be Discussed – No Voting)

Cape Light Compact Public Comment Protocols
for Governing Board Meeting
(June 2023)

The Cape Light Compact Governing Board has adopted the following protocols to assist the public in effective participation in its Governing Board meetings, where some Board Members, staff and members of the public may be participating remotely:

1. Members of the public are welcome to address the Compact Board during the public comment section of the meeting or in writing.
2. Members of the public addressing the Compact Board at the meeting must state their name, and if appropriate the name of the organization the person is representing. Oral comments must be limited to three minutes.
3. Members of the public may also submit written comments. Written comments shall be submitted in writing to the Compact Administrator, Maggie Downey, at mdowney@capelightcompact.org by [2 p.m. on](#) the Tuesday before a scheduled Compact Governing Board meeting (or such other time as may be established by the Compact Administrator). Written comments must include a person's name and, if appropriate, the name of the organization the person is representing. Public comments received after the deadline will be distributed prior to the Compact's next Board meeting.
4. Members of the public addressing the Compact Board may not use fighting words, slander, unreasonably loud or repetitive speech, or speech so disruptive of the Compact Board meeting that the deliberative process is substantially interrupted or impaired. Speakers may not disrupt others. Speech must be peaceable and orderly.
5. All written public comments submitted in advance consistent with these protocols shall be included in the Compact's Board meeting packet.
6. Board members and staff cannot respond to public comments for topics not on the current agenda during the Board meeting. The Cape Light Compact Board may respond to comments either by putting them on the agenda of a subsequent meeting or by requesting the administrator or staff to respond to the comment.
7. Copies of the Board meeting packet will generally be made available to members of the public in advance of the meeting at the Cape Light Compact JPE's web site at www.capelightcompact.org Documents exempt from disclosure pursuant to the Public Records Law or protected by the attorney-client privilege shall not be included.

**Cape Light Compact JPE
Governing Board
Meeting Minutes
Wednesday, April 10, 2024**

The Cape Light Compact JPE Board of Directors met on Wednesday, April 10, 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. Sean Hogan, Barnstable Alternate
2. Robert Schofield, Executive Committee, Bourne
3. Brad Crowell, Dennis
4. Tom McNellis, Eastham
5. Valerie Bell, Harwich
6. Martin Culik, Chair/Executive Committee, Orleans
7. David Jacobson, Orleans Alternate
8. Bob Higgins-Steele, Truro Alternate
9. Suzanne Ryan-Ishkanian, Wellfleet
10. Joyce Flynn, Vice Chair/Executive Committee, Yarmouth

Participating Remotely Were:

1. Bill Doherty, Bourne Alternate
2. Colin Odell, Executive Committee, Brewster
3. Brian Miner, Chatham
4. Timothy Carroll, Chilmark
5. Alan Strahler, Edgartown
6. Matthew Patrick, Falmouth
7. Wayne Taylor, Mashpee
8. Nathaniel Mayo, Provincetown
9. Ralph Vitacco, Sandwich Alternate
10. Nicola Blake, Executive Committee, West Tisbury

Absent Were:

1. Forrest Filler, Aquinnah
2. David Anthony, Secretary/Executive Committee, Barnstable
3. Meghan Gombos, Dukes County
4. Peter Meleney, Oak Bluffs
5. Leanne Drake, Sandwich
6. Russ Hartenstine, Tisbury
7. Jarrod Cabral, Truro
8. Nicola Blake, Executive Committee, West Tisbury

Legal Counsel Participating Remotely:

Audrey Eidelman Kiernan, Esq., KO Law, P.C.

Erin O’Toole, Esq., KO Law, P.C.

Staff Participation In-Person:

Maggie Downey, Administrator

Staff Participating Remotely:

Anneliese Conklin, Data Analyst

Briana Kane, Residential and Commercial & Industrial Program Manager

Dan Schell, Senior Analyst - Retail and Demand Response

Margaret Song, Energy Efficiency Strategy and Policy Manager

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 March 27,2024 Open Session Meeting Minutes.

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

Sean	Hogan	Barnstable	Yes
Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tim	Carroll	Chilmark	Yes
Brad	Crowell	Dennis	Yes
Tom	McNellis	Eastham	Yes
Alan	Strahler	Edgartown	Yes
Matt	Patrick	Falmouth	Yes
Valerie	Bell	Harwich	Yes
Wayne	Taylor	Mashpee	Yes
Martin	Culik	Orleans	Yes
Ralph	Vitacco	Sandwich	Yes
Bob	Higgins-Steele	Truro	Yes

Suzanne	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes

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

Joyce Flynn joined the meeting at 2:05PM.

Nate Mayo joined the meeting at 2:07PM.

DISCUSSION AND POTENTIAL VOTE ON AMENDING ARTICLE XVI OF THE CAPE LIGHT COMPACT’S SECOND AMENDED AND RESTATED JOINT POWERS AGREEMENT (JPA). THE PROPOSED AMENDMENT WILL CLARIFY THAT THE 25 YEAR TERM OF THE JPA ENDS JULY 1, 2046. ERIN O’TOOLE, KO LAW:

Erin O’Toole stated that the Joint Powers Agreement (JPA) has a term of 25 years. She stated that there is some ambiguity on whether those 25 years started from the first JPA in 2017 or the newer version in 2021. She noted that the Rural Utilities Service (RUS) loan documents require specificity. As a result, the Compact will need to add language to make it clear that the term ends on July 21, 2046. This allows the Compact to execute all of the RUS loan documents, as well as any other long-term contracting matters. Maggie Downey stated that assuming the Compact signs the RUS loan, the program is successful and the Compact wants to do additional RUS loans, at some point the termination date will need to be discussed again.

Valerie Bell asked why there is an end date. Erin O’Toole stated that it is a carryover from the Compact’s prior legal structure and the 2007 Intergovernmental Agreement. She stated that when the Compact reorganizes as a Joint Powers Entity, the Compact kept alignment, as much as possible, with the Intergovernmental Agreement structure. She stated the Board should revisit this issue. She noted that there is no statutory requirement for a specific end date. The JPA could continue until terminated by the Board. She stated that since the Compact is doing this in connection with the RUS agreement, a technical amendment, specifying a termination date was the quickest and easiest way to address the RUS requirement. The Board could have a wider policy discussion at a future date.

Brad Crowell asked if this requires notifying the towns. Maggie Downey stated that she did send out a 30 days notice that this was being discussed at today’s Board meeting. She stated that this is something that is within the Board’s purview. She stated that if the Compact does want to remove the end date from the JPA that decision would be something we should take to the Select Boards and Town Council.

