

Minutes
Energy Efficiency and Sustainable Energy Board
Public Utilities Commission, Concord, NH
9 AM – 12:00 PM
May 20, 2011 Meeting

***Items underlined and in color are hyperlinked to documents.**

Members in Attendance: Richard Ober of NH Charitable Foundation, Jack Ruderman of NH Public Utilities Commission, Meredith Hatfield of the OCA, Joanne Morin for Eric Steltzer of OEP, Becky Ohler for Robert Scott of DES, Mike O’Meara for Wes Golomb of NHSEA, Judy Farr for Beth Fischer for HBRANH/Build Green NH, Bob Reals, Jr. of NH DRED, Dick Henry of the Jordan Institute, Representative Naida Kaen, Karen Rantamaki, State Energy Manager, Ben Frost for Dean Christon of NH Housing and Finance Authority, Representative Frank Holden for Representative James Garrity and Ken Walsh for NH Fire Marshall and Allan Linder for Dan Feltes of New Hampshire Legal Assistance.

Non-Voting Members in Attendance: Gil Gelineau of PSNH, Debra Hale of National Grid, George Gantz from Unutil Energy Systems, Carol Woods for NH Electric Cooperative; Charlie Niebling of NE Wood Pellet and Janet Ackerman of Peoples United Bank.

1. **Welcome and Introductions.** The meeting commenced at 9:05am with Meredith Hatfield starting the meeting for Chairman Ober and Vice-Chairman Eric Steltzer. Chairman Ober arrived within a few minutes and proceeded to Chair the meeting.
2. **Minutes of the November EESE Board Meeting.**
 - The minutes of the April 8, 2011 meeting were approved as filed.
3. **BetterBuildings Update and Beacon Communities [Discussion](#)** – Kate Peters
 - Ms. Peters introduced two of the three community managers of the BetterBuildings program, and others who are instrumental in seeing that this program runs smoothly.
 1. Cimbria Badenhausen is the Berlin Community Manager; the focus at the moment is engaging the local community. They have also started an energy committee.
 2. Madeline McElaney is the Community Manager for Plymouth. The Plymouth Energy Committee has been meeting regularly on a monthly basis.
 3. Veronica Collins of CDFA works with Kate Peters and she puts all the financing together. She has worked with the banks, on behalf of the residential as well as the commercial sector.
 - There are two staff people in each of the three communities: a community manager, and a technical advisor.
 - Care is being taken with language: for example, using the term “energy audit” tends to turn people off; therefore the term they use is “energy analysis.”
 - NH BetterBuildings has reached out to over 550 individuals; over 100 customers have expressed interest in the program. 91 formal and informal presentations have been held.

- They have created a 1% residential loan program, and many banks are on board. There are also incentives: \$250 toward the cost of the analysis, plus a rebate of \$750 toward implementation of measures.
- For the commercial sector, small commercial projects that under \$20,000 can be covered under the 1% residential loan program. For larger commercial projects, BetterBuildings is looking at opportunities at co-lending with the banks to produce below market interest rates.
- In all three communities they have events upcoming, so there will be more activity seen in the coming months.
- The BetterBuildings website has been launched: www.BetterBuildingsNH.com

A detailed discussion followed.

4. Legislative Monitoring Process and Legislative Updates – George Gantz

- Over the past month participation in the weekly call has declined as most relevant legislative matters have wound down. Agreed that call to be put on hold for now, and if a need should arise, it can be reinstated.
- [HB 519](#) – Pending version of the bill does not repeal the EESE Board, though Senate version omits EESE Board role in providing recommendations to the PUC re allocation of EE and RE funds . The Senate’s amended version retains NH’s participation in RGGI, renamed the energy efficiency fund, unless a New England state with at least 10% of total load of the participating states backs out. Amounts over a threshold price of \$1 for any allowance would be rebated to ratepayers. House repeal version may be added to the Shoreline Protection bill and sent back to the Senate. Ultimate fate of the bill at this time is unknown.
- There were three bills retained by the Science and Tech Committee pertaining to RPS, pending the PUC’s review of the RPS process, and results of the SB 323 study .

A detailed discussion followed.

5. VEIC [Presentation](#) – Christine Donovan, Jim Grevatt, Todd Sbarro, Jeff Taylor and Scudder Parker

- The purpose of this presentation is to review the findings thus far and check in with the Board.
- Awareness that the context has changed since the RFP was written.

