

# Swampscott Energy Committee Meeting

Thursday, September 27th, 2012 at 7:00 pm  
Swampscott Town Hall, Selectmen's Meeting Room

**Members Present:** Neal Duffy, Wayne Spritz, Milton Fistel, Hal Schwartz, Thomas Dreeben, Derek Barnwell

**Non-Members present:** Pete Kane, Matthias Bohler (Next Step Living), Suzanne Snyder (Next Step Living), Blair Kershaw (Next Step Living), Tara Gallagher

## Meeting Minutes

- 1) Approval of previous minutes
- 2) 7:08 PM

Matthias Bohler and Next Step Living Team to discuss residential outreach program

Matthias Bohler talked about how excited the whole team at NSL is about this partnership. He provided a general breakdown of how they run their outreach programs: focusing on tables at community businesses, non-profits and events and conducting informational/educational workshops.

Whole Foods and Stop and Shop are great places for NSL to have a resource table, NSL will provide a \$10 gift card to a family if they sign up for an audit. The committee agreed to approach both Stop and Shop and Whole Foods about having tables there on Saturday mornings – Pete Kane will contact the stores.

We also discussed having a series of educational events.

Matthias, and the other NSL representatives said we did not have to limit events to Swampscott locations and said they will provide an impact report every 6 months to see how we are doing versus other communities.

There will be a url that is specific to our program. When people sign up for events they will be pointed to our specific web site so NSL can track how many audits they are getting from these outreach efforts.

They also discussed the idea of kid focused marketing and said they have done

backpack mailers in the past but that they often have not had a very big impact.

Tabling events – there is usually a 50% conversion.

We can make non-profit/charitable contributions as part of the program so that donations are made when people sign up. The committee needs to figure out how we want the non-profit/charitable contributions to work.

Wayne Spritz was hoping for clarification on if NSL is allowed to promote its solar program at residential audits. He also asked about the possibility of doing some sort of group purchasing/collective similar to the solarize mass program, through NSL. Matthias was interested in this idea and said he would look into it with Sun Run, the solar installer that they partner with, and come back to us with some sort of a tiered matrix for a solarize program.

The committee expressed some concern that we want people to be aware that they do not have to do audits through NSL, and can sign up independently through the Mass Save website if they want to. We also want residents to understand that if they decide to go through with home efficiency improvements, they do not have to use NSL to do the work and can use any of the approved contractors. We will try to make sure to provide that information on promotional materials and the website.

The first workshop will be Mass Save 101 on October 22<sup>nd</sup> at the Senior Center. Pete Kane will make sure the center is available. The workshop will provide an overview of the Mass Save program, the Big Blue Energy initiative, and provide people with information about home energy efficiency.

- 3) The committee approved the minutes from the previous meeting. Four votes for approval, Milton Fistel left the meeting early.

#### 4) Other Business

Tara Gallagher recommended we try to get involved with the School Building Committee as soon as possible.

Pete Kane provided an outline and draft of the Big Blue Energy website and the committee reviewed and would provide comment via email.

Meeting adjourned – 9:20 PM