



**C&I Committee Meeting Minutes  
Tuesday February 9, 2021**

Meetings materials can be found here:  
<https://app.box.com/s/fc5g5e2ophagnp5ymirc4omkvscvgue3>

Roll call

Committee Members: Neil Beup, Donna Wells, Elizabeth Murphy, Jack Traver, and; Joel Kopylec  
Attendees: Amanda De Vito Trinsey, George Lawrence, Jordan Schellens, Alex Sopalek, Dave McIntosh, Ghani Ramdani, Jodi Sullivan, John Kibbee, Pete Jacobs, Randy Vagnini, Vinay Ananthachar, Daniel Robertson, Glenn Reed, Kyle Huston, Peter Ludwig, Brendan Thomas, Devin Schleidt, James Williamson, Mike Weissman, Philip Mosenthal, and; Ricardo Jordan

1. Equity Metric and Data discussion

Mr. Kibbee and Ms. Murphy presented data regarding equity metrics regarding UI and Eversource participation rates among business sectors. These sectors were additionally broken down into quartiles based on the rate of participation by customers within those sectors. The goal proposed is to find the lowest performing sector in each quartile and bring them halfway up to the average of other sectors in the quartile.

Ms. Murphy discussed the barriers to participation. There is an on-going research project identifying who the hard-to-reach customers are and how to engage them.

Mr. Beup questioned if there was data showing that sectors with lower participation rates were the driving force behind inequity. The data presented shows which sectors are participating, but does not show the dollar amounts associated with that participation. Focusing purely on customers with low participation may ignore customers who participate, but pay in more than they get out. Mr. Kibbee mentioned they have that data, and have found that when customers are participating, they are generally getting more funds back than what they put in.

Mr. Traver asked for clarification on what exactly "participation rate" is. Ms. Murphy defined it as "a customer who has completed at least one energy efficiency project over the last five years." Mr. Traver agreed with Mr. Beup that having the dollar amounts associated with the participation will be necessary to define inequitable distribution. It may not make sense to lump customers together based on how much they participated when the dollar amount of those projects could be very different.

Mr. Lawrence mentioned looking at "incentives back" along with participation may be a better way to look at things.

Mr. Traver questioned why the goal was to bring low-participation segments up to half of the average in Q1, Q2, and Q3, but the goal for Q4 customers is ¼ of the average. Mr. Lawrence responded that the amount of customers in Q4 is so much greater than all the

other quartiles that anything more than ¼ in that quartile would be likely unattainable. For example, to meet the metrics in each quartile, participation in each quartile would need to be increased by 190 total projects:

- Q1 – 1 Project
- Q2 – 3 Projects
- Q3 – 6 Projects
- Q4 – 180 Projects

Mr. Beup asked why the focus is on just one vertical in each quartile. Mr. Kibbee mentioned a degree of focus is necessary to get the desired participation increases. The lessons learned by focusing on certain sectors will be more beneficial in increasing participation as opposed to focusing on all low-participation customers. Mr. Beup mentioned it's possible there's not a common thread between customers in a sector, and focusing on low-participation customers may have more in common than those in a common sector, but more data will be needed to answer that question.

Additional data will be provided by the companies to clarify the equity metric, which the board will have an E-vote to approve prior to the March 1 filing.

Ms. De Vito Trinsey questioned if customers in arrears have an affect on the budget dollars. Ms. Murphy and Mr. Kibbee replied that those customers do not have an impact on the budget.

2. Contractor Rollout Meeting Update

Ms. Murphy and Mr Kibbee gave an update on the recent contractor rollout meeting. Over 500 partners registered for the event and over 300 attended. Tom McGuire was the keynote speaker and gave a great presentation on how his organization was able to benefit from participation in the Energize CT program. There was a lot of discussion on how COVID-19 has affected businesses and how it can be used as an opportunity moving forward. If there are topics people are interested in, but missed the meeting, a link can be provided.

3. Update on Customer Engagement Portal for C&I Customers

Ms. Schellens provided an update that Eversource is still in contract negotiations with a new vendor. The goal is to deliver customer insights more proactively instead of putting them into a portal. Expected cost savings of \$300,000 cost savings in electric budget, and \$50,000 in the gas budget. Nothing is finalized yet, but progress is being made with the new vendor. No specific date is ready right now, but the estimate is end of Q1 or early Q2.

4. Planning for March / Update C&I Planning Calendar to include DEEP Conditions of Approval

Mr Lawrence reviewed ideas for March. Ms. Wells mentioned that written comments on the approval process will be accepted until February 16<sup>th</sup>. Mr Lawrence mentioned the biggest topic in March will likely be the year-end report on savings vs. goals. Green Bank will provide an update in March.