A. Market Assessment – Jim Grevatt

- Refresher: the sweet spot for programs is to target Market Development – beyond Resource Acquisition en route to Market Transformation.
- The key to sustain orderly market development that captures cost-effective savings and supports energy efficiency and sustainable energy is *consistency*. It is difficult for this to occur if programs are started and then the money is gone. NH should work with contractors and vendors and try to move everyone in the same direction.
- The CORE programs are functioning well and the utilities are doing a good job reaching 30% higher goals than projected each year. Customer satisfaction is high. However, it seems that the incentives may be too rich; customers might still participate with a lower incentive,

which would make the dollars go farther. The programs are not doing as much as they could.

- NH has slipped on the ACEEE scorecard.

B. Planning and Community Energy Assessment – Jeff Taylor

- The framework at the state level is there and is found in [RSA 9A](#) & [9B](#); we just need to use it better to advance sound planning.
- On a regional level, organizations are doing remarkable things. The local energy committees are doing great things. We need to develop a way to link it all together and doing so through networking is critical.

Break at 10:38 and the meeting resumed at 10:53

C. Funding – Todd Sbarro

- Aggregate dollars committed by currently available loans and grant programs, excluding low-income, rebate or audit-only programs, are approximately \$30 million - approximately 60% loans and 40% grants. Once RGGI and ARRA programs are gone, money will only be coming in through loan repayments to revolving loan funds.
- Most money in these programs is going towards commercial and industrial, then municipalities, and finally residential customers.

A discussion ensued regarding the way these funds have been disbursed - with some concern expressed as to confusion in the Legislature regarding this subject, including a misperception that funds were not distributed to commercial customers. VEIC said that they would prepare material to ensure that the Legislature is properly informed on this subject.

D. Policy and Regulatory Assessment – Scudder Parker

- Lots of NH material reviewed; , there are goals but there is not one clear statement of policy. There is a need for public policy and leadership. We need to identify the barriers and remove them.
- VEIC has seven key, foundational recommendations:
 - “Lead by Example” with the state taking the lead;
 - Efficiency first;
 - There needs to be clear guidance and motivation to the utilities, including performance incentives;
 - Improve the regulatory process;
 - Coordinate programs and streamline administration;
 - Public funding used to stimulate/leverage private investment;
 - Multi-disciplinary stakeholder group with standing and resources needed.

A detailed discussion took place. The June meeting will focus on further discussions and updates from VEIC. VEIC has done approximately 40 one-on-one interviews as well as numerous over-the-phone interviews. A Survey Monkey survey went well with 751 people responding.

6. National Best Practice Overview re Changing Behavior, and Update re Draft Strategic Communication Plan – Mary Downes, OEP and Judy Katzel of Burgess Advertising

Mary Downes - [Presentation](#)

- The Marketing and Outreach subcommittee has been meeting regularly for two years. Last fall there was a summit held at PSNH and a great report came out of that summit. The EESE Board agreed with the report that professional help was necessary. Burgess Advertising was hired to conduct the first planning phase, with a second RFP anticipated for implementing the plan developed in phase one.
- A short presentation on the influencing EE behaviors was shared, based on national research presented at the Garrison Institute. Individuals look to others to copy behavior; we are more likely to make good decisions in concert with others. Money as a signal shortcuts good decisions; it gets us to do what is cheaper and not necessarily smarter. Small behavior changes lead to changes in attitudes, not the other way around. Frustration and confusion occur when there are too many choices.

Burgess Advertising [Presentation](#) – Judy Katzel

- Burgess Advertising, based in Portland, Maine, won the RFP for services to begin the process of how to implement the Outreach and Education program.
- Looking at how to creating an umbrella theme. They are considering names and tag lines that will be catchy and will inspire to action.
- They have come up with the top five (5) campaign names, and plan to test in focus groups.
- Looking at creation of a web portal to take all the “strands” and put them in a place that is organized and understandable. This is a place where a group of partners that participate in this program can come together to share information to get out to the public. Requires broad participation and buy-in.

Time ran short, but a brief discussion ensued, including questions about existing portals, and the need to make sure that money and time that have already been invested are considered. Chairman Ober asked who or what body will be making the final decisions on these education and outreach efforts, and this was deemed an important and as-yet not wholly answered question. It is expected that relevant decisions will be made by the end of June. There was mention of possible further discussion of these issues at the June meeting, as time was running out.

Program updates were not provided due to the time constraints, with individuals agreeing to proceed by e-mail if needed. The meeting adjourned at 12:24.