

Massachusetts Municipal Wholesale Electric Company

HELPS Participants Meeting

Richard D Carney Municipal Office Building
Selectmen's Conference Room
Shrewsbury MA

September 30, 2019

10:00 AM

Minutes

A. PROCEDURE

1. Chairman J. Pratt called the meeting to order at 10:12 a.m.

Those present:

Participant Members:

Kevin Sullivan, Ashburnham; Joe Lynch, Chicopee; Tammi Lemire, Groton;
Jonathan Zwirko, Holyoke; Panos Tokadjian, Hull; Jon Blair, Ipswich; Tara Rondeau,
Paxton; John Maihos, Peabody; John Myers, Peabody; Jackie Pratt, Shrewsbury; Sean
Hamilton, Sterling; Sylvia Vaccaro, Wakefield; Jonathan Fitch, West Boylston;

Others:

Lorenzo Macaluso, Center for Eco Technology; Emily Fabel, Center for Eco
Technology; Michael Cunningham, EFI

MMWEC Staff:

Matthew Ide, Executive Director, Energy & Financial Markets; Joe Coles, Energy
Efficiency Program Manager; Jason Viadero, Engineer; Kimberly Bull, Financial
Services Coordinator, Risk Insurance Analyst;

2. Approval of Agenda

A motion was made by S. Hamilton seconded by J. Fitch and it was unanimously
voted to accept the agenda as presented.

3. Approval of October 25, 2018 Meeting Minutes

A motion was made by J. Lynch, seconded by T. Rondeau and it was unanimously voted to accept the October 25, 2018 Meeting Minutes as presented.

B. CURRENT AGENDA

1. Program Status

M. Ide introduced Joe Coles, MMWEC's new Energy Efficiency Manager who will be starting officially on October 16, 2019. J. Coles gave a brief overview of his past work experience. He indicated that once he starts at MMWEC that he will be meeting with all Member Managers one on one to discuss the individual MLPs needs. M. Ide also introduced K. Bull who is now doing administrative activities to aid the MLP solar rebate program and the multi split rebates.

J. Viadero discussed rebate activity in 2018 through the present. He indicated that home appliance rebate trends are consistent from year to year, but in 2020 MMWEC will look to streamline the marketing initiative. Home efficiency rebates are gaining momentum as customers become more aware of the programs. The Cool Homes rebates have increased year over year due to the installation of ductless mini splits. Wi Fi thermostat sales are dominated by the NEST, followed by the Ecobee and Honeywell products.

Next, J. Viadero stated the amount customer energy audits continue to rise year over year. Currently, the number of audits in quarter three of this year is comparable to the total amount done in 2018 and we still have a quarter to go in 2019. In 2020, MMWEC looks to improve conversion rates for audit customers. T. Lemire asked if this would be at the audit level because she stated that the MLPs do not receive the audit reports. M. Ide replied that we currently have several fragmented ways in which we interact with the customer. In 2020, we are looking for the most cost effective way to create a more unified platform to express all opportunities to the customers. J. Fitch asked what the current energy audit includes which led into the introduction of CET to the group.

2. 2019 Audit Program Updates (CET)

The Center for EcoTechnology (CET) is a non-profit company that has been in business for over 40 years. Their goal is to help people and businesses to save energy and reduce waste. They provide practical solutions that save energy, materials, and money and have a positive impact on our community, economy and the environment. CET is responsible for the HELPs hotline and conducting the home energy audits. The audit starts with an interview of the homeowner and inspection of the home. The auditor offers energy saving advice, 3 LED light bulbs, explains town specific rebates and provides the customer with a customized audit worksheet. J. Blair inquired if

there is a database or report that give the MLPs the audit results, so that they can follow up with the customer to encourage them to convert to a multi split system and/or be more energy efficient. He thinks that the MLP customers would be more trusting of recommendations made by the MLP as opposed to those made by a third party. J. Zwirko said that he would also like the actual audit details. E. Fabel said that presently the MLPs do not have access to the actual audits. J. Viadero indicated that MMWEC is looking into how to close that informational gap. Currently, to provide that information to the MLPs would be a very manual process. M. Ide it is a top priority for MMWEC to determine how to give the managers information regarding sales and customer behavior as well as immediate audit report data.

3. 2019 Rebate Program Update (EFI)

Michael Cunningham, the program manager for MMWEC, introduced himself to the group. He reported that they have upgraded their software, so that now the application processing time has gone from 7-14 days to now 2-3 days. The new system is more user friendly. EFI is transitioning to a new company that issues the prepaid credit cards for the rebates. The new company will be providing better branding to make the envelope more identifiable that it contains the customer's rebate. They also give the customer 5% at certain retailers and offer a mobile app so that the funds can be uploaded to Apple Pay. J. Blair asked if EFI will still be offering checks. M. Cunningham said they would.

4. MassSaves to HELPs Comparison

J. Viadero brought up benchmarking HELPs services to MASS SAVE. He encouraged the MLPs to communicate with its customers the similarities and differences of these 2 programs and what the cause is for this. Both programs have a very similar appliance rebates. In regards to multi splits, both programs are consistent. The IOUs are putting a lot of funds towards fuel switching rebates. The state is promoting this to lower emissions, but MMWEC does not see it as being economically viable. J. Viadero said he will be providing everyone with the HELPs & MASS SAVE graphs.

5. 2020 Budget Review

Per the MMWEC Service Agreement, we would like to present to you the proposed budget figures for the upcoming year. In the aggregate, the cost of administering the HELPs program has stayed flat, but if you look at the information for your specific MLP related to the 2019 budget to the 2020 budget the amounts have increased over 10%. This increase is due to some of the vendors we use have increased their prices. We've been fortunate that we'd had some contracts in place for many years without a price change, but we did see an increase for 2020. If you look at the recent bills, it

amount includes the price increase. When Joe starts and we are able to meet with you one on one, we will be able to go over that in detail. Another factor driving the costs up is the number of labor hours because of the increase in program offerings.

With the increase in cost, we want to make sure that the product that we are delivering to your systems is more valuable. We really see the desire and the need to expand the services which has shown us the sense of urgency to create a more scalable platform that don't automatically increase the cost of administering these programs.

6. Nominate a HELPs Chairman

A motion was made by S. Hamilton, seconded by J. Fitch and it was unanimously voted to elect Jackie Pratt as the HELPs Chairman.

All business having been concluded, it was moved by S. Hamilton, seconded by P. Tokadjian, and it was unanimously voted to adjourn the HELPs Participant Meeting at 11:40am.

A TRUE RECORD

ATTEST:



Jackie Pratt
Chairman to the HELPs Participants Committee