Robert Schofield moved the CLCJPE Board of Directors vote to amend Article XVI of the Second Amended and Restated Joint Powers Agreement to provide certain clarifying language.

Article XVI currently reads "[t]his Agreement shall continue in effect for a term not to exceed twenty-five (25) years" and I move that the following language be added to the end of the current sentence as follows:"; more specifically, the term will end July 21, 2046 unless extended by the Governing Board through an amendment to this Agreement prior to such date."

The Compact Administrator is authorized and directed to take all actions, and to execute and deliver all documents necessary or appropriate to implement this vote. Seconded Suzanne Ryan-Ishkanian.

Sean	Hogan	Barnstable	Yes
Robert	Schofield	Bourne	Yes

Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Abstained
Tim	Carroll	Chilmark	Yes
Brad	Crowell	Dennis	Yes
Tom	McNellis	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
Ralph	Vitacco	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 (17-0-1)

DISCUSSION AND POTENTIAL VOTES ON RESOLUTIONS IN SUPPORT OF THE USDA RURAL UTILITIES SERVICE (RUS) LOAN THROUGH THE RURAL ENERGY SERVICES PROGRAM (RESP). ERIN O'TOOLE, KO LAW:

Erin O'Toole reviewed the Rural Utilities Service (RUS) Rural Energy Savings Program (RESP) PowerPoint.

Erin O'Toole stated that the purpose of RESP is to provide qualified applicants with low-interest loans to develop or expand energy efficiency financing programs for their members. She stated that RUS loans the funds, \$4.9 million, at zero percent interest to the Compact for qualified customers to implement energy efficiency measures and the Compact can re-lend the loan proceeds at up to 5% interest to program participants. The Compact would charge qualified customers interest to cover the administrative costs of servicing the loan.

Erin O'Toole reviewed the key loan documents. She stated that there are three or four documents that are still in draft form, but close to final. She stated that they are in the Board packet and that she hopes after the Board meeting, she can get them wrapped up quickly.

Erin O'Toole stated that the next steps are for the Compact Administrator and counsel to finalize the loan documents. Compact staff, counsel and Cape Cod Five will be working on customer loan and program agreements over the summer. She stated that in early fall, the Compact will launch the program and once a certain level of demand is met, the Compact will request the initial loan advance and then the Letter of Credit will be issued.

Tom McNellis asked what the liability of the towns is if the Joint Powers Entity (JPE) defaults or approaches termination. Maggie Downey stated that the organization as a JPE is separate, distinct from any action that the state could take to centralize energy efficiency programs. She stated that you would still have a JPA, a power supply program, and solar loan obligation. Erin O'Toole stated one of the important things about a JPE is the member towns have no individual liability unless the member has specifically stepped up and taken it on. This is very clear in the joint powers statute and in the JPA itself. She noted that it is one of the main reasons why

the Compact reorganized as a JPE, to make sure it's clear that the members have no liability for the activities and the operations of the Compact as a separate organization.

Maggie Downey stated that when the Compact set the interest rate and developed the business plan, we made accounting for defaulting on the loans. She stated that we are meeting internally on May 14th to make sure all our assumptions are up to date before the interest rate is set. She stated that the interest rate is to cover all the costs of servicing the loan. Tom McNellis wanted clarification that this would not pass through to the towns in the strange case that there was some sort of indemnification question. Erin O'Toole stated that there is an indemnification clause in the loan agreement that says to the extent permitted by law, and we specifically referenced the constitutional prohibitions in Massachusetts, which states that a public entity cannot provide indemnification and RUS accepted that.

Tom McNellis asked if it was correct that the Compact's responsibility ends at the point where we give a loan to a qualified customer, that there is no responsibility for how the loan is used. Erin O'Toole stated that the Compact must make sure that our program documents are in compliance with the rules that RUS has set. She stated that Maggie Downey and her over the course of the last few years have connected with several recipients to ask how the program has been for them and they all stated that it has been great and easy to implement. She stated that there are models out there that the Compact can follow that already have RUS approval.

Valerie Bell asked around what percentage interest rate this program will be charging. Maggie Downey stated that right now the interest rate for a bank loan for solar is about 8%. She stated that without updating the assumptions the Compact's current interest rate is at 2.76%. She stated that she is hoping it will decrease or stay around that number. Martin Culik stated that at the previous meeting it was mentioned that \$4.9 million would be enough to service about 150 customers. He stated that we can ask for more funds in the future and asked if there was a maximum. Maggie Downey stated there are different requirements depending on how much funding the Compact asks for. Erin O'Toole stated that we requested \$4.9 million because asking for more at the beginning makes the process more complicated. She stated that she is aware of other recipients that have received \$50 to \$75 million.

Robert Schofield moved the CLCJPE Board of Directors vote to adopt the attached resolutions.

The Compact Administrator, Treasurer and Secretary are authorized and directed to take all actions, and to execute and deliver all documents necessary or appropriate to implement this vote and the attached resolutions. Seconded Brad Crowell.

Sean	Hogan	Barnstable	Yes
Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tim	Carroll	Chilmark	Yes
Brad	Crowell	Dennis	Yes
Tom	McNellis	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
Ralph	Vitacco	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 (18-0-0)

Nate Mayo left the meeting at 3:00 PM.

PRESENTATION AND DISCUSSION ON THE MASSACHUSETTS 2025-2027 ENERGY EFFICIENCY AND DECARBONIZATION PLAN. BRIANA KANE:

Briana Kane reviewed the 2025–2027 Energy Efficiency Plan April Draft Update PowerPoint. She stated that she will be going over some of the highlights from the April draft filing as well as some items up for consideration. She stated that some of these slides the Board has already seen, but there is some new information as well. She stated that as a reminder the main policy goals of the Massachusetts 2025-2027 Energy Efficiency and Decarbonization Plan (Plan) are decarbonization, equity, and customer experience.

