



**Joint Committee of the Connecticut Energy Efficiency Fund and the  
Clean Energy Finance and Investment Authority**

10 Franklin Square, New Britain, CT

**Wednesday, April 23, 2014**

1:30-3:30 p.m.

**MINUTES**

1. **Call to Order.** The meeting was called to order at 1:30 pm. In attendance: Neil Beup, Bryan Garcia, Jamie Howland, Diane Duva, Bert Hunter, Kerry O'Neill, Ron Araujo, Rachel Warden, Carmen McClain-Flemming, Brian Farnen, Mackey Dykes, Norma Glover, Kathryn Boucher, Katie Dykes, Chris Ehlert (phone), Amanda Fargo-Johnson (phone), Pat McDonnell (phone), Chris Kramer (phone), Jessica Bailey (phone), Jeff Schlegel (phone), Craig Diamond
2. **Public Comment.** None
3. **Approval of Meeting Minutes for January 22, 2014.** Jamie Howland moved to approve the minutes. Norma Glover 2nd. All voted in favor. Minutes approved.
4. **Overarching Discussion – Strategic Objectives and Opportunities for Effective Coordination** (Note: a PowerPoint presentation (in Box.net - see footnote) was used extensively as a reference for the this and the remaining items on the agenda)
  - a. Goals – Review of Statutory Language and Organizational Objectives. Mr. Farnen provided an overview of the guiding statutory language requiring the joint EEB/CEFIA committee. Mr. Garcia and Mr. Hunter provided overview of CEFIA's requirements and organizational objectives. Mr. Howland and Mr. Araujo provided an overview of EEB statutory requirements and organization objectives. Mr. Howland said EEB's key metrics are peak demand savings, lifetime kWh savings, and CCF savings. Mr. Garcia commented that CEFIA measures savings in MMBtus. A question was asked about how the EEB decides which of the utilities does the work on any given activity. Mr. Araujo said it depends on the particular activity (work load, expertise, and other factors); it is a collaborative process between CL&P and UI.
  - b. Comprehensive Plans and Processes. Mr. Garcia provided an overview of CEFIA's key plans and processes. He said CEFIA uses an "objective function" which is maximizing the amount of clean energy produced and energy saved per dollar of ratepayer funds at risk. Mr. Howland provided an overview of EEB's planning process. He said the EEB plan is much larger than CEFIA plan, in large part because of regulatory oversight and extensive review of the plan. Mr. Farnen mentioned that Public Act 11-80, which is now codified at Conn. Gen. Stat. 16-245m(d)(3) requires the EEB to consult with CEFIA when conducting cost-effectiveness analysis on all programs included in the C&LM Plan. He asked if we were doing this. Mr. Howland said he would look into that. He said that some key things that drive EEB programs are: 1) savings potential studies,

- 2) evaluation and market research, and 3) on-ground learning (market learning, customer feedback, etc.).
- c. Common vs. Other Objectives. This agenda item was not explicitly covered.

## 5. Governance

- a. Public Policy
- b. Bylaw – Number of Members by Fund, Appointer, Term, Quorum, Principal Functions and Responsibilities, Approval Authority, Role of the Non-Board Members, and Other
- c. Next Steps

Mr. Garcia proposed the creation of a joint EEB/CEFIA Deployment Committee comprised of Board members of EEB and CEFIA. This would have Board-level authority, and could make committee level recommendations to the CEFIA Board and EEB. Joint bylaws could be developed for this proposed committee. Mr. Garcia asked meeting participants for feedback on this idea. Mr. Beup said it was not clear what the proposed new joint committee would do differently than the current joint committee. Mr. Garcia said, as an example, that the committee could make joint recommendations on programs/approaches. Mr. Beup said he thought that would be beneficial. Ms. Fargo-Johnson said she likes the proposed idea. Other meeting participants asked if the meeting would be quarterly, and how many representatives from each Board should be on the committee. It was suggested perhaps three from each Board and a representative from DEEP. Mr. Howland and Mr. Garcia agreed to develop a proposal.

