



Energy Efficiency Board
September 14, 2022 | 1:00 – 3:30 pm

[Meeting Materials](#)

[Meeting Recording](#)

Minutes

1. Process

A. Roll call of Board Members

Board Members: Amanda Fargo-Johnson, Anne-Marie Knight, Anthony Kosior, John Viglione, Kate Donatelli (DEEP), Larry Rush, Melissa Kops, Neil Beup, Ron Araujo, Stephen Bruno, Donald Mauritz, Jack Traver, John Wright, Kathy Fay*

Board Consultants: Stacy Sherwood, Emily Rice, Richard Faesy, George Lawrence, Lisa Skumatz, Philip Mosenthal, Ashley Nicholls

Other Attendees: Ghani Ramdani, Mary McCarthy, Violette Radomski, Alice Martin, Brian Sullivan, Colleen Morrison, Daniel Robertson, Devan Willemsen, Diane Del Rosso, Donald Mauritz, Douglas Presley, Ed Kranich, Glen Eigo, Greg Caggiano, Griff Keating, Jennifer Gray, Mari Cobena, Mark Grindell, Matt Ferguson, Michelle Long, Rebecca Dube, Rose Croog, Samantha Dynowski, Sheri Borrelli, Tim Fabuien

*Ms. Kathy Fay joined after the vote in Item 1B

B. Minutes – Approve minutes from August 2022 Board Meeting

Mr. Jack Traver motioned to approve the August minutes, Ms. Amanda Fargo-Johnson seconded the motion. There was no discussion. The motion passed 9-0.

C. Announcement of the New Residential Board Member

Ms. Kate Donatelli, DEEP, informed the Board that DEEP is not prepared to announce the Commissioner’s appointment to fill the Residential Customer Representative vacancy on the Board. Ms. Donatelli noted that DEEP had completed its review of applicants and the Commissioner must now make the appointment.

Ms. Donatelli added that Ms. Amy McLean resigned from the Board, effective September 9, 2022, and DEEP will soon issue a Notice of Vacancy and Request for Applications to fill the seat representing an environmental organization. [This seat on the Board is independent of the Vice Chair role, and the Board will soon nominate and approve a new Vice Chair.]

D. Technical Consultant and Evaluation Administrator Consultant Recommendation and Vote –

Consultant Committee, Board

Ms. Amanda Fargo-Johnson, Chair of the Consultant Committee, provided an update on the Board Consultant RFPs. The RFP process for both Board Consultants is complete. A memo summarizing the Consultant Committee's RFP and selection process, as well as its recommendations for Technical Consultant and Evaluation Administrator, can be found in the [materials folder](#). The Consultant Committee recommended the Board approve Energy Futures Group (EFG) as Technical Consultant and Skumatz Economic Research Associates (SERA) as Evaluation Administrator.

Mr. Jack Traver motioned to approve the Consultant Committee's recommendation Energy Futures Group (EFG) as Technical Consultant and Skumatz Economic Research Associates (SERA) as Evaluation Administrator. Mr. John Wright seconded the motion. There was no further discussion. The motion passed 10-0, with no abstentions.

E. Nominations and votes for EEB Vice Chair and Residential Committee Chair

Mr. Neil Beup suggested the Board postpone this item until the October meeting as it works through who would be interested, able and willing to serve in the Vice Chair or Residential Committee positions.

Ms. Kathy Fay nominated Ms. Melissa Kops to serve as Residential Committee Chair. Ms. Kops accepted the nomination. Ms. Fay's nomination was considered a motion to approve Ms. Kops as Residential Committee Chair, and Ms. Amanda Fargo-Johnson seconded the motion. The motion passed 10-0.

F. Joint Green Bank Committee Board Member position

Mr. Beup reminded the Board that it needs to appoint a member to the Joint Green Bank – EEB Committee. Mr. Beup asked for anyone interested to please let the [Executive Secretary](#) or [Mr. Beup](#) know.

Ms. Amanda Fargo-Johnson petitioned the Board for volunteers to serve on the Consultant Committee, which meets every quarter. During RFPs, the Consultant Committee meets more frequently, and there will be an RFP round in 2023.

Ms. Fargo-Johnson also asked for more information on the Joint Committee so Board members can take that into consideration. Ms. Kate Donatelli said there are four two-hour meetings throughout the year.

G. Public Comments

There were no public comments during this portion of the meeting.