Briana Kane stated that currently, income eligible customers are able to receive weatherization, barrier mitigation, and electrification at no cost after income verification. She stated that currently, for moderate income customers they can receive weatherization at no cost and enhanced rebates for heat pumps. She stated in the Plan the Compact would be offering a turnkey pathway modeled after the income eligible offering for moderate-income customers. It is a hand holding approach guiding customers through the process and providing contractors to install the recommended energy efficiency improvements. She stated that the customer can self-attest that they meet the moderate-income requirements and receive weatherization at 100%. Receipt of incentives for barrier mitigation and electrification measures will require a customer to complete an income verification application. She stated that if the customer does not want the turnkey pathway, they can complete the income verification application and receive enhanced rebates for both heat pumps and ground source heat pumps. She stated renters are offered 100% incentive for weatherization and \$5,000 a unit for weatherization barrier mitigation. Market rate customers are eligible for 75% of the weatherization costs, and \$250 and the HEAT loan for barrier mitigation. She stated that both renters and owners are also offered the whole home heat pump rebate for up to \$10,000 and for partial electrification projects the incentive is \$2,000 per condenser for heat pumps.

Briana Kane stated that for small businesses the Compact is looking to support decarbonization by increasing access, improving customer experience, and expanding the workforce. She stated that the Compact is looking to expand the customer directed option pathway for customers. This pathway allows the customer to use their own vendor or contractor to install eligible measures. She stated that the Compact is looking to expand the renters and landlords enhanced offering by building off the 100% offering that was done during the winter price mitigation effort a few years ago. She stated we are looking to expand offers for renters of up to 100%. Still finalizing possible caps that may be in place depending upon the measure. She stated that the Compact is prioritizing support for community-based organizations by offering up to 100% incentives for charitable non-profit organizations, continue to evaluate communities for Main Street efforts, and through our community first partnership engagement. She stated that sometimes there might be multiple Program Administrators (PAs) working in the same territory, so we are trying to create a delivery where one vendor serves the customer to

make it easier for them to participate. She stated that we are looking to create a common scope of work statewide and select vendors by territory.

Briana Kane stated that as the Compact continues to support our customers, we are trying to work on the way in which customers receive information and really provide them with a robust service. Therefore, being able to determine which program would best support the customer. She stated that during the energy assessment the vendor will be focusing on decarbonization as well. She stated that for a customer that is focusing on electrification, decarbonization and other items such as batteries, solar and more, the Compact will be able to provide information on state and federal incentives. There will be a lot of support from Compact staff to help the customer determine and go through their selected pathway.

Briana Kane stated that the Compact is required to provide the Massachusetts Clean Energy Center (MA CEC) funding for workforce development. She stated that MA CEC is requesting an increase in the workforce funding. Their request is \$24 million a year of ratepayer energy efficiency funds for workforce development. The Compact pays a portion of this request. She stated that the Compact will be working very closely with the MA CEC to make sure we understand how the money is being spent. MA CEC is focusing on limited English efficiency trainings. She stated they focus on building better support services for contractors who are interested in joining the program. Providing skill development, barrier removal, and certification support for minority and women owned business enterprises. Also, additional training and support services to mitigate barriers and increase access and successful outcomes for new customers. She stated that the Compact will continue to participate in supplier diversity summits. She stated that we reach out to a number of diverse contractors and provide them with information about our programs, ways in which they can participate, and try to match them with the vendors based upon what they do. She stated that this is a way for the Compact to strengthen the numbers coming into our programs and diversify the workforce.

Briana Kane reviewed where we are in the timeline. She stated that the draft Plan was filed on April 1st and the next phase is the Energy Efficiency Action Council (EEAC) review. There will be three listening sessions held by the EEAC. She stated that the Compact is also looking for feedback from the Board as we review and discuss the Plan over the next few months.

Briana Kane reviewed the next steps. She stated that today and the next Board Meeting on May 8th, the Board will discuss the Plan, ask questions, and begin formulating comments. She stated that at the June 5th Board Meeting we will finalize the comments that the Board may want to elevate to the EEAC that they vote to include or not in the Plan.

Maggie Downey stated that in order to start the conversation staff found three issues where we need some direction from the Board. The first is about the Community First Partnership (CFP). She stated that currently the Compact does participate in the statewide CFP offering and the Compact's CFP is Vineyard Power. She stated that they provide marketing services on the Vineyard to encourage customers to participate in the Compact's energy efficiency programs, as well as helping the customers with the process including answering questions or filling out paperwork. She stated that staff has come up with three options: 1) use Statewide existing pathway where the PA has a contractual relationship with the CFP lead vendor who oversees CFP Partners, with some Program Administrator (PA) support; 2) continue with the existing model where the PA has a contractual relationship with CFP lead vendor who oversees CFP Partners, but the Compact provides a higher level of day to day support; 3) to change this to the Compact providing the lead vendor support through new outreach staff and the Compact oversees the CFP. She stated that the staff recommends option three. She stated that based on the budget we really do feel that this would be a better way to manage the effort and potentially allow for more

community awards to be issued. She stated that there would be a new application process going forward in which the Compact would be able to participate in looking for new CFPs in 2025-2027.

Brad Crowell asked who the organizations are and what they do. Briana Kane stated that the lead vendor is All in Energy and they collaborate directly with the PAs by providing training and helping review marketing materials. She stated that they also provide day to day support services and have a subcontractor relationship with another vendor to collect data that they then share with the CFP on how they are doing. She stated that the Compact's CFP is Vineyard Power. They are marketing, doing events, encouraging customers to enroll in the Compact's energy efficiency program, and helping them with the process. She stated that they are focused on residential and small business customers. Maggie Downey stated that for the 2022-2024 Plan the Compact received feedback from stakeholders that the Compact's programs were not reaching certain communities such as environmental justice communities, communities that speak limited English, and renter communities. She said the stakeholders stated that the Compact needed boots on the ground in these communities to talk about these programs and help customers through the process. She stated that the Vineyard has always been hard to engage because staff and vendors are all primarily on the Cape. She stated that the Compact has tried to get more Vineyard vendors into the program, but it has been difficult. Many Vineyard customers have been looking for someone on the island to talk about these programs with, so the CFP helps meet those needs.

Brad Crowell asked if the CFP is working. Maggie Downey stated that she has reached out to the Vineyard towns to see how Vineyard Power has been doing. She stated that she is still waiting on some of the towns to get back to her but so far those that have responded have had positive things to say. Nicola Blake stated that as a West Tisbury resident she wanted to share her support and endorse the work that Vineyard Power has been doing as a CFP. She believes that they are making a difference. Alan Strahler agrees with what has been said. He stated that Vineyard Power is very active in Edgartown, and they have a very good relationship. He stated that he believes they should continue and that is what he would recommend to the Select Board.