## 6. Financing

- a. Review of the EEB Memo
- b. Areas of Request for Assistance (Future)
  - Small Business Energy Advantage - Mr. Araujo said that this loan program currently uses CL&P capital. Incentives are also available, and the balance is financed on-bill at 0% interest. It is for small C&I customers only. He said that the weighted cost of capital is high (just under 11%). CL&P is exploring selling these loans and at the same time bringing in a private capital provider to reduce the cost of capital. Mr. Hunter said that CEFIA would be willing to be involved in that process only if CL&P's arrangement did not result in an exclusive relationship with investor capital provider (otherwise, little would stand to be gained by other capital providers following the consummation of such exclusive arrangement). Mr. Garcia suggested that this discussion be continued in more detail outside of the meeting.
  - Mid-Sized Commercial and Industrial Customers and C&I Survey. Mr. Beup said that he would like to conduct more C&I market research to better understand which financing and other EE offerings are best for different market segments. He suggested that the Institute for Sustainable Energy could do the research. He said that the EEB C&I Committee is pursuing market transformation (broader/deeper, changing systems/approaches at the company level). Mr. Beup referred to current research being conducted by the Evaluation Committee, but said additional and more timely research is needed. Mr. Beup said he would like to see the C&I programs play major role in identifying customers for C-PACE. Mr. Garcia said that CEFIA is still learning which customers are best suited for C-PACE. Ms. Bailey said it is now clear what types of customers are best for C-PACE. There are a few types of customers and projects that don't work for C-PACE, but it works for many in the C&I sector. She said she would like to collaborate with the C&I programs in

identifying potential customers whether or not they are strong candidates for C-PACE. A discussion ensued regarding whether leading with C-PACE causes some customers to lose interest in deeper/broader measures. Ms. Bailey explained that she believes – and the evidence suggests – that C-PACE allows customers to do deeper upgrades. Mr. Beup said that the EEB would be able to leverage the upcoming Customer Engagement Platform. Ms. Bailey said that, while we do need another product for customers who don't qualify for C-PACE, we need to make sure we do not create something that competes with C-PACE.

- c. Areas of Coordination, Communication, and Evaluation (Ongoing). Mr. Howland said a key issue is figuring out how to use incentives in best way. For example, we don't need incentives if you have a 0% loan available. He said we need to think about this issue, in particular how to minimize free-ridership. Several present agreed that all customers will choose cash up front (incentive) over lower cost financing. Mr. Schlegel said we need to develop a strategic pathway for this issue.
- C-PACE and CEEF Programs - this topic was covered in the discussion noted above.
  - Residential Financing Products – Single and Multifamily. Multi-family: the utilities are working with the Connecticut Housing Investment Fund. It was asked how CEFIA was playing a role in multi-family. Ms. O'Neill said CEFIA is working with CHIF on an unsecured loan product for affordable multi-family (providing a loan loss reserve and \$1M in initial capitalization), and CHIF will release the product soon. She said CEFIA also released an RFP for access to \$4M in credit enhancements for multi-family programs or projects (affordable or market rate); Urban Ingenuity has been engaged to source multi-family C-PACE deals; CEFIA is also working with CHFA on 5 pilot projects; and New Ecology is providing technical assistance across all multi-family financing products. CEFIA wants to learn what's needed in financing for multi-family through these various initiatives. For residential financing, the group deferred discussion to the ongoing monthly residential financing meetings held with DEEP, EEB, CEFIA and the utilities.

## 7. Marketing

- a. Energize Connecticut.
- Joint Marketing Efforts Update. Mr. Dykes said EEB and CEFIA are doing a good job coordinating on marketing activities. They will be seeking approval from the CEFIA Board to contribute CEFIA funds to the marketing plan.
  - Community-Based Campaign Update. Ms. O'Neill said CEFIA is trying to build on the success of the Solarize campaigns. She said they are considering "Solar Plus" and "Gas Conversion Plus" financing offers through Smart-E, promoted through contractors and lenders. CEFIA wants to see contractors go beyond single measures. She said they want to launch these offerings soon. Mr. Howland said we need to make sure that solar customers (or potential solar customers) are referred to HES and CEFIA responded that customers that go solar are required to have a HES visit and in Solarize, HES is promoted at events to offer something for customers that can't go solar.
- b. Thermal Imaging Program Roll-Out Update. Ms. O'Neill provided an update on the Thermal Imaging Program. Ms. Duva asked if the EnergizeCT brand could

be offered as part of these campaigns. Ms. O'Neill said that does not work for micro-campaigns at the municipal levels, and CEFIA was told they could not make it part of EnergizeCT. Mr. Dykes said they could explore use of the EnergizeCT brand going forward. Ms. Duva said this was more of a general issue: towns should be advised to promote the EnergizeCT brand when there are EE/solar activities at the town level.

The meeting was adjourned 3:40 pm.

The agenda noted that the next meeting of the Joint CEEF-CEFIA Committee would be held Wednesday, July 16, 2014 from 1:30-3:30 p.m. in the Commissioners Conference Room at the DEEP at 10 Franklin Square, New Britain.