



## Energy Efficiency Board Monthly Meeting

Wednesday, September 10, 2014, 1:00 – 3:30 PM

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority  
10 Franklin Square, New Britain, CT / Hearing Room 2

### MINUTES<sup>1</sup>

#### In Attendance

Voting Board Members: Jamie Howland (Chair), Ravi Gorthala, Amy Thompson, Neil Beup, Joel Gordes, Amanda Fargo-Johnson, Eric Brown, Shirley Bergert, Mike Wertheimer, Diane Duva, Tracy Babbidge, Elin Katz

Utility Board Members: Matt Gibbs, Ron Araujo, Pat McDonnell

Board Members not in Attendance: Chris Ehlert, Michael Cassella

Board Consultants: Les Tumidaj, Glenn Reed, Jeff Schlegel, Ellen Zuckerman, Craig Diamond

Others: Ellen Rosenthal, Mark Grindell, Donna Wells, Joe Swift, Pam Penna, Violette Rodamski, Kate Boucher, Jeff Pollack, Mike Butkin, Robin Link

Jamie Howland called the meeting to order at 1:12 pm.

#### 1. Process

##### Minutes

The Board considered whether to approve the minutes from August 13, 2014 Board meeting. **Ms. Bergert moved to approve the minutes, Mr. Gordes seconded. Seven Board members voted in favor, and three (Mr. Brown, Ms. Katz and Mr. Gorthala) abstained. Minutes approved.**

##### Public Comments

None

##### Board member Transitions

Ms. Thompson announced that she is resigning from the Board as of the beginning of today's meeting. She introduced her replacement, Ravi Gorthala, as the designee of the Greater New Haven Chamber of Commerce. Mr. Gorthala introduced himself, and noted that he was an active Board member as of today.

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<sup>1</sup> Materials for the meeting can be accessed in Box.net: <https://app.box.com/s/jby61zxsq0jjqf7qrtlb>

Then Mr. Howland said that this meeting would be his last meeting, and that a new Chair would be elected to replace him at the beginning of the October 8 meeting. He said that Bill Dornbos would take his place as the designee of Environment Northeast, also at the beginning of the October 8 meeting.

#### 2015 Budgets for Board Consultants and Evaluation

Mr. Howland said the EEB would be asking DEEP for an extension (from Oct. 1 to Oct. 14) for the EEB to submit the proposed 2015 Board Consultant Budget and 2015 Evaluation Budget. He encouraged Board members to provide comments on the budgets prior to the next Board meeting.

#### Joint CEEF/Green Bank Board Committee

Mr. Diamond noted that Mr. Brown and Ms. Fargo-Johnson had volunteered to be the two voting EEB members represented on the Joint CEEF/Green Bank Board Committee. Mr. Diamond also noted that Mr. McDonnell and Mr. Gibbs will be the EEB's non-voting members represented on the joint board. The Board then considered whether to approve a new provision in the EEB Rules/Roadmap describing the purpose and composition of the joint committee. **Following some suggested changes proposed by Mr. Gordes and Ms. Bergert, the Board voted to approve the language. Ms. Bergert moved to approve, Ms. Fargo-Johnson seconded. All voted in favor. Revision to Rules/Roadmap approved.**

## **2. Program Updates/Highlights**

#### Marketing Update and Results of 2014 Marketing Campaigns

Ms. Zuckerman, Ms. Rosenthal and Mr. Grindell gave a presentation entitled: "Spring 2014 Branding Campaign: Review and Results." A key result of the campaign was that familiarity with the EnergizeCT brand increased by 68%. In addition, overall EnergizeCT web traffic increased by 40.2 %, and Energy Efficiency and Renewable page traffic increased by 60.4%. All results far exceeded the original goals set. Then Ms. Zuckerman gave a presentation entitled "Enhanced Brand Launch Results and Statewide Marketing Next Steps," which provided a high level overview of 2014 priorities and results, and 2015 priorities.

## **3. Programs and Planning**

#### Financial Update, Including Trends and Alerts

Mr. Gibbs provided a brief update on CL&P spending and revenues, which he said are both in line with plan. Mr. McDonnell the provided a brief update on UIL spending and revenues. He said that SCG would need to start shutting down programs because their budgets are completely spent. He said that CNG still has funding available. Mr. McDonnell said that UI is 95% spent, and therefore the budget will be expended before the end of the year. He said that UI would go 15% over budget.

#### 2015 Plan Update

- Review Plan Update Schedule - Mr. Gibbs described progress to date on the schedule. Mr. Howland said that the Evaluation team needs 2015 Program Savings

Document (PSD) numbers as soon as possible. There was agreement that July 2015 is the date for Evaluation results to be incorporated into the next PSD.