Valerie Bell asked what their budget is. Briana Kane stated that the CFP statewide is based upon a percentage of the population that meets some of the demographic criteria. She stated that the Compact was looking at what we had been funding, the work that was needed, and the support needed to actually fund the position on the Vineyard. In 2023 and 2024 they received \$60,000. She stated that for 2025 the Compact has to provide a budget for the outreach support which is the CFP and education grant. She stated that if the Compact were to pursue option one it would be just over \$800,000 for 2025-2027 which includes CFP support as well as education grant support. She stated that going with option three if the Compact were to maintain that budget, then it could be looking at different levels of awards for multiple CFPs. She stated that is why we recommend option three.

Briana Kane stated that the next issue is about the call center. She stated that option one is to switch to the statewide call center and option two would be to maintain the Compact's current call center. She stated that the existing call center is located on the Cape for customers that want to come in during business hours and meet with staff in-person. She stated the benefits of having a locally accessible call center that can be responsive to customers and interacts with Compact staff on a regular basis. She stated that the staff is recommending option two.

Brian Miner asked how many people work in the Compact's call center. Briana Kane answered one and a half employees. She stated that the Compact will be adding another full-time person to the call center in the coming months. Maggie Downey stated that this does not include the Outreach Coordinator the Compact is looking to hire as well. Matt Patrick stated that he believes it is extremely important to keep the call center on the Cape. He stated that it is important to have staff close by that can answer questions. Colin Odell agreed that the Compact

should maintain its own call center. Valerie Bell stated that whenever she tells someone to call the Compact, she says that they will get a live person and someone that is local. She stated that the Compact should not get rid of that.

Nate Mayo returned to the meeting at 3:36PM.

Briana Kane stated that staff went into high level detail about some changes for the HEAT loan. The current offering is 0% interest with a term of up to seven years. She stated that the cap for the HEAT loan is \$25,000 for all available measures and an additional \$25,000 if needed for a customer to install heat pumps. She stated that looking at how the program was changing staff did think that it made sense to make some adjustments to the HEAT loan. She stated that the 2025-2027 Plan caps the HEAT loan at \$25,000 and reduces the term to five years. She stated that staff supports this change. She stated that even though more money is being spent on HEAT loans, the expansion of the income eligible and moderate-income offerings, means a lesser use for those demographics to need to apply for the HEAT loan. Then there are also the additional funding opportunities that are pending that would provide different loan products to help customers finance some energy efficiency measures. She stated that the HEAT loan would be for customers over 80% AMI. She stated that speaking with the banks they thought option two was manageable and easier to issue as unsecured loans.

Matt Patrick asked what the average loan amount is. Briana Kane answered that it is around \$17,000. Matt Patrick asked if that included heat pumps. Briana Kane answered yes, many of the loans have been specifically for heat pumps. Nicola Blake stated that with the cost of things increasing and especially with how expensive things are on the Vineyard, \$25,000 seems a little low. Briana Kane stated that staff did look at a lot of that data and we are seeing different program costs for fully facilitated versus direct retail incentives and right now staff believes this amount is doable. Maggie Downey stated that there are two important takeaways. She stated that one is that if this becomes an issue it can be changed and second this is an equity issue. There was clear direction from the Office of the Attorney General that funds need to be for low- and moderate-income customers and they receive 100% coverage for electrification while market rate has to pay but is offered some incentives.

Colin Odell stated that looking at this Plan it lives and dies on heat pumps. He stated that the executive summary stated that since 2019, 75,000 homes have installed heat pumps statewide. He stated in the Plan it calls for 115,000 homes. Some homes have several heat pump systems. He asked what have the PAs done to look at the capacity of the marketplace to make sure it would be able to reach that goal. Maggie Downey stated that staff will get more information from evaluation efforts. She stated that in the conversations that she has been part of with the PAs, they have done that, and their focus is clearly going to be on delivered fuels, but it will be a stretch. Colin Odell stated that it also depends on the number of employees there are to perform the work. Briana Kane stated that we are over 1,200 contractors on the heat pump installer network (HPIN) list. She stated that with the support of some of the MA CEC funding as well as some of the PA funding the Compact is looking to support one of the trade schools off Cape and supporting HVAC training and technologies for people to come into the marketplace. She stated that she agrees that having the ability to deliver is extremely important. Colin Odell stated that there is a provision in Massachusetts that those with trade licenses outside of the state are unable to work in Massachusetts without the licensing board voting on them individually. He stated that he believes a point needs to be made to potentially allow some of the border state contractors that would be willing to come and help during the next Plan.

Valerie Bell stated that when the Compact presents to the Select Boards that part of the presentation should be on the state mandates and make sure they understand that they need to get in front of them before the countdown begins. Maggie Downey stated there is a lot of education on the topic and it's not just on the back of

the Compact, the Board Members, and the energy and climate committees. She stated there needs to be a statewide conversation about what is happening.

David Jacobson asked about the cost side. He stated that the whole home rebate is \$10,000 and has been that way for a few years, but costs have increased. He stated that he keeps hearing about bids over \$30,000. Dan Schell stated that costs are all over the place and the average we are seeing is mid to upper \$20,000. He stated that he has seen quotes from \$12,000 to \$60,000. He stated that he is encouraging people to not get only three quotes, but as many as five if they are able. He stated that it is important to keep in perspective that this is far above the rebates that are offered in the rest of the country for heat pumps. At \$10,000, you also have \$2,000 additional in tax credits if the system is eligible. He stated that again the HEAT loan can be used to cover the rest of the cost. He stated that in the Plan there is a 100% coverage for those below the 80% median income. He stated that it all ties back to the energy efficiency surcharge. He stated that if you are looking to increase incentives and increase the quantity something has to give.

David Jacobson left the meeting at 4:05PM.

ADMINISTRATOR'S REPORT:

1. Update on MassHousing Grant Application: Outreach Assistance and Customer Support for Energy Saver Home Loan Program

Maggie Downey stated that the Compact was verbally given the award for the MassHousing grant. She stated that they had sent along their standard contract that a public entity cannot sign, therefore edits were sent back to them. She stated that Compact has scheduled calls for later this week. She stated that this grant is for two years with the possibility for an additional three for the energy saver loan program. It is for income qualified customers to help them make energy efficiency upgrades that are not covered by the Compact's energy efficiency programs. She stated that she will provide more details about the program at a future Board meeting.

Maggie Downey stated that the Compact will be integrating the Energy Saver Home Loan program with all the Compact's energy efficiency programs. She stated we will be helping customers determine which pathway will benefit them the most, answer questions, and help with applications. Briana Kane stated that the Compact will do all the marketing, social media, and press releases once the program is rolled out.