2. Programs and Planning

A. Focus Area: Marketing – Companies

Mr. Neil Beup stated the Companies engage with customers and ratepayers to make sure they're aware of the programs. The Board has an opportunity to engage in greater depth, and inform how program administrators are ramping up program participation and knowledge, increasing awareness of what the programs are and what they can accomplish. When engaging

on this topic, the Board can assess whether marketing efforts are meeting expectations.

Ms. Violet Radomski, Eversource, and Mark Grindell, Avangrid, provided a presentation from the Companies on marketing initiatives for the C&LM Programs. A copy can be found in the [materials folder](#). The presentation included details on campaign development, an overview of data-driven campaigns and how they work, an overview of how Companies optimize campaigns, and highlights from each Company on certain initiatives as well as a few examples of joint initiatives. The presentation includes many examples of marketing initiatives, including data collection, marketing collateral examples, and campaign processes.

Ms. Stacy Sherwood introduced Ashley Nicholls, Marketing Expert on the Consultant Team. Ms. Ashley Nicholls shared that the Consultants conducted a survey on Marketing with the Board in July that sought feedback on what marketing details they wanted more of. Ms. Nicholls shared that the Companies are strategizing to improve customer experience. Ms. Nicholls shared that utilities across the country struggle with silo-ization and the CT Companies are leaning into that and having great conversations.

Ms. Melissa Kops asked if printed materials are made available to retailers (i.e. Home Depot), municipalities, and building departments. Mr. Grindell said there are field operators that engage with those audiences, but didn't specifically clarify whether print materials are distributed. Mr. Grindell commented that he's noticed consumers are demanding more digital collateral than print collateral. Mr. Grindell welcomed feedback, suggesting Board member [email ideas](#) or suggestions. Ms. Kathy Fay suggested that the Companies consider ways to disseminate marketing collateral.

Mr. John Viglione asked when the EnergizeCT website will go live for the public. Mr. Grindell said the Companies are finishing a couple tweaks and anticipate going live the last week of September or first week of October. Ms. Stacy Sherwood added there was a functionality issue on one of the pages related to the Rate Board, and before the site could go live it needed to be fixed per DEEP, PURA, and the Rate Board. Ms. Fargo-Johnson asked if the Rate Board contributes funds to the website updates. Ms. Sherwood said the funds paying for the website are strictly energy efficiency funds. Mr. Ron Araujo said this specific functionality was added to the site back when the Division of Public Utilities Commission was the regulatory agency and ordered the Companies to create the report. Mr. Grindell added the Rate Board is housed within the EnergizeCT website, though PURA is responsible for managing the alternate suppliers and engaging them for content within the site.

Ms. Kathy Fay has observed that low-income customers are less interested in seeing the Companies' logos versus the EnergizeCT brand. Ms. Fay asked for clarification on which logos are used in marketing materials and for the Community Partnership Initiative, and what the process is for participants to use the logos. Ms. Radomski explained there are basic guidelines to review any collateral, adding that many CPI participants are using their community partner logos and many don't necessarily feature Company logos.

Ms. Amanda Fargo-Johnson asked if the C&I marketing was a joint effort or just in UI. The Companies explained there are some similarities, but ultimately the efforts vary by Company. Ms. Fargo-Johnson noted that engagement numbers on some social media platforms (LinkedIn, Instagram, YouTube compared to Facebook) are low and asked where the investment in social

media ads is getting allocated? Ms. Radomski explained there the Companies are not advertising from those platforms. The paid social media is for boosting posts and increasing visibility to existing followers. Ms. Fargo-Johnson asked how the Companies will engage on these platforms to reach customers, specifically C&I. Mr. Grindell said the Companies are focusing on increasing followers and engagement. Ms. Fargo-Johnson pointed out the discrepancy between Avangrid followers and Eversource followers on LinkedIn and commented that many businesses are on these platforms. Mr. Grindell noted he can get more statistics and information on social media strategy. Ms. Fargo-Johnson suggested that social media platforms should be linked on the EnergizeCT website.

Ms. Fargo-Johnson asked how the Companies reassess deployment of marketing when a platform's popularity or consumer use changes. Ms. Radomski said the Companies are working with marketing agencies that specialize in digital marketing. Ms. Fargo-Johnson suggested the Companies review the EnergizeCT LinkedIn account and Ms. Radomski said they would look into it.

B. Green Step Program Update – Companies

Ms. Mary McCarthy presented on the Green Step program, which included an overview of the program and the results from 2021-2022. A copy of the presentation can be found in the [materials folder](#).

Ms. Amanda Fargo-Johnson asked where the funding for this program comes from out of the C&LM Budget. Ms. McCarthy noted that in 2022 the dollars moved from the workforce development line item to energy education.