- First draft of 2015 Electric and Gas Update Budgets. Mr. Araujo proved a brief overview of the first draft of the 2015 budgets. Mr. Araujo and Mr. Gibbs said that CL&P would need to consider their participation in the forward capacity market after 2016. Mr. Schlegel said that if Board members want to provide comments on the draft budget, they should do so as soon as possible. Mr. Brown asked why the small business budget has been significantly decreased. Mr. Gibbs responded that there are significant lighting opportunities in Energy Opportunities Program. He also noted that small business is a more expensive energy efficiency resource than large business. Ms. Bergert asked why the proposed HES-IE budget is lower. Mr. Gordes asked why the state does not have a procurement program so that more energy efficiency vendors and materials are procured from Connecticut. Ms. Duva then reminded the Board that the Evaluation and Board Consultants budgets still needed to be approved by DEEP.
- Early Review of Goals and Goal Performance in 2013-2015  
Mr. Schlegel gave a presentation showing historical total electric savings (savings as a % of total sales) from 2004 - 2013. It showed that total electric savings (C&I and residential combined) had gone down over the last few years. He said that the Board needs to allocate funds in order to maximize savings. Ms. Katz pointed out that we should expect a large increase in total electric savings in 2014, reflecting the significant increase in the C&LM budget.

#### UI's Customer Engagement Platform

Mr. McDonnell introduced individuals from Aclara, the company that developed UI's Web Customer Engagement System (WCES). Mr. Butkin from Aclara gave a presentation on the WCES. He discussed two upgrade phases. The first one will be complete in October, and will entail: helping customers prioritize tools, chat rooms with similar customers, rewards programs, personalized action plans, and recommendations based on what is known about the customer. The second phase will entail: customer program participation, connection to a web interface, and tools to incentivize additional energy efficiency measures.

Mr. McDonnell discussed the three areas for which UIL will be requesting EEB funds: 1) 3rd party data, 2) SIMS, and 3) reports/other. Mr. Gorthala asked how the quality of the data is assessed and controlled. Mr. McDonnell said he is looking for approval from the EEB and DEEP in advance of the 2015 plan. The requested amount is \$1.14 M in 2015, and then \$658K for 2016 through 2020. Ms. Fargo-Johnson asked if customers who do not use the web will be engaged. Ms. Bergert asked if the amount of money proposed would be cost-effective. She said the WCES probably would not help drive savings on the residential level (but it might be more effective for C&I) because most customers will not use the on-line tools available to them. Mr. Howland said that UIL's funding request should be discussed at the next EEB meeting. Ms. Katz said that for the next meeting, she would like to see some information on the durability of certain energy efficiency behavioral changes. Mr. Wertheimer said that he would like to see data on cost-effectiveness of these types of programs from other states; for example, what percent of residential customers are likely

to use these tools? Ms. Thompson suggested that UIL should benchmark the WCES against Mr. Schlegel's "six points" that he made at the August 2014 meeting on the recommended key attributes of Connecticut's CEP. Ms. Duva asked who the customer segment targets are. Mr. McDonnell said the request is focused on Residential customers, but it could be useful for small business as well. Ms. Duva also asked about compatibility/consistency between CL&P's and UIL's CEP. Ms. Katz said that a limited segment of the population would use the tools. She also asked what the relationship is between UIL's CEP and other applications. Mr. Beup said that contrary to some other opinions expressed on the CEP, he believes that CEPs are actually more applicable to residential and small business customers than to large businesses. He said he would like UIL to discuss some comparisons to other industries (e.g., cellular service). Mr. Howland said a plan needs to be in place to address situations in which a customer's electric company is UI and their gas company is Yankee Gas, and similarly when a customer's electric company is CL&P and the gas company is CNG or SCG. Mr. Schlegel said that he would get information to the Board to support its decision-making on this issue.

#### **4. Committee Reports**

- A. Commercial & Industrial - Mr. Beup gave a brief overview of the September C&I meeting. Topics covered included CPACE, marketing, and data collection.
- B. Residential - Ms. Bergert noted that there will be no Residential Committee meeting in October due to the CBIA meeting.
- C. Evaluation - Mr. Howland gave a brief update on Evaluation activities and noted the Evaluation budget would be voted on by the Board at the October meeting. Ms. Duva noted that DEEP is concerned about the number of studies that are in the pipeline. She said it is important to ensure that there is sufficient capacity to incorporate the impact and process studies' recommendations into program design changes. It is important to ensure that the evaluation studies are completed at a pace that allows for the Companies to integrate the results quickly enough to use the data in the studies. Ms. Duva also said that the number of studies has an effect not just on the Evaluation budget, but also on the Evaluation Administrator's budget and the other consultants' budgets.

#### **5. Other (5 min)**

The meeting adjourned at 3:35 PM.