Brad Crowell asked for examples of what this would cover that the Compact does not. Maggie Downey answered that some examples are solar, tree removal if putting in solar, and a new roof. Briana Kane stated that the loan terms are significantly longer than what the HEAT loan offers and customers whose income goes up to 135% AMI can qualify can make these upgrades easier for many customers.

2. Next Board Meeting: May 8, 2024

Maggie Downey stated that the next Board Meeting will be on Wednesday, May 8th.

Alan Strahler and Ralph Vitacco left the meeting at 4:20PM.

ADJOURNMENT:

Motion to adjourn made at 4:24 PM moved by Robert Schofield, seconded by Joyce Flynn.

Sean	Hogan	Barnstable	Yes
Robert	Schofield	Bourne	Yes
Colin	Odell	Brewster	Yes
Brian	Miner	Chatham	Yes
Tim	Carroll	Chilmark	Yes
Brad	Crowell	Dennis	Yes
Tom	McNellis	Eastham	Yes
Matt	Patrick	Falmouth	Yes
Valerie	Bell	Harwich	Yes
Wayne	Taylor	Mashpee	Yes
Martin	Culik	Orleans	Yes
Nate	Mayo	Provincetown	Yes
Bob	Higgins-Steele	Truro	Yes
Suzanne	Ryan-Ishkanian	Wellfleet	Yes
Nicola	Blake	West Tisbury	Yes
Joyce	Flynn	Yarmouth	Yes

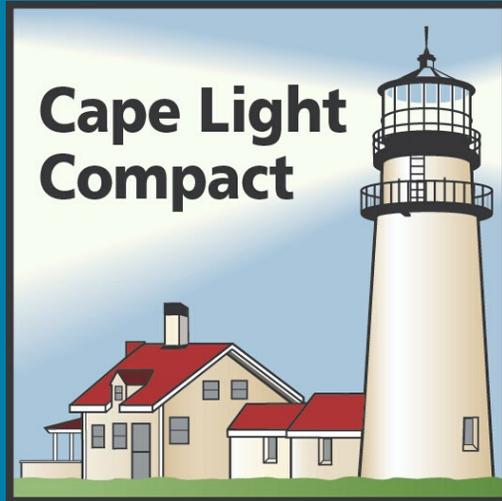
Motion carried in the affirmative (16-0-0)

Respectfully submitted,

Melissa Allard

LIST OF DOCUMENTS AND EXHIBITS:

- Meeting Notice/Agenda
- March 27, 2024, Draft Open Session Meeting Minutes
- Rural Utilities Service (RUS) Rural Energy Savings Program (RESP) PowerPoint
- 2025 – 2027 Energy Efficiency Plan April Draft Update PowerPoint



**Cape Light
Compact**

*Your Trusted, Local
Energy Resource*

2025-2027 Energy Efficiency Plan April Draft update

**Margaret Song
Evaluation, Policy and Strategy Manager**

May 8, 2024



Recap of Discussions – consensus items



Compact enhanced call center



Compact oversight of Community First Partnership



HEAT loan adjustment



EEAC initial reaction – 4/24/2024

OPPORTUNITIES FOR CONTINUED WORK

- ▶ **More detail needed to support C&I sector in general and for decarbonization specifically**
- ▶ **Plan includes strong commitments to equity, but more work needed to assess if it meets Council's priority of working toward distributive justice**
- ▶ **Room for growth in income eligible numbers, especially heat pumps**
- ▶ **More work needed to assess Plan costs and potential reductions**

Compact territory is primarily driven by residential, but clear support for decarbonization in C&I

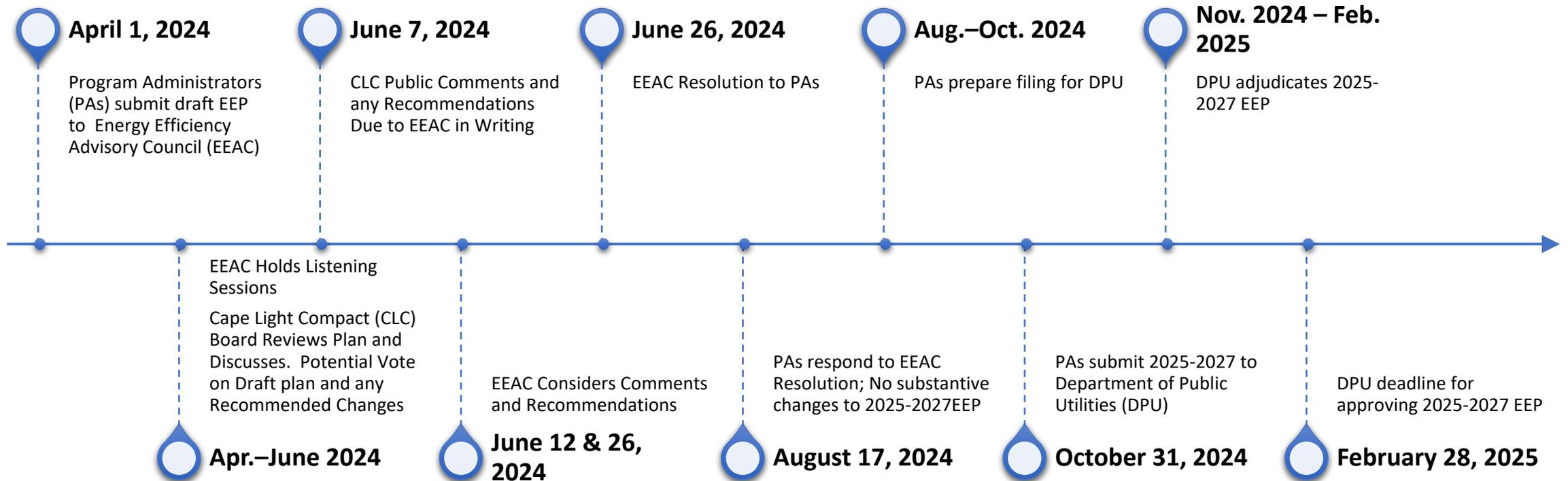
Compact is well represented on Equity Working Group. CVEO, low-income budget allocation, call center support push equity

Income eligible budget is 25% (statute is 10%). Bulk of costs are dedicated to electrification

Continued work statewide to review costs and look at bill impacts



Timeline for Compact Review of Statewide 2025-2027 Energy Efficiency Plan (EEP)



Next Steps

May 8th

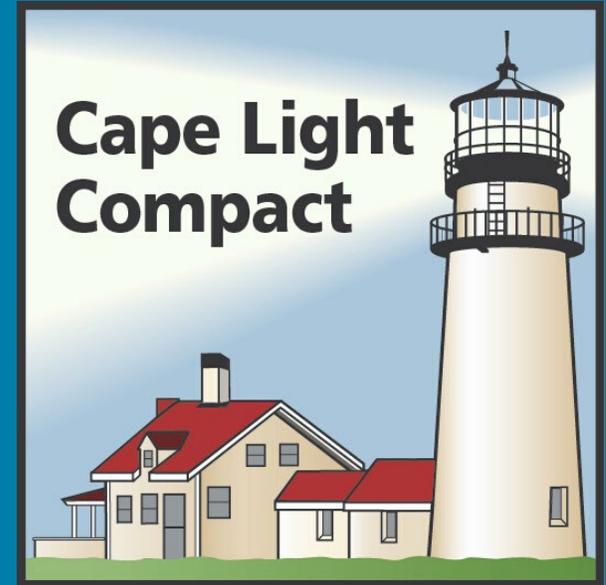
- Compact Board discusses Plan
- Questions for staff
- Begins to formulate comments/questions on Plan

June 5th

- Compact Board meeting
- Finalize any comments for MA EEAC and potential vote on Plan



Questions?



*Your Trusted, Local
Energy Resource*

Reference Slides



Summary of Statewide Residential & Low-Income Offers

	Low Income (owner or renter)	Moderate Income (owner or renter)		Market Rate (or not income qualified)	
		Turnkey Pathway	Rebate Pathway	Renter	Owner
Weatherization	100% 	100% (self-attest)	N/A	100%	75%
Barrier Mitigation	100% 	100% 	N/A	\$5,000/unit	\$250 + HEAT Loan
Electrification	100% 	100% 	up to \$16,000 ASHP, \$25,000 GSHP 	\$10,000 whole home; \$2,000/condenser	

 denotes income verification required



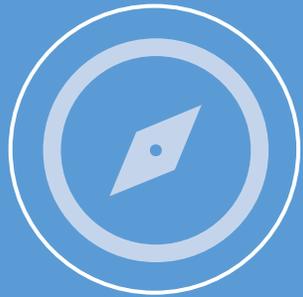
Small Business Enhancements

Support **decarbonization** of small businesses by increasing **access**, improving **customer experience**, and expanding the **workforce**

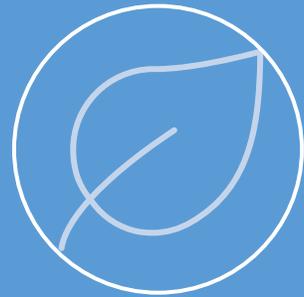
- Expand the Customer Directed Option pathway for customers
- Expand the renters and landlords enhanced offering
- Prioritize support for community-based organizations
 - Up to 100% incentives for charitable non-profits
 - Main Street events
 - Community First Partnership engagement
- Joint PA delivery of the Small Business Initiative



Compact Enhanced Customer Service



Triage best program



Home Energy and Decarbonization Assessment



CLC Incentives
State Incentives
Federal Incentives



Assistance with selected Pathway



Strengthen and Diversify the Workforce

- Collaborate with the Massachusetts Clean Energy Center to increase workforce diversity, **doubling annual funding from \$12 million to \$24 million per year.**
Areas of focus:
 - Training for contractors who speak languages other than English (LOTE),
 - Business and skill development, barrier removal, and certification support for MWBEs, and
 - Comprehensive training and robust wrap around support services to mitigate barriers and increase access and successful outcomes for new entrants.
- Continue to hold Supplier Diversity Summits and add a new matchmaking effort to **match diverse suppliers with vendors**



2025-2027 budget detail

	2025	2026	2027
Residential	\$46,001,414	\$45,612,148	\$46,265,641
Low Income	\$17,854,233	\$17,978,213	\$19,414,862
Commercial	\$9,556,860	\$10,492,607	\$11,568,903
Total	\$73,412,506	\$74,082,967	\$77,249,406



Energy Efficiency Surcharge (EES) in cents/kWh

	Jan 1, 2022 approved	Jan 1, 2023 approved	July 1, 2023 approved	Jan 1, 2024 requested	Jan 1, 2024 approved	Jan 1, 2025 estimated	Jan 1, 2026 estimated	Jan 1, 2027 estimated
Residential	4.053	3.051	2.580	3.086	2.091	5.141	4.983	5.165
Income-Eligible	0.225	0.223						
Commercial	1.726	1.339	0.686	1.343	1.179	1.643	2.069	2.325

2025 does not include carryover (positive or negative)

2025 does not include outside funds (RGGI, FCM, etc)

2025 distribution rates are not yet included

2024 does not include MTM. Expected July 1, 2024



Direction from Compact Board

Community First Partnership

1. Use Statewide existing pathway, PA has a contractual relationship with Community First Partnership (CFP) Lead Vendor (LV) who oversees CFP Partners (local community group), with some Program Administrator (PA) support
2. Continue with existing model where PA has a contractual relationship with Community First Partnership (CFP) Lead Vendor (LV) who oversees CFP Partner(s) (local community group), but the CLC provides a higher level of day to day support
3. Change to CLC to providing the LV support through new Outreach staff, and oversees CFP Partner(s)

Compact recommendation: Option 3. The reasoning is more budget control for management of the effort with the potential for more community awards.



Direction from the Compact Board

Statewide Call Center vs. CLC Outreach/Call Center

1. Depart from CLC having a Call Center and join the SW Call Center offering.

2. Continue as planned and currently implemented with CLC having any calls that may reach the SW Call Center routed to CLC and CLC receiving any direct calls, emails, etc.

Compact recommendation: Option 2. The reasoning is more budget control and being able to provide Cape and Vineyard customers with local support staff including call center, implementation staff, and outreach staff. Additionally, the CLC currently offers this level of support and did not see the benefit to Cape and Vineyard customers to budget for the SW Call Center.



Direction from Compact Board

HEAT Loan

1

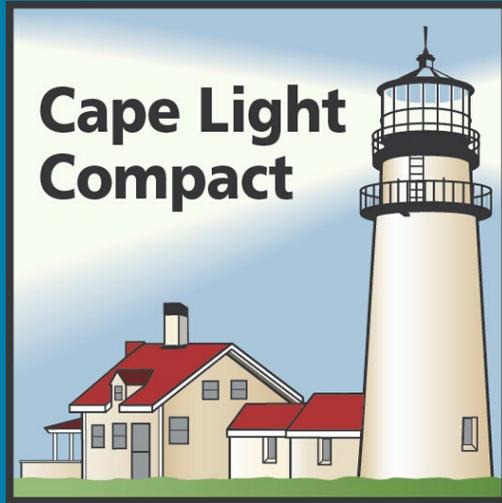
Depart from SW offering by maintaining payment terms of 7 years, cap loan max at \$30,000.

2

2. Align with SW offer of 5 year terms, cap loan max at \$25,000.

Compact recommendation: Option 2. The reasoning is an attempt to manage budget impacts per loan, looking strictly at lower interest paid out between 5 and 7 year terms. Additionally, as PAs expand low and moderate income offerings, customers who qualify and go through the turnkey pathway will receive Heat Pumps at no cost.





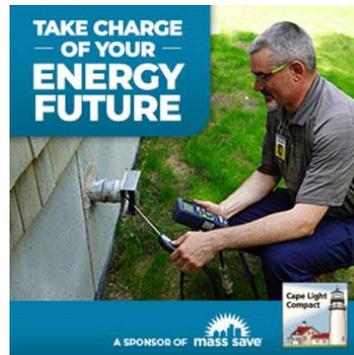
*Your Trusted, Local
Energy Resource*

Cape Light Compact Marketing Update



Recap of 2023

- Across five successful campaigns, Cape Light Compact paid media earned over **30.7 million impressions, 1.5 million total complete listens/emails opens, and 92.3 thousand clicks** to Compact and Mass Save websites.
- Between April and December of this year, 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.



Focus for 2024

- Position Cape Light Compact as the go-to energy efficiency resource for the Cape and Vineyard for both residential and business customers.
- Optimize paid media to build on the success of 2023's marketing campaigns
 - Use a mix of proven tactics that have performed well historically, and fresh ideas to engage new audiences and expand our reach.
- **Develop new video** as a way to increase awareness, tell the Compact story, and increase engagement.



Statewide Marketing

- CLC specific marketing is just one aspect of Energy Efficiency marketing
 - Statewide brand and marketing agencies contracted by discipline
 - Paid Search
 - Google Display Network
 - Digital & Social
 - Emails
 - Print Advertising

mass save
Savings through energy efficiency

LET'S GET EFFICIENT

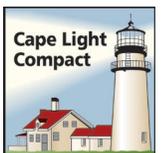
See how the Sponsors of Mass Save offer you savings that matter.

No matter where you are in Massachusetts, get access to meaningful services, resources, and incentives to help you save energy in your home, business and community.

WE ARE MASS SAVE™:

MassSave.com



2024 Organic Marketing

Working together toward
a smarter energy future



March 2024

Spring Deals on Energy Efficiency Upgrades

Spring has sprung here on the Cape and Vineyard which means it is time to start thinking about your warm weather energy efficiency needs. Whether you're looking for new lawn equipment to keep your yard tidy, or small appliances to keep your home cool and dry, the Cape Light Compact has an offer for you. Read this month's edition of our e-news to learn more!

- Maggie Downey, CLC Administrator

Lawn Equipment

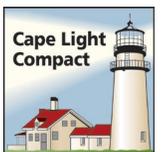
It is officially spring on the Cape and Vineyard, which means it is time to break out your lawn care tools. If you want to upgrade your equipment, The Cape Light Compact has rebates for battery-powered lawnmowers, chainsaws, leaf blowers, and string trimmers.



Businesses purchasing professional-grade equipment are eligible for even more savings!

[Click here to learn more](#)

- E-Newsletters
 - Monthly
 - 50% open rate
- Organic Social Media
 - Facebook
 - Instagram
 - Twitter
 - LinkedIn
- Press releases
 - Sent as needed for larger program announcements



2024 Campaign Schedule

Print, paid social, and some digital creative is rotated monthly to keep content fresh and seasonally appropriate.

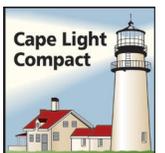
- February - March
 - General Energy Efficiency
 - Weatherization
 - HEA/BEA
- April
 - Lawn Equipment
- May
 - Appliance Rebates
- June
 - Appliance Rebates
 - General EE
- July - August
 - General EE
- September
 - Weatherization
- October
 - Weatherization
- November- December
 - Heat Pumps

**SAVE MORE ENERGY
GET A NO-COST ASSESSMENT**

LEARN MORE

A SPONSOR OF **mass save**

Cape Light Compact



2024 Paid Marketing Strategies

UPGRADE YOUR HEATING & COOLING WITH A HEAT PUMP



Find Out If You Qualify for Big Rebates

For year-round comfort on the Cape and Vineyard, make the switch to an air-source heat pump! Heat pump systems provide efficient heating and cooling for homes and businesses, while also supporting a clean energy future. You may qualify for savings of up to \$10,000 for residents, and up to \$4,500/ton for businesses. Income-qualified customers could save even more!

Visit CapeLightCompact.org to see if you qualify.

Cape Light Compact



A SPONSOR OF **mass save**

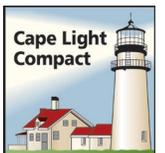
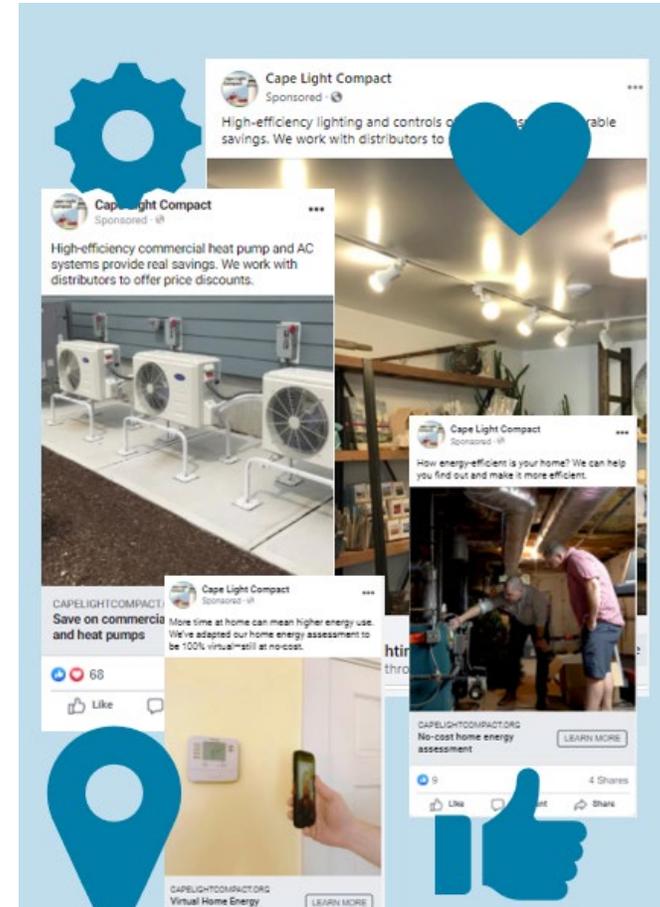


- Radio
 - MVY Radio, WGBH, WOMR/WFMR, Frank 93.5, Koffee 100.5, Pixy 103, Y101, Q99, Ocean 104.7, Cape Country 104, Cape Classical 107.5
- Print
 - Cape Cod Times, MV Times, MV Gazette, Bourne, Falmouth, Mashpee, and Sandwich Enterprise, CC Chronicle, Provincetown Independent
 - Other supplementals including Council on Aging Newsletters, Cape Cod Life Magazine, and other local publications



2024 Paid Marketing Strategies

- Digital
 - Paid Social-Facebook, Instagram, LinkedIn, and Nextdoor
 - Digital ads on Capecod.com, mvtimes.com, capecodtimes.com, and patch.com
 - Paid Newsletters
 - Google Display Network
 - Direct email
 - TheTradeDesk – Business only
- Video
 - Youtube



2024 Paid Marketing Breakdown

Implement a mix of digital and traditional media tactics to drive engagement with the Compact's programs:

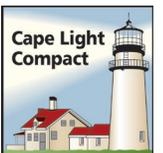
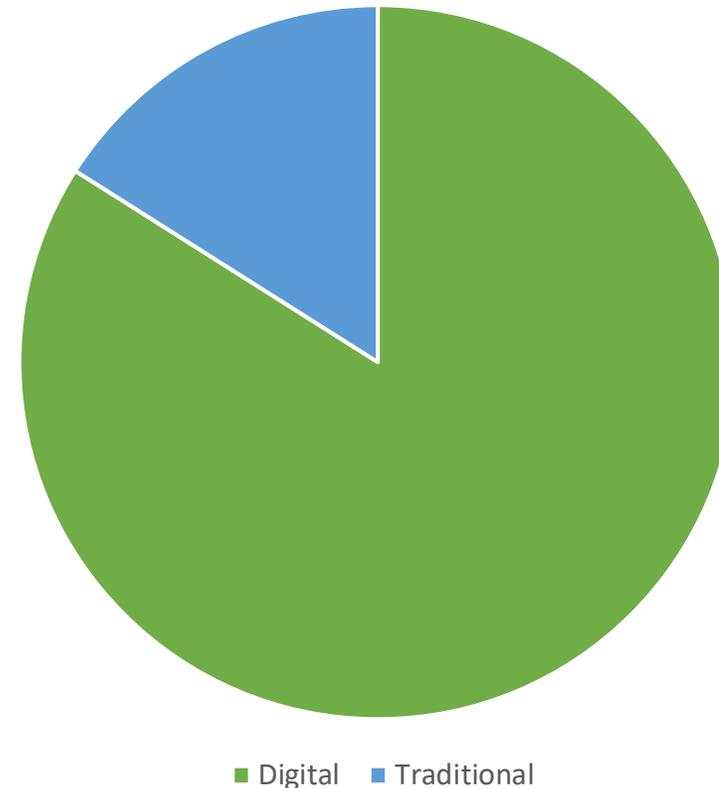
Digital

- **Digital & Social:** Cost-effective, click-driving tactics that allow for a steady drumbeat of traffic to the website throughout the year
- **Email:** Reach customers directly and drive clicks to the web, while providing a more in-depth overview of program benefits than other digital channels

Traditional

- **Local Radio:** Awareness driving tactic that provides an opportunity for a more in-depth overview of programs on trusted local stations.
- **Print:** Establishes a presence in high priority communities and builds awareness of programs.

Media Breakdown



Other Marketing Projects

- Main Streets Initiative Mailers
- Dehumidifier Turn-ins
- Cape Cod Climate Change Collaborative Newsletter
- Community Outreach
 - Chambers – monthly program updates
 - Senior Centers and Libraries – Inclusion in newsletters and distribution of updated materials
 - Event Tabling
 - Presentations
- Website update
 - In the process of drafting RFP



Cape Light Compact will be meeting with businesses about ways to reduce energy use and lower operating costs through energy efficiency upgrades. Appointments are available now!

Tisbury
June 3rd - 7th



The Compact is offering increased incentives up to 100% of the installed cost of weatherization, refrigeration, lighting, and other eligible electric energy-efficiency upgrades as part of this event. Meet with us for a no-cost energy assessment to learn more and make your energy efficiency plan!

Also check out our programs for renters, landlords, and residential and income-eligible customers.

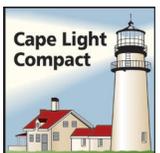


To schedule your assessment
please call 1-508-504-9508 or visit
CapeLightCompact.org/MainStreets

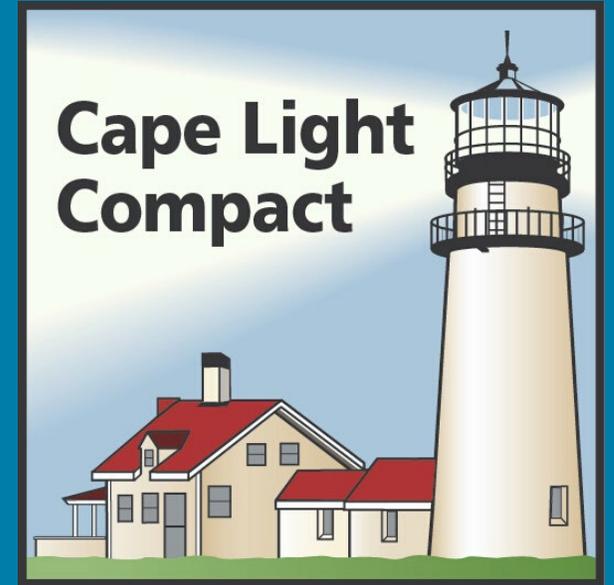


*Qualifying Businesses must use less than 1.5 million kWh per year and be located on Cape Cod or Martha's Vineyard.

A SPONSOR OF 



Questions?



*Your Trusted, Local
Energy Resource*