C. HES Budget Follow Up – Technical Consultants and Companies

For the past several board meetings, the Board has had focused discussions on Southern Connecticut Gas (SCG) service territory and the fact that its HES budget was expended prior to the first half of the year. In August, the Board requested a comparison between the utilities' HES performance and budgets. Ms. Stacy Sherwood provided a presentation from the Consultants that provided a comparison and identified some trends from the data. Ms. Sherwood noted that while SCG's HES budget was expended early, this seems to be on trend based on budget depletion levels in the past several years. Additionally, SCG is not the only utility experiencing early budget depletion.

Ms. Amanda Fargo-Johnson noted that when budgets are depleted, customers are added to a waitlist which is served at the start of the next budget year. Ms. Fargo-Johnson wondered if this practice perpetuates the cycle of early budget depletion. Mr. Ron Araujo countered that the Companies don't necessarily batch customers in this way, or delay services to customers. But rather, many projects are wrapped up at the end of the year, and Companies are addressing an influx of invoices in January.

Mr. Neil Beup noted that Board members can ask questions of the Technical Consultants or get more information at any time. Mr. Beup indicated this presentation was helpful and that understanding what's happening will enable the Board to be proactive. A copy of the presentation can be found in the [materials folder](#).

D. Discussion and Vote on 2023 Plan Update Budget and Savings Tables – Companies, Consultants,

and Board

The Companies presented on the 2023 Plan Update. Mr. Stephen Bruno and Mr. Ghani Ramdani provided a brief overview of the 2022-2024 Plan priorities, Plan components, and the Plan Update process timeline. Mr. Bruno's presentation includes details on the contents of the plan, and a summary of the updates to the Plan Budgets and Savings Tables for the 2023 calendar year. Updates to the Plan Text will be presented at the October Board meeting, but a draft can be found in the [materials folder](#) along with the Updated Budgets and Savings Tables and this presentation.

Regarding the Updated 2022-2024 Savings and Benefits table, Mr. Richard Faesy pointed out that the unit label "millions" needed to be added to the annual savings column.

The Consultants provided a few slides, that are in the [materials folder](#), summarizing their thoughts on the Budget and Savings Tables updates. Ms. Stacy Sherwood indicated the Consultants were still reviewing the updates and assessing how public input from Public Input Sessions as well as input from the Board's Annual Planning Meeting on September 7 has been incorporated. Ms. Sherwood also shared that there are several items the Consultants are working with the Companies on that are outstanding and noted the Program Savings Document has not been finalized. Given those details, Ms. Sherwood recommended the Board vote conditionally on the Budget and Savings Tables, with an anticipation to vote for full approval in October.

Ms. Stacy Sherwood also noted that further changes to the Plan may be recommended as a result of the Diversity Equity and Inclusion Consultants findings, which should be presented at the start of 2023.

Ms. Amanda Fargo-Johnson motioned to approve, with conditions outlined in the Consultant slide deck, the Budget and Savings Tables for the 2023 Plan Update. Mr. John Viglione seconded and there was no further discussion. The vote passed 9-0 with DEEP abstaining.

E. Inflation Reduction Act – Technical Consultants

At the annual planning meeting on September 7, DEEP indicated that they would appreciate recommendations from the Board and a Technical Consultants regarding how to integrate the IRA or Inflation Reduction Act. Ms. Stacy Sherwood has mapped out a timeline for this process, with the goal of providing recommendations to DEEP no later than December 15 as part of its Determination. The timeline is presented in a slide deck that can be found in the [materials folder](#).

Ms. Sherwood noted that the Consultants will engage stakeholders to better understand IRA restrictions and how funds can be utilized. The Consultants will highlight those findings at the October Board meeting. In November the Consultants suggest Public Input Sessions, co-hosted with DEEP as well as conduct a Board vote on the recommendations for operating funds and guiding principles. The Board agreed with the recommended plan, with no changes.

3. DEEP Updates – DEEP

Ms. Kate Donatelli shared information on the Comprehensive Energy Strategy and upcoming Technical Meetings. An updated schedule for the Technical Meetings and the schedule for Written Public Comments were both provided in a slide deck that can be found in the [materials folder](#).

Ms. Donatelli also summarized a few responses to Conditions of Approval that DEEP has received and shared how the public can access those filings. Instructions can be found on Slide 7.

4. Adjourn

Ms. Amanda Fargo-Johnson motioned to adjourn, Mr. John Viglione seconded, and the motion passed 